

**Winona Comprehensive Plan Update  
Steering Committee Meeting  
Thursday, October 28, 2021  
11:30am – 12:30pm  
City Council Chambers (*Zoom Option Available*)**

## MEETING NOTES

### 1) Introductions

- a) **Staff:** Chad Ubl, Acting City Manager; Lucy McMartin, Director of Community Development; Carlos Espinosa, City Planner; Luke Sims, Assistant City Planner
- b) **Consultants:** Jeff Miller, Planner and Project Manager, HKGi; Rita Trapp, Planner, HKGi; Marcia Ratliff, Executive Director, Engage Winona
- c) **Steering Committee members:** Andre Rousseau, Annette Freiheit, Brian Buelow, Andrew Guzzo, Jeff Van Fossen, Jovy Rockey, Laurie Lucas, Michelle Alexander, Nathan Woodworth, Rachelle Schultz, Rahel Mekonnen, Sadie Neuman

### 2) Steering Committee Role

- a) The Steering Committee will deliver recommendations to the Planning Commission and the City Council.
- b) The Steering Committee and Staff will appoint sub-committees for each of the Comprehensive Plan key topics. The subcommittees will give input to the Steering Committee.

### 3) Overview of the Comprehensive Plan

- a) The Comprehensive Plan currently includes the following four documents: The Comprehensive Plan, the Baseline Report, the Downtown Revitalization Plan, and the Riverfront Revitalization Plan
- b) The new Comprehensive Plan will incorporate the Downtown and Riverfront plans into a single Plan document, while the Baseline Report will remain a separate document.
- c) The Comprehensive Plan Update will cover 12 key topics. 10 are already determined, and two will be determined based on community engagement.
- d) Three overarching themes will be incorporated into all plan sections: equity, technology, and sustainability.
- e) The new Comprehensive Plan will reference a variety of related plans and studies, including the Downtown Strategic Plan (2020), the Bluffs Traverse Plan (2018), the Comprehensive Housing Needs Assessment (2016), and others.

### 4) Project Process and Schedule

- a) Project launch: Sept-Oct 2021
- b) Review and update background/baseline information: Oct-Dec 2021
- c) Identify issues and opportunities: Oct-Dec 2021
- d) Converge on key directions and the 2045 Vision: Dec-March 2022
- e) Explore growth, development, and reinvestment policy approaches and priorities: March-July 2022
- f) Prepare Draft 1 of the updated plan: Aug-Oct 2022
- g) Prepare Draft 3 of the updated plan: Nov-Dec 2022
- h) Prepare final plan and seek approvals: Jan-Feb 2023

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i) The Steering Committee will typically meet monthly on the 4th Thursday of the month over the lunch hour. December will be abnormal due to the holidays.

**5) Community Engagement Approach**

- a) Phase 1: Identify issues and opportunities - What are our values as a community, and what are issues and opportunities our community wants to address in the Plan?
- b) Phase 2: Converge on key directions - Here are the values and vision we heard. Now that we have values and a vision, how do we get there?
- c) Phase 3: Policy approaches and priorities - Here are the pathways and strategies for achieving our vision as a community. What concerns do community members and stakeholders have? What do we want to prioritize?
- d) Tools: community-wide listening sessions, focus group conversations, surveys, pop-up engagement at public events, creative storytelling prompts

**6) Steering Committee Input**

- a) Generative conversation: start in assets and possibilities. Imagine how it feels when we've created our vision. Later stages will critique and prioritize; our aim today is idea generation.
- b) The committee responded to the following prompt questions:
  - i) **What do you value most about Winona?**
  - ii) **When you think about the future of Winona, what do you want to see change, or what do you want to see more of?**
- c) Responses were recorded as a PDF and are attached to these meeting notes.

**7) Questions and Comments**

# **Comprehensive Plan Update**

## **Steering Committee Norms**

We respect each other's viewpoints. We understand that each of us represents legitimate stakeholders in our community. We bring our expertise in each area to help the group do their work. However, we agree that "grandstanding" and defending our own turf is not the best way to serve our community.

### **Conversation Norms**

- We will treat each other with respect
- We will be concise when we speak – encouraging others to participate
- We will leave titles at the door. All team members are equals.
- We will ask members who defend their home "turf" to step back and let others advocate on their behalf
- We will address conflict by dealing with the issue, not the person
- We will listen to understand rather than to respond, and ask questions when we don't understand

### **Process norms**

- We will be present at all meetings, both physically and mentally
- We will use our time wisely, starting and ending our meetings on time
- Topics outside the agenda will be documented and tabled for a later time
- When members miss a meeting, we will share the responsibility of bringing them up to date
- We will complete our assigned tasks by our assigned deadlines

(Please see other side for Engage Winona conversation agreements)



# ENGAGEWINONA

## **Engage Winona community conversation agreements**

- Everyone is welcome.
- Everyone is heard and understood.
- All the wisdom we need is right here in this room.
- Stay focused on the questions.
- There are no right or wrong answers or opinions.
- Keep an open mind—try to understand different views.
- Respect others the way you would want to be respected.
- Two ears, one mouth—listen twice as much as you speak.
- Possibilities are more important than problems.
- Complaints are okay. Dreams are better.
- Remember—we're all in this together.

# Winona Comprehensive Plan Update

## Steering Committee #1

October 28, 2021

Input Received



## WHAT DO YOU VALUE MOST ABOUT WINONA?



# Winona Comprehensive Plan Update

## Steering Committee #1

October 28, 2021

Input Received



## WHEN YOU THINK ABOUT THE FUTURE OF WINONA, WHAT DO YOU WANT TO SEE CHANGE, OR WHAT DO YOU WANT TO SEE MORE OF?



## **What do you value most about Winona? Input from Steering Committee 10/28/21**

Nature, recreation, public spaces (8)

Distinctive and exceptional natural beauty

Water ways and all that means

Natural beauty

Lots of access to recreation

Recreation

Unique and world class recreation infrastructure

Public spaces

Connection and access to the refuge and USFWS

### **Livability (7)**

Safety - ability to allow kids to walk home from school; be out at night

Healthy community - access to Winona Health

Small town - knowing people but also more personally responsible

Easy distance to large cities for "extra"

Small enough to commute by bike

Small geographic area

Affordable Life

### **Economic vitality (6)**

Diversity in economy - have ag, 2 four year universities and technical college - urban with rural perspective

Business civic mindedness

Diversity of businesses

Collaboration between Ed and businesses continues to expand

Integration of U students and faculty in businesses - employees/internships/projects

Opportunity Winona

### **Thriving arts scene (5)**

A community full of creatives from a wide variety of mediums

A second on the museums

Amazing museums

All the live music

Music!!!!

### **Generosity (3)**

Deep/rich nonprofit ecosystem

Generosity of people - time/money

Dedicated volunteers and non- profits

### **City services (3)**

Senior Advocation

Excellent City Staff

Library and Recreation departments creating access and activity for a wide range of people

### **Education (3)**

Education - access but also influence of having those institutions in town

Educational excellence

Youth!

## World-class tourism (2)

Visit Winona

Incredible tourism opportunities

## Heritage (2)

Strong/proud history - build upon

Sister City Programs

## **When you think about the future of Winona, what do you want to see change, or what do you want to**

Historic downtown development and entrepreneurship (8)

More downtown development

Create a community that encourages small business growth and creation

Creative funding opportunities for new commerce based businesses downtown

Continued downtown development - e.g. of La Crosse and Eau Claire (Pablo Center)

Allow for growth of current companies within city limits

Diversity of non-chain restaurants

Strengthening of historic preservation tools so don't lose more buildings, e.g. historic school buildings

Address redevelop old buildings create ease to allow for investment in these projects

## **Resiliency in infrastructure (8)**

Prioritize resilient critical infrastructure

Protecting what we have or restoring what used to have (Lake Winona, swimming in river)

Green infrastructure on public and private land

Infrastructure

Protection of bluff, river, riverfront

Greater utilization and protection of green space like floodplains and wetlands to protect against damaging flooding

City plan for renewable energy usage

Improved understanding of our impact on the environment - particularly water quality

## **Housing (5)**

Higher density housing

Continue to increase housing access

More access to starter housing

Develop community land trust with partnerships city/non profit developers

Continued evolution and development of housing inventory

Running out of land for adding housing

## **Public space investment (5)**

More engagement with natural resources (refuge, natural areas, parks)

Increased accessibility to recreation

More public art highlighted in our public spaces

More usable public spaces (like community gardens)

Community programming at K-12 geared to POC - some existing programs are parent-led

## **Attracting new residents, workforce (4)**

Want people to work and live here

Transformation of work will continue to occur over next 20 years - people will continue to live where they want to work

Lack of workforce - strength is our innovation/ability to find way to work be done but need to broaden how attract

Help create secondary programming to address workforce needs--training

Make Winona a place where employees want to wake up to

Healthy, safe, education focused cities are desirable to employees/residents

## **Multimodal transportation (4)**

Fast, twice daily transportation to larger cities for better access to other jobs and resources

More/improved bikeways

Safer and more accessible biking and walking

More accessible public transit

## **Other (3)**

School access and Improvement

Develop key partnerships between public and private entities

Incentives and/or support for businesses, manufacturing, industry and residents to all upgrade to more water