

Approved

**MINUTES
CITY OF DUBUQUE LONG RANGE PLANNING ADVISORY COMMISSION
REGULAR SESSION**

5:30 p.m.

Wednesday, April 17, 2019

City Council Chamber, Historic Federal Building

Commissioners Present: Chairperson John Pregler; Commissioners Michael Peroski, Tyler Stoffel, and Charlie Winterwood.

Commissioners Excused: Michael Wright.

Commissioners Unexcused: Ron Collins and Alan Vincent.

Staff Members Present: Chris Kohlmann, Laura Carstens and Chris Happ Olson.

CALL TO ORDER: The meeting was called to order by Chairperson Pregler at 5:32 p.m.

CERTIFICATION OF COMPLIANCE: Staff presented an Affidavit of Compliance verifying that the meeting was being held in compliance with the Iowa Open Meetings Law.

INTRODUCTION OF NEW COMMISSIONERS: Michael Peroski introduced himself to the Commission, and said he was excited to be part of the Commission and now the community. Tyler Stoffel stated he teaches middle school and recently moved back to Dubuque. Chairperson Pregler welcomed them to the Commission.

MINUTES: Motion by Winterwood, seconded by Stoffel, to approve the minutes of the March 25, 2019, meeting as submitted. Motion carried by the following vote: Aye – Peroski, Stoffel, Winterwood and Pregler; Nay – None.

ACTION ITEMS:

Implementation of the Imagine Dubuque Comprehensive Plan: Chairperson Pregler stated we would begin with an overview of the comprehensive plan, and then discuss work being done on the implementation process.

Overview of Plan: Staff Member Carstens stated the 2017 comprehensive plan provides guidance for the City Council on budget, land use, and other decisions as a reflection of the community vision for 2037. She noted what's unique is the Call to Action inviting the community to now implement the plan they helped to create. She noted the first

comprehensive plan was done in 1936 by John Nolen, a well-known city planning consultant. She explained the City adopted a new comprehensive plan in 1994-95, with updates in 2002, 2008 and 2012. She said that in 2016-17 we spent time engaging the community inclusive process that met the city's demographics for age, race, ethnicity, and gender to create Imagine Dubuque, a new comprehensive plan.

Staff Member Carstens reviewed the 2017 plan's 3 chapters based on the Sustainable Dubuque model: economic prosperity, environmental integrity, and social/cultural vibrancy. She highlighted that "healthy local food" was new to the plan. She reviewed the housing, transportation & mobility, community facilities, and land use chapters. She explained that the final chapter is a Call to Action, where we align our City Council goals with this plan, which allows us to move forward with coordinated implementation. She talked about role of the commission is to implement plan using a collective impact model working with community partners. She noted that some recommendations will be easy – low hanging fruit – while others will not, and others may take until 2037.

Chairperson Pregler noted the previous plan was more about community desires, and we didn't have an implementation process. He described the need to get in front of department planning to help staff align their work. He noted the City can't require the community to do it, but the Call to Action helps the citizens get involved and implement. He discussed the need to develop a framework for non-profits to do this work. He noted the collective impact model can help us to pool resources and time.

Commissioner Winterwood agreed this was the first time we have implemented the plan; in the past, the plan was done, and then it was just up to the City to use it.

Demonstration of SharePoint Site for Plan Goals, Data and Communications:

Chairperson Pregler described the collective impact model really helps draw in non-government organizations to engage, and we are developing a platform. He introduced Information Services Manager Chris Kohlmann to explain the internal SharePoint site.

Staff Member Kohlmann provided online demonstrations of accessing the City website, open finance, and open data. She reported they started with over 100 partner contacts from the lists in Chapter 10. She noted that City users and any partner can use Microsoft 365 to access the SharePoint site; it also helps us collaborate and connect the dots.

Staff Member Kohlmann explained that STAR Sustainability rating tools help us collect data and break down silos, so we are more able to leverage information across categories and among departments and partners. She showed different components of the site – reports, calendars, notebooks, teams, to do lists, and interactive pieces. She then demonstrated site features using various categories, including links to City Council goals, key performance indicators, STAR metrics, reports, charts, and stories.

Chairperson Pregler pointed out STAR is a national rating system, and can provide a way to measure metrics. Commissioner Winterwood noted STAR provides a baseline. Chairperson Pregler explained it helps us share and collect information.

Staff Member Kohlmann noted this is push information – we are cross-referencing the work being done by the community. She showed the “healthy local food” page, demonstrating examples of work by community partners, City departments, and even other communities as examples. She noted this helps with awareness of what’s going on locally with links to what others are doing and what we could do. She said it not just a high-tech tool – but a high touch tool.

Staff Member Carstens explained we took subcategory recommendations and started linking community partners and projects to each one. She explained the Commission and staff tried an implementation process in the 1990s, but it was very difficult without the ability to engage with the community on SharePoint.

Staff Member Kohlmann showed Sustainable Environment category, using examples from clean air and energy to show open data tools, showing stats, and how energy efficiency tracking goes to Open Data. Chairperson Pregler said some sections won’t have context until we can get someone to champion it, and “the sky’s the limit”.

Progress Report and 2019 Implementation Timeline: Staff Member Carstens referenced the Tech Team Progress Report, and then reviewed the 2019 timeline, with the Call to Action kick-off events planned for mid-June.

Draft Agenda for City Council Work Session: Staff Member Carstens noted that a City Council work session was planned for late May, and asked all Commissioners plan to attend. She distributed draft work session agenda for Commission review.

Staff Member Carstens reviewed that the work session presentation would provide a short summary of the implementation effort for the Call to Action, review the collective impact model, describe the kick-off events, and share next steps. She explained that at a work session, the City Council provides comments, but does not vote. She noted that anything that requires a vote, we take back to them.

Chairperson Pregler said the intent is to help educate and remind the City Council of this work, so that the Commission is moving forward as they want things to happen.

Staff Member Carstens explained we want Imagine Dubuque useful to the City Council and City departments as they develop their plans, budgets, programs, projects, etc.

ITEMS FROM PUBLIC: None.

ITEMS FROM COMMISSION:

Update on Partners Identified for Contacts:

Chairperson Pregler requested Commissioners to help build this partner list, to start by speaking to these groups about plan implementation. He discussed the need for a marketing tool kit to help us talk about the plan. He asked Commissioners to think about those partners. Commissioner Winterwood suggested adding the Dubuque County Energy District, and Chairperson Pregler suggested adding the Dubuque Humane Society. Staff Member Carstens said we have lots of Executive Summary handouts available for contacting groups. She added that the Executive Summary is going out for a second time to City utility customers.

ITEMS FROM STAFF: None.

ADJOURNMENT: Motion by Winterwood, seconded by Petroski, to adjourn the April 17, 2019, meeting. Motion carried by the following vote: Aye –Peroski, Stoffel, Winterwood and Pregler; Nay – None. The meeting adjourned at 6:28 p.m.

Respectfully submitted,



Laura Carstens, Planning Services Manager

5-15-19

Adopted