



CITY OF CHIPPEWA FALLS, WISCONSIN

**MINUTES
COMMITTEE OF THE WHOLE
FEBRUARY 1, 2010**

Committee of the Whole met on Monday, February 1, 2010 at 6:30 PM at City Hall, Council Chambers, 30 West Central Street, Chippewa Falls, WI.

Council Members: Mike Dahlby, CW King, Jason Anderson, Jane Lardahl, Susan Zukowski
Attendees: Mayor Greg Hoffman, Lynne Bauer, Charlie Walker, Caira Benson, Mike Jordan, John Walton, Bill Faherty, Peter Holm, Sue Holm

1. Community Organization updates and their Vision of the City
 - CCEDC – Charlie Walker
 - i. Position statement – “Promoting great place to raise a business and have a family”
 - ii. Need an image improvement – what is that place that we are trying to brand
 - iii. Branding for the organization as well as other organizations in the community, branding together for cohesiveness; standardizing the messages that are delivered
 - iv. SWOT analysis conducted
 - v. Feedback from companies the CCEDC is working with is saying need to refocus economic development and state finance outlook, currently following trend of California, which is fiscally detrimental today
 - vi. Upcoming activities
 1. Anaheim medical device tradeshow coming up
 2. Visiting with companies interested in WI and MN
 3. At this time, don’t anticipate economic rebound for 5 years or so
 - vii. John Walton, Advanced Laser
 - viii. Trying to position Chippewa Falls better, requesting revolving loan fund from federal funds. This can be an incentive, pool of funds that can be used to aid struggling businesses
 - ix. Thoughts on long/short term planning
 1. Every job is important
 2. How can wages improve
 3. Streamlining processes, making decisions faster
 4. Incentives for economic development (state driven)
 5. Help CCEDC get access to the big employers in the area
 - Main Street – Caira Benson
 - i. Year of focusing and fine-tuning their role within the organization
 - ii. Downtown being thriving area is something that new businesses look at
 - iii. Have had eight businesses move in this past year, have lost four, but more jobs were lost due to economic downturn.

- iv. Focus on bringing locals into the downtown area
 - v. Surveyed downtown businesses on what their goals are to get their feedback
 - vi. Goals for 2010
 - 1. High priority, comprehensive events.
 - 2. Promoting downtown businesses – giving business owners tools to help them
 - 3. Buy local campaign – still in the committee level; may open up to Chippewa as a whole, not just downtown
 - vii. Sub-committee on Farmer’s Market changes for next year
 - viii. Co-operative advertising – does do some, but many businesses have pulled out of advertising due to economic activity; does do two major advertising campaigns (Crazy Days and Holidays)
 - ix. Thoughts on short/long term planning
 - 1. Focus on downtown awareness – parking, businesses available, battling negative perspectives
 - 2. Keeping vacancy rate low
 - 3. Second story development in the downtown area, especially with the Downtown entrance plan
 - 4. Build comprehensive message across all organizations and the community
 - Chamber of Commerce – Mike Jordan
 - i. Thoughts on short/long term planning
 - 1. Finish Northern Center property – needs to put bricks & mortar up there. Ex: lights and signs for businesses, to draw people off the exit
 - 2. Continue to fund economic development – areas are currently “buying projects”; TIF funding, incentives for new businesses
 - 3. Change the perspective that Chippewa is anti-business
 - ii. Currently facing the sentiment that Chippewa is anti-business. Businesses don’t want to have to navigate the variance process. Chamber is working with the CCEDC to put together a PR campaign.
 - iii. Looking at where do they want to be 10 years from now?
 - iv. Putting together a campaign to market Chippewa Falls
 - What should the City/Council do differently?
 - i. It’s a community/business perception issue – but more just recently
 - ii. CCEDC / Chamber is going to be working with a PR company – may approach the counsel looking for aid to send polling
 - iii. Consider press releases from the City
2. Discuss long and short range strategic planning with possible recommendations to the Council. This item will also include review of the notification/information the Committee would like to provide to promote the public forum.

The Council reviewed the draft public notification to promote a public forum on what services are important to the community. After further discussion, it was decided to postpone the public forum and gather additional information for the March 1st meeting. Information to be gathered at this time includes:

- List services the Council has identified as no longer being able to provide.
- What is the anticipated budget deficit?
- What are our core services?
- What are our secondary services

- What is the minimum we need to maintain the parks?
- What are the minimum requirements for mandated services and the levels in which they are required to be offered?
- Do past practices mandate any services be offer?
- By Dept, what services are being offered and what cost is associated with those services?
- What is the ROE for new businesses brought in through economic development expenditures for businesses with ten plus employees?
- What was our total investment in economic development?
- How many new jobs have been brought into the community in the past few years (by year)?
- How many new properties have been purchased in the past few years (by year)?

Further discussion will be had at the March 1st meeting when this information as well as department priority and issue information is available and presented by Bill Forrest.

3. Discuss department and community priorities with possible recommendations to the Council.

No action at this time.

4. Discuss and prepare interview questions for city administrator position with possible recommendations to the Council.

Draft of the questions for the administrator interviews was reviewed, revised and finalized.

5. Adjournment

Motion by King/Lardahl to adjourn. All present, voting aye, motion carried. Adjourned at 8:57 PM.

Minutes Submitted by:
Susan Zukowski, Chairperson