

**Town of La Pointe
Comprehensive Plan Steering Committee
Thursday May 26, 2022
4:00 pm at Town Hall/Zoom
Minutes**

Members present: Alex Nelson, Chair; Dan Bartholomay, Vice Chair; Charley Brummer, Sally North, Sarah Caruso, Michael Collins and Jane Vogt
Staff present: Michael Kuchta, Town Administrator
Public present: Paul Wilharm, Town Plan Commission member
Brian Tochterman, Northland College
Nicole Foster, Northland College
Cameron Kadlubowski, Northland College

1. Call to Order/Roll Call

Meeting called to order by Alex Nelson, Chair

2. Public Comment (limited to 2 minutes each):

None

3. Minutes to be considered for approval:

A. May 12, 2022

Motion by Michael C. to approve the minutes of May 12, 2022, seconded by Dan, all ayes. Motion Carried

Motion by Dan to move agenda item 6 (Review promotion of survey) to item 5 followed by Zoning /Land Use overview, seconded by Sarah, all ayes. Motion Carried.

4. Review draft of survey

Brian and Nicole gave an overview of the goals of the survey including: establishing survey content, understanding the community's thoughts and knowledge, guide and frame focus groups, check values and key concerns of the community. Brian stated the questions are framed to not steer or lead the public.

Lengthy discussion on survey questions including; wording changes, types of scales, adding NA option where appropriate, and questions the committee is looking for answers to. Key suggestions: Change "Economic Vitality" to "Business Activity and Services"; distinguish between "Island" and "Town"; be more specific on transportation (to the island, on the island, ferry – different seasons, length of schedule, frequency of schedule, cost, reliability – wind sled, ice road, airport); break down Quality of Life #2 into two lists – public services and social services; on Land Use #3, use options such as "encourage, maintain, restrict" or "more supportive/less supportive"; change some questions from Likert scale to "choose top 3 priorities" (including Economic Vitality #3, Sustainability #2); add question "Are you getting the information you need from the

Town>”; move “residential status” out of demographics; align income levels with standard AMI categories.

5. Zoning/Land Use overview

Motion by Michael C to move this to the next agenda, seconded by Sarah, all ayes.
Motion Carried

Michael will send a zoning map to committee members.

6. Review promotion of survey

Michal K stated the distribution of the survey will include, postcards, fliers, Gazette articles, Town’s website, Facebook, Town texts, Madeline Island Chamber of Commerce newsletter and St. John’s UCC newsletter. QR codes and weblinks will be in all communications.

Discussion on “kitchen cabinet” meeting scheduled for Tue. 5/31/22 at Town Hall.

Motion by Dan to have Sarah and Alex represent the committee, seconded by Michael C, all ayes. Motion Carried.

Sarah will facilitate with Alex and Michael K in attendance. The purpose of this meeting is to introduce the idea of the kitchen cabinet concept and to establish relationships to carry forth the community plan. Sarah will be asking big-picture questions looking for insights missed in initial committee discussions.

Discussion on inviting other groups to regular meetings in future for input.

7. Public Comment

None

8. Set next meeting and agenda

Next regular meeting scheduled for Thur. 6/9/22 @ 4pm

Zoning/Land Use overview
Review of Survey draft
Summary of “kitchen cabinet” meeting
Business/organization discussion planning

9. Adjourn

Motion by Sarah to adjourn, seconded by Dan, all ayes. Motion Carried.

Minutes taken from recording and submitted by Dorgene Goetsch, Clerical Assistant
Minutes approved as presented June 9, 2022.