

AGENDA
City of Monona
Family Attraction, Retention, and City Promotion Committee
5211 Schluter Road
Monona City Hall –
Large Conference Room
February 6, 2014 7:30 p.m.

1. Call to Order

2. Roll Call

3. Approval of Minutes of December 5, 2013 meeting

4. Unfinished Business

5. New Business

A. Dissolution of the Family Attraction, Retention, and City Promotion Committee

B. Discussion of next steps for the purpose of planning a possible new marketing or promotional committee

7. Miscellaneous Business

8. Adjournment

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The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

0111-03.1

DRAFT Minutes
Family Attraction and City Promotion Committee
December 5, 2013

The regular meeting of the Family Attraction Retention and City Promotion Committee for the City of Monona was called to order by Chairperson, Alderman Brian Holmquist, at 7:38 p.m.

Absent with prior notice: Ald. Brian Holmquist, Jennifer Kahl, John Klinzing, Susan Manning, Kellie Unke.

Minutes

A motion was made by Chapa, seconded by Gorman, for approval of the minutes of the November 7, 2013 meeting. Motion carried unanimously.

Unfinished Business:

Item 4A. Sustainability Plan - Janine Glaeser

Janine Glaeser, the City's Project Manager and member of the Sustainability Committee, appeared to discuss the draft City Sustainability Plan. The City is in the final stages of creating a sustainability plan that would address five focus areas: land use, water, energy, transportation, and solid waste. The Sustainability Committee has held two open forums to receive feedback on the plan, and Glaeser has appeared before nearly all of the other city committee's seeking comment.

Family Attraction members were enthusiastic about the plan. Members appreciated the emphasis on the quality of life aspects that these sustainability initiatives would bring to Monona. Gorman asked if the plan would include educational opportunities for residents. Glaeser said they would, working with other partnership organizations such as the Natural Step Monona, UW, Aldo Leopold, Nelson Institute, etc. Baum asked which city committee would "own" the plan, and Glaeser replied that the sustainability committee would.

Item 4B. Report on creating an outline with purpose, duties and responsibilities of the committee.

Alder Speight read an email from Alder Holmquist describing Holmquist's recent conversation with Mayor Miller in which the mayor asserted that the original mission of the Family Attraction committee has been fulfilled. The committee is full of talented individuals and their expertise should be utilized in some advisory manner. Holmquist wondered about an invitation-listserv that would allow some of the work to continue. Finally, he proposed that a resolution be raised to dissolve the committee.

Baum emphasized the need for some committee, whether this one, another existing committee, or an entirely new committee, to focus on marketing and promotion of Monona, not necessarily on attraction of families. Such efforts are needed in light of the focus on community and economic development. Speight agreed that some committee needs to focus on marketing and on improving services in an all-encompassing manner.

Ald. Speight spoke of the staff commitments for the current committee. Currently, no on staff and no department “owns” the family attraction and marketing portfolio, making the committee to be seen less of a priority.

Baum said that maybe this committee should go away, and that the past several meetings had the committee spinning its wheels. Gorman asked what is the problem the committee is trying to solve?

After discussion, a consensus was reached to call the question of whether or not the committee should be dissolved at the next meeting. All members should be present to ensure a thorough discussion. Chapa moved, seconded by Baum to ask for a vote of dissolution of the Family Attraction, Retention and City Promotion Committee at the next meeting. Motion passed unanimously.

Baum moved, seconded by Kachelmeier, that an additional agenda item be introduced as new business for the next meeting, asking that a consensus be formed as to the next steps for planning a possible new marketing or promotion committee. Motion passed unanimously.

New Business:

None discussed.

Miscellaneous Business:

6A. Next meeting – February 6, 2014 at 7:30 PM

Adjournment:

A motion was made by Baum, seconded by Chapa, to adjourn. Motion was carried. Meeting adjourned at 8:55 p.m.

Respectfully submitted by Erick Plumb