

Southwestern Wisconsin Regional Planning Commission Meeting
November 24, 2020
Meeting Minutes

The regular meeting of the Southwestern Wisconsin Regional Planning Commission was held on Tuesday, November 24, 2020 via Zoom.

1. Call to Order and Roll Call

The meeting of the Southwestern Wisconsin Regional Planning Commission (SWWRPC) was called to order by Chair Keeney at 9:30 AM.

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|-----------------------------|--------------------------|--------|
| Grant | Bob Keeney | X |
| | Jerry Wehrle | X |
| | Eileen Nickels | X |
| Green | Art Carter | X |
| | Nathan Klassy | X |
| | John Waelti | X |
| Iowa | Carol Anderson | X |
| | John Meyers | X |
| | Todd Novak | X |
| Lafayette | Jack Sauer | Absent |
| | Tim McGettigan | X |
| | Raymond Spellman | X |
| Richland | Marty Brewer | X |
| | Raymond Schmitz | X |
| | Melissa Luck | X |
| Others present for meeting: | | |
| Troy Maggied, SWWRPC | Matt Honer, SWWRPC | |
| Sonya Silvers, SWWRPC | Kate Koziol, SWWRPC | |
| Jaclyn Essandoh, SWWRPC | Cory Ritterbusch, SWWRPC | |
| Griffin Koziol, SWWRPC | | |

2. Confirmation of Notice of Meeting

A copy of the press release was sent to the county clerks and media. Per SWWRPC By-Laws, a copy of the press release was sent to County Resource Agents at UW Extension as well as the offices of all legislators covering the five-county region. A copy was also provided to the Commissioners in the meeting packet.

3. Approval/Amendment of Agenda

The agenda was distributed. There were no amendments to the posted agenda.

4. Acceptance of Minutes of October 27, 2020

The minutes of the October 27, 2020 full Commission meeting were distributed.

- *Motion to approve minutes of October 27, 2020 as presented – Anderson/Nickels, Passed Unanimously.*

5. Financial Report

a. Approval of bills and vouchers

The Treasurer's Report with checks paid and received since October 27, 2020 was presented.

- *Motion to approve the Treasurer's report as presented – Carter/Novak, Passed Unanimously*

b. Review and discussion of Q3 financials

Maggied presented the Q3 financials. He explained that 48% of revenue has been accounted for with Q3 and Q4 being the strongest pull of revenue. The \$376,122 does not account for projected revenue. The expenses are under

spent thus far. Maggied explained there is a deficit and we will draw on the reserves this year, he is hoping to bring that number down from where it currently is. A lot of projects started late or were put on hold due to COVID.

- *Motion to approve the Q3 financials presented – Meyers/Wehrle, Passed Unanimously*

6. Program Reports

a. Programs, Projects, and Operational overview

The program report was presented for the period covering October thru November. Richland County received the 2020 - 2022 Flood Recovery & Economic Resiliency Grant. Maggied explained this is 80% funded with a 2 year budget total of \$411,215. EDA will provide \$328,972 and \$82,243 will come from local matches. Matt Honer will be the project lead. The scope of work will be long range community planning and include a Richland County Strategic Plan. Honer will host four meetings starting in January that will last approximately two hours each to gather information. A lot of thought and preparation has been put in place for COVID and keeping everyone safe during these meetings.

7. Outreach and Marketing

a. County presentation summary

Ritterbusch has taken approximately 900 photos from each of the five regions. There has been a lot of focus around Richland Center and Lone Rock because of the ongoing projects. These photos have several different purposes in mind and will be used on the website, newsletter, projects, and for marketing. They will be available at the end of the year.

Koziol had a goal of bringing in \$10,000 of revenue from new business by marketing efforts and she has doubled that. This has mainly come from Outdoor Recreation Plans. She has a variety of campaigns and google ads going on. Currently there is one for Lafayette County to drive up interest to living in Lafayette County. Facebook has had a lot more postings with higher engagements due to boosting some posts. The newsletter has been going out regularly and the yearly report was updated. Koziol will be holding a google analytics class at the incubator soon.

8. Policies and Practices

a. Discussion and possible action to update the By-laws

Currently agendas are sent to the media such as newspapers and radio. Maggied would like to see this eliminated out of the By-laws as a requirement. Novak commented that he has seen the postings in the newspapers and agenda items could grab the attention of journalist and lead to a cover story. Anderson would like to see the meetings and agendas posted on Facebook. It was recommended that we ask the media if they would still like to receive the notices.

- *Motion to approve eliminating the requirement to send notices of Commission meetings to the media from the By-laws – Anderson/Spellman, Passed Unanimously*

b. Discussion and possible action to update SWWRPC Personnel Policy Manual

Maggied would like to add updates to reflect the adding of dental benefits for full time employees. Employee will pay 100% of the premiums. Home printing expenses will now be at the employee's expense. Anderson mentioned a writing error on page 19. Maggied will correct this.

- *Motion to approve the updates to SWWRPC Personnel Policy manual as presented – Meyers/Waelti, Passed Unanimously*

9. General Commission Business

a. Discussion and possible action to update SWWRPC Strategic Plan

The SWWRPC Strategic Plan is a five-year plan that will expire in 2022. Maggied would like this to be explored in 2021 with possibly reducing the length of the plan down to three years. Several Commissioners liked the idea and will explore the idea more in 2021. The old plan is out of date and Maggied has budgeted to hire someone in possibly February.

- b. Discussion and possible action on formalizing an evaluation process for the Executive Director
- The Executive Director's review is annual as of now. It is recommended that they do a six month check in. Maggied shared a new goal sheet that they will look at as the year progresses. Possibly adding a section to the program report for goals is another option. Maggied will email updated goals to Anderson and McGettigan to approve. The evaluation process will be done by the Executive Committee, where they would make a recommendation to the full board to accept.
- *Motion to approve the Executive Directors evaluation process as presented – Anderson/Novak, Passed Unanimously.*

10. Adjourn

- *Motion to adjourn the meeting at 10:41 a.m. – Meyers/Nickels, Passed Unanimously.*