

**Long Range Planning Committee  
of the City of Onalaska**

Thursday, November 3, 2016

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1 The Meeting of the Long Range Planning Committee of the City of Onalaska was called to order  
2 at 5:32 p.m. on Thursday, November 3, 2016. It was noted that the meeting had been announced  
3 and a notice posted at City Hall.

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5 Roll call was taken, with the following members present: Gary Lass, Kristen Odegaard, Dana  
6 Fredrickson, Debbie Clarkin

7  
8 Also Present: Interim Land Use and Development Director Katie Aspenson

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10 Excused Absences: Ken Schmocker, Jim Warren, Jennifer Brown

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12 **Item 2 – Approval of minutes from the previous meeting**

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14 Motion by Gary, second by Kristen, to approve the minutes from the previous meeting as printed  
15 and on file in the City Clerk’s Office.

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17 On voice vote, motion carried.

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19 **Item 3 – Public Input (limited to 3 minutes per individual)**

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21 As there was no one from the public present, Item 4 was addressed next.

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23 **Consideration and possible action on the following items:**

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25 **Item 4 – Discussion regarding Implementation Chapter 10 of the Comprehensive Plan for**  
26 **the next steps of Long Range Planning Committee:**

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28 a. Update on Creation of a Public Art Program

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30 Katie said the Great River Landing Committee is currently focusing on completing Phase I of the  
31 Great River Landing Project. Space has been left open for public art; however, Katie said the  
32 Great River Landing Committee did not want to be in charge of determining what type of public  
33 art should be at the site. Katie said she met with the Parks and Recreation Board on October 24,  
34 and its members support having a public art program. Katie said ideas for public art already  
35 have been suggested, including having individuals utilize chainsaws to create sculptures out of  
36 ash tree trunks. Katie said Parks and Recreation Board members supported beginning public art  
37 in city parks. Board members also suggested holding a community forum. Katie said the Parks  
38 and Recreation Board has asked her to return to a future meeting and discuss this topic further.

39  
40 Katie said, “That item definitely looks promising. If we were going to incorporate a fee or  
41 anything of that nature we would need the Park and Rec Board because they’re the ones who are  
42 in charge of all the parks to put forth a motion to the Common Council, and then the Common

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43 Council would act on it. Essentially, the Long Range Planning Committee would be the  
44 workhorse where we would be the ones setting up the forum, in addition to Park and Rec  
45 staff/Board, promoting it, and getting people's feedback if they want to see a program like this.  
46 Again, it can be utility boxes. It can be a sculpture. It can be just about anything that we want.  
47 It's just a way to tap into the local art scene." Katie said she has been asked to ensure that the art  
48 would be local, adding that a forum also could serve as an outreach to local artists to gauge their  
49 interest.

50

51 Kristen asked Katie if by local art she means art limited to the City of Onalaska.

52

53 Katie said she believes local can mean regional. Katie said both the Parks and Recreation Board  
54 and the Common Council would need to approve a piece that would be featured at the Great  
55 River Landing. Katie added, "We definitely want it to be indicative of our region and our area."

56

57 Dana inquired about fees.

58

59 Katie noted there currently is a Park Fee or a Green Fee – individuals who construct a new home  
60 in the city are required to pay a Green Fee per unit. This money goes into the Park Fund is  
61 utilized to rehabilitate parks and acquire parkland. Katie said, "One way that if we wanted to  
62 specifically focus on public art, it either could be amending what those existing green fees or  
63 park fees are used for. If they have a pot of money, if public art is something that we can tap into  
64 to assist ... [For example], if we paid an artist to do the work versus if it was donated. Another  
65 way that we could do it is if we created a fee. ... [For example], for every million dollars or  
66 \$100,000 project for new commercial development, there's a 1 percent fee that's tied to public  
67 art. It would be an additional fee that would have to be approved by the Common Council  
68 before [it is] put into effect. You would take that, [calculate it], it would be a check cut to the  
69 city, and the city would have a special account dedicated just to public art." Katie also said  
70 funding possibly could be obtained via the Capital Improvements Budget.

71

72 Debbie said funding also could be obtained via grants.

73

74 Katie agreed, noting that the La Crosse Community Foundation could be an option. Katie also  
75 said funding could be obtained via private donations.

76

77 Debbie asked if the City of Onalaska has an individual who does grant writing.

78

79 Katie said it is department-based.

80

81 b. Update on Study regarding City Entranceway Signage/Improvements

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83 Katie said a proposal had been brought forward to have Short Elliott Hendrickson complete a  
84 study where staff had localized six or seven different locations where entranceway signs could be

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85 placed. Katie told committee members this proposal was not funded and therefore the project  
86 has “gone away” for now. Katie said the study would have involved determining the best  
87 locations and creating a mock-up of two or three different signs with different prices. The next  
88 step would have been funding the installation of the signs and lighting for them.

89

90 Dana asked why the Engineering Department cannot look into entranceway signage.

91

92 Katie said that while city staff can look into it, it is not a priority at this time due to reduced staff  
93 and the fact a City Administrator has not yet been hired.

94

95 Dana said he does not believe it would be difficult to locate an ideal spot and construct a sign.

96

97 Gary asked if the city had hired a consultant when the welcome sign was constructed by the Exit  
98 3 ramp coming off Interstate 90.

99

100 Katie said she does not know.

101

102 Dana said he does not see the need to have an engineering company involved in the study.

103

104 Gary inquired about the cost of the study.

105

106 Katie said she believes it was around \$19,000, noting the study not only would have determined  
107 the location of the signs, but it also would have determined which permits would be necessary as  
108 well as the sign designs. Katie said city staff does not design signs, adding that the study would  
109 have funded the pre-work.

110

111 Gary said he does not believe entranceway signage should be forgotten, noting there have been  
112 several improvements to State Trunk Highway 35. Gary asked Katie if perhaps entranceway  
113 signage can be addressed when a City Administrator is ultimately hired.

114

115 Katie said she does not know, adding staff will be taking direction from the City Administrator  
116 once he/she is hired and priorities are established.

117

118 Dana said, “I’m kind of interested why ... If they’re going to be redoing Exit 3 and the entrance  
119 part into that why it’s not included in that. I’m sure that’s included in the project that’s going to  
120 be bid in December.”

121

122 Katie told Dana that City Engineer Jarrod Holter has the information regarding the project to  
123 which he had referred.

124

125 Debbie said it is her understanding that committee members still want entranceway signage to be  
126 addressed at some point.

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128 **Item 5 – Review and Consideration of 2017 LRPC Meeting Schedule**

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130 The four dates scheduled for 2017 are:

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132 • Thursday, February 2

133 • Thursday, May 4

134 • Thursday, August 3

135 • Thursday, November 2

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137 Katie told committee members the February 2 and May 4 meeting dates might not occur;  
138 however, they are scheduled at this time. Katie said an additional meeting could be scheduled if  
139 the two aforementioned dates are removed. This meeting could be scheduled in June if a public  
140 art forum is held.

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142 Motion by Kristen, second by Dana, to approve the 2017 LRPC Meeting Schedule.

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144 On voice vote, motion carried.

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146 Gary noted he is resigning his seat on the committee.

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148 Debbie and the other LRPC members thanked Gary for his service.

149

150 **Adjournment**

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152 Motion by Gary, second by Dana, to adjourn at 5:50 p.m.

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154 On voice vote, motion carried.

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156

157 Recorded by:

158

159 Kirk Bey