

**Town of La Pointe
Comprehensive Plan Steering Committee
Thursday, February 10, 2022
4:00 pm at Town Hall/Zoom
Minutes**

Members present: Dan Bartholomay, Charlie Brummer, Sarah Caruso, Michael Collins, Alex Nelson, Sally North, Jane Vogt
Staff present: Michael Kuchta, Town Administrator
Public present: Paul Wilharm, Town Plan Commission
Sharon Zanto, Madeline Island Chamber of Commerce
Lee Ann Schaub, Madeline Island Ferry Line/Chamber of Commerce
Robin Trinko Russell, Madeline Island Ferry Line
Ric Gillman, Zoning Administrator

1. Call to Order/Roll Call

2. Public Comment

Letter from Peter Rogers urging the Town to have more control over the Madeline Island Ferry Line.

3. Minutes of the following Steering Committee meeting to be considered for approval:

A. January 27, 2022

Motion by Sarah to approve the minutes of January 27, 2022, as presented, seconded by Dan, all ayes. Motion Carried.

4. Introduction: Committee Members (Sarah Caruso, Charley Brummer)

Sarah and Charley gave a more in-depth overview of their background.

5. Discussion of Economic Development (Goal 7), Transportation (Goal 2)

General Discussion of ideas pertaining to economic development and transportation:

- Visitor profile seems to be changing to longer stays vs. day visitors, more visitors outside summer months, which produces different impacts on businesses and island that we haven't caught up with. Not all tourism is the same.
- Chamber of Commerce working on meeting and guiding expectations of visitors, supporting businesses (especially family businesses that are burned out by September) and recruiting businesses to meet needs of residents and visitors, especially for more food options (tourist amenities can become year-round amenities)
- Island lacks connections to outside experts to provide grant writing, economic development, training
- Need to balance development and natural character and natural resources of island, which draws people in first place; difficult to do, lots of pros and cons on both sides. How big a piece of the economy should tourism be? How do we increase year-round component of economy, provide robust support for arts?

- Infrastructure affects businesses and residents: high-speed internet but inconsistent cell service, increasing hiking/biking trails (especially to minimize conflict on roads), ferry service.
- Ferry service needs to be predictable for businesses, residents, students. Ferry line should see itself as a public service that is part of community (beyond providing access of emergency services). Passenger information is critical data point we don't have.

6. Discussion of Asset Map/Affinity Groups Plan

Approximately 170 people/groups were suggested. A subgroup of Alex, Dan, Michael C and Jane will work to put these names into categories such as housing, economic development, youth/family, arts, recreation, boating/water, emerging leaders, etc. and present it to the committee at the next meeting.

7. Plan for revisiting Zoning/Land Use Goals

Michael K will e-mail the Zoning Ordinance and Map to committee members to review to get a baseline understanding. Charlie and Sally will work with Zoning on committee questions and to provide expertise to members.

8. Detailed Timeline Instructions

- Dan will e-mail a draft of five-phase timeline to the committee as a framework for remaining meetings. He asked members when reviewing the timeline to add items they feel are missing.
- Outside resources – Michael K contacted Northwest Regional Planning and UW Extension; neither has capacity to help within our timeline. He has contacted Northland College about the possibility of using interns this summer.
- Jane pointed out the need to work with other organizations on the survey and also to look for people willing to do work pro bono.

9. Set next meeting and agenda

The next meeting is scheduled for Thursday, February 24, 2022 at 4pm

10. Adjourn

Motion by Jane to adjourn.

Minutes taken from recording and submitted by Dorgene Goetsch, Clerical Assistant
 Minutes approved as presented on February 24, 2022.