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Office of the City Administrator

PUBLIC WELFARE COMMITTEE
Tuesday, November 12, 2024
5:15 PM
Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Brian Parrish

Also Present: Assistant City Administrator Schoenemann, Executive Assistant Enea, ETC Consultant Heacock, and ICMA Fellow Randall

2) Approval of Meeting Minutes

a. Public Welfare Committee meeting minutes of October 8, 2024

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Alderman Bach

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

3) Discussion Items

a. Community Survey Discussion

ETC Consultant Heacock joined the meeting via Teams and explained to the Committee some of the draft changes that were before them. He had moved the Demographic Section to the end of the survey because he said that could be a turn-off to residents if they are asked personal questions right way instead of starting with a more interesting topic. Mr. Heacock said contextually, the survey can be structured however the Committee would like, but to be careful because some topics (i.e. Tax Increment Development) might be too complicated for the average resident to understand. He then gave them the example of the pool question, where you might want them to rank the amenities that are most important instead of just picking all the ones they like. The Committee was in favor of adding Special Events and Communications to question number 3. The Committee then discussed the zoning questions and decided to leave it up to Community Development to look at. Alderman Mayr brought up that questions suggested from the other Committees still needed to be added. Mr.

Heacock stated that if the survey goes beyond 5-6 pages, we will start to lose people's interest. He said it was common for surveys to break-out the areas of Police, Fire, and Parks. The Committee then discussed a question about those on the Water Utility versus those that have wells. Also discussed were the survey sections to include Housing, Commercial/Retail, Public Spaces, and Industrial. Mr. Heacock will work on the survey formatting for the December meeting and the other feedback that he received.

4) Work Calendar

The Committee will review the next Community Survey draft at December's meeting.

5) Adjourn

Alderman Bach moved to adjourn at 5:50 PM and Alderman Mayr seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant