

**MINUTES
LONG RANGE PLANNING ADVISORY COMMISSION
REGULAR SESSION**

5:30 p.m.

Wednesday, April 15, 2020

The Long Range Planning Advisory Commission met at 5:30 p.m. on Wednesday, April 15, 2020. Due to the COVID-19 pandemic and mandates for social distancing, this meeting was conducted virtually.

Commissioners Present: Chairperson John Pregler; Commissioners Ron Collins, Alan Vincent, Michael Peroski, Tyler Stoffel and John Krayner.

Commissioners Excused: none

Commissioners Unexcused: none

Staff Members Present: Laura Carstens, Wally Wernimont, Jason Duba and Chris Happ Olson.

Presenting Guests: Erin Cigliano & Mike Hoffman of Teska & Associates.

CALL TO ORDER: The meeting was called to order by Chairperson Pregler at 5:30 p.m.

Staff Member Laura Carstens thanked attendees for their willingness to participate remotely to obey the law and reduce the health risks to everyone involved. She stated that due to the COVID-19 Pandemic, the commission is practicing social distancing with an entirely virtual meeting. The meeting was made available to the Commission, staff and public publicly through the Zoom platform, with instructions on the agenda and posted as per the code.

Introductions were made of new Commission John Krayner and new staff members Jason Duba, Planning Technician and Wally Wernimont, Associate Planner to the Commission, Chairperson Pregler welcomed the new Commission and staff members.

Introductions were made of consultants Mike Hoffman and Erin Cigliano of Teska Associates. Chairperson Pregler welcomed them to the meeting.

MINUTES: Motion by Vincent, seconded by Collins, to approve the minutes of the June 19, 2019 meeting. Motion carried by the following vote: Aye –Collins, Peroski, Pregler, Stoffel, Vincent and Krayner; Nay – None.

ITEMS FROM PUBLIC: None.

ITEMS FROM COMMISSION: None.

ITEMS FROM STAFF:

IMAGINE DUBUQUE IMPLEMENTATION UPDATE

The update was led by comprehensive plan consultant, Teska & Associates

Staff Member Laura Carstens provided an overview of Comprehensive Plan, providing a background on the plan and history, including the 1936 and 1995 plans, leading up to 2017 Imagine Dubuque. She described that the creation of the planning commission in 1990 allowed the City to develop, create and adopt the 1995 plan. In reflection, she described that the subsequent updates from the 1995 plan were not fully representative of the community.

The 2017 plan was led by the City's consultant Teska & Associates. Engagement was key, as laid out by our City Council. She described today's use of the plan as a policy guide. There were 12,500 ideas narrowed down to the 7 plan categories and 110 community recommendations that make up the plan. Input, engagement, marketing and branding were very new approaches to the plan that helped reach all aspects of the community. Plan recommendations are meant to inform the City Council on goal setting and budgeting. Planning Services staff and the consultants coordinate with City Staff and a wide range of community partners to implement the plan.

Mike Hoffman of Teska & Associates continued with the presentation. He stated that partnerships were key to creating the plan and that the plan was built around them. This was important because plan needs to be implemented by the community as well the City. Hoffman discussed many projects that are being implemented since the plan's adoption. He described that the plan is a Call to Action. He introduced the Collective Impact Model, referencing the article included in the meeting supplement. He explained the need for a common agenda to engage the community in plan implementation. It requires a solid organizational structure to make this happen. The model is made up of:

- Ongoing Communications
- Shared Measurement System
- Reinforced Activities
- Backbone Organization

Hoffman reviewed the Imagine Dubuque Implementation Roles & Responsibilities chart of players in the implementation. He reviewed the three categories of players:

- Connectors (for 7 categories)
- Coordinators (for 110 recommendations)
- Champions (for many hundreds of projects)

Hoffman reviewed the lens of equity that has been used in the creation and the implementation of the process. The Champions are meant to be individuals, organizations, initiatives, projects, and even City Staff that are working to implement recommendations of the plan. Coordinators are subject experts that help identify Champions and develop metrics to track implementation for each of the recommendations. Hoffman reviewed the Connectors of each of the seven plan categories.

Hoffman reviewed a few examples, including: Dupaco Community Credit Union's work to relocate their headquarters to the Historic Millwork District location, supported by Greater Dubuque Development Corporation and the City of Dubuque; the Healthy Homes strategy as part of the CHANGE Program, led by the Visiting Nurses Association's Home Advocates and supported by the City of Dubuque; and progress on the 2017 Third Grade Reading Community Solutions Action Plan, led by Dubuque Community Schools. Carstens highlighted the graphic example to help tell the stories of these projects would be used too report to the City Council, City organization, and community.

Hoffman introduced the Imagine Dubuque Recommendation Selection Guide as a tool for LRPAC members and community members to bring the plan to the community and engage people.

Chairperson Pregler further described the process used, internally at the City and externally with the community, to educate City staff, partners and the community about the plan and implementation.

Hoffman described that there are limited resources at the staff level, stressing the importance of being able to coordinate and connect partners so they can be educated and more effective as they implement the plan. He further reviewed the implementation events held in 2019 used to engage the public, with strategies such as social media posts, coffee chats, infographics, and drop-ins at community events. He reviewed the implementation's next steps of 2020 and beyond:

- Continue to celebrate success
- Build Champion network
- Quarterly Technical Team Meetings
- Quarterly Connector Meetings
- Working Group Meetings

- City Council Updates
- Facilitator Guide and Training
- New Website

Hoffman stressed the interest of engaging the commissioners in facilitation with groups they are involved in. He shared the timeline of events and the effect the COVID-19 pandemic has had on this year's activities.

Erin Cigliano with Teska & Associates introduced herself and presented the website of ImagineDubuque.com. She described that this website is the structure to disseminate information. She described the new updates since the plan creation and adoption. The site covers the work and progress of the implementation. She reviewed:

- the toolkit including posters and social media kits;
- the executive summary;
- the facilitation guide; and
- the recommendation selection guide, an interactive tool to allow people to hone in on what resonates with them and sign up to be engaged as champions.

Cigliano talked about the importance of a communication system with tools, to allow Champions to send back information, results, challenges and metrics to inform what's going on in the community.

Pregler invited Commissioners to engage service groups in discussion of the plan's implementation, once we are able to do so safely. Cigliano stressed the importance of using the tools we have, like the facilitation guide to help us go out into the community. Carstens encouraged commissioners to review the spreadsheet in the packet that shows the different categories, the subcategories, the approved Connectors and Coordinators, and the recommendations. In some cases, Champions are already identified.

Pregler requested that Commissioners look for Champions beginning with their own groups and partnerships in the community, Commissioner Vincent's suggestion to involve the business community was discussed. City Staff suggested Commissioners to use the spreadsheet to think of Champions, and to focus on recommendations that didn't have Champions identified. Discussion followed, with a consensus that activity should be coordinated through Planning Services Staff.

CONTINUITY OF SERVICES

Staff Member Carstens referred to the memo regarding Continuity of Services during COVID-19. She asked that Commissioners be patient as we work with new technology, work remotely, train new staff, and transition as we have retirements and appointments.

She stated staff is still working, while making this transition, toward Imagine Dubuque Implementation, while protecting the staff, commission, public and consultants.

Chairperson Pregler asked the Commission and staff if there were any more discussion points. Discussion followed and staff noted that future meetings may still need to be held remotely. Carstens also mentioned plans for a Technical Advisory Team meeting upcoming in May, along with Working Group meetings for the Social & Cultural Vibrancy category of the plan.

Pregler closed by thanking Carstens for her years of service to Dubuque, and congratulated Carstens on her retirement. He also congratulated Staff Member Wally Wernimont on his promotion as Planning Services Manager. He thanked Mike Hoffman and Erin Cigliano for their assistance at the meeting.

ADJOURNMENT: Motion by Vincent, seconded by Kraye, to adjourn the April 15, 2020 Long Range Planning Advisory Commission meeting. Motion carried by the following vote: Aye –Collins, Peroski, Pregler, Stoffel, Vincent and Kraye; Nay – None. The meeting adjourned at 6:37 pm.

Respectfully submitted,



Chris Happ Olson, Assistant Planner

9-16-20

Adopted