



**Winona Comprehensive Plan Update  
Steering Committee Meeting  
Thursday, February 24, 2022  
11:30 a.m. to 12:30 p.m.  
City Council Chambers (*Zoom Option Available*)**

**MEETING NOTES**

**1) Roll Call**

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

**2) January 27<sup>th</sup> Steering Committee Meeting Notes**

No questions or edits were identified.

**3) Draft Vision + Values – Summary of Input Received (PC, CC, Public)**

Marcia and Carlos presented the summary of input received from the public about the draft vision and values statements. 212 responses were received: 60% had participated in Phase 1, 25% new participants, 15% unsure. Generally, statements were well received with 96-99% responding yes or somewhat supportive.

**4) Draft Vision + Values – Steering Committee Discussion and Feedback**  
***Steering Committee members are welcome to provide additional input individually to the draft vision and values before it is presented to the City Council at their 3/21 meeting.***

- a) Vision
  - i) Concern about leaving out “accessible to all”; it fits with a people-focused vision
  - ii) Was there a reason why “accessible” was taken out? Carlos explained that the word “accessible” could be interpreted literally as ADA rather than more generally.
  - iii) Support for the shorter, less of a list, version.
  - iv) “Inclusive” suggested as an alternative word, e.g. inclusive river city. We need to be intentional about the aspiration to be an accessible or inclusive city. Other members expressed support for using inclusive.
  - v) Another suggestion is “constantly improving, always striving for.”
  - vi) People-focused development suggestion.
  - vii) Lead with empathy suggestion.
- b) Livability and Well-being Value
  - i) Support for “connections with each other.”
- c) Environment and Recreation Value
  - i) Is the 2<sup>nd</sup> sentence more of an action rather than a value? Marcia explained that the 2<sup>nd</sup> sentence of each of the values is more action-oriented.



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- ii) Support for shifting from conservation language to active recreation and enjoyment of the environment.
- d) Entrepreneurship and Economy Value
  - i) Suggestion to change “we strive” to “we will continue to”
  - ii) “unique historical assets” language is too vague
  - iii) Suggestion to expand language beyond just downtown – other innovation, other opportunities.
  - iv) Entrepreneurship is forward-thinking but the word is not inspiring. Consider adding words like innovation, innovative, and/or forward-thinking.
- e) Learning and Culture Value
  - i) It is a disservice if the value just addresses empowering youth; should be all community members. Lifelong learning is for all community members not just youth/students.
  - ii) Others support the focus on youth.
  - iii) Suggestion to add the environment as part of Winona’s culture.
  - iv) How about “empower our community members and foster our youth?”
  - v) We want our youth to be seen in the community.

**5) Presentation and Discussion of Key Topics Frameworks**

- a) Accessible Government
  - i) Educating people on how our local government works.
  - ii) Availability to speak at Council meetings.
- b) Economic Development
  - i) Accessing incentives – TIF, tax credits, etc. Requires sophistication and education within the community to know how to access funding programs.
  - ii) Getting the information out to the community about funding and incentives.
- c) Historic Preservation
  - i) Clarify whether historic preservation is just at the local level or is also state and national.
  - ii) Add a bullet point about local preservation efforts dovetailing with state and national efforts.
- d) Housing and Neighborhoods
  - i) Winona is almost out of land. Need to figure out how we can grow. Is it primarily about increasing the density of new development?
  - ii) Is the housing topic primarily about density?
  - iii) Will we be looking at rental housing?
- e) Land Use and Development
  - i) Consider the bluffs and requests for variances to develop on them.
  - ii) Sustainability and conservation are important for this topic.
  - iii) Consider all impacts, not just the subdivision ordinance. For example, stormwater impacts from parking lots.
- f) Transformative Projects



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- i) Would the fire/police stations qualify to be one of these projects? Carlos responded yes. 60 Main Street would also qualify.
- g) Transportation
  - i) This topic should include transportation services also, e.g. buses.

**6) Key Topics Subcommittees Timeline**

- a) Is staff anticipating that steering committee members will participate in the subcommittees? Carlos responded yes but it is not required.
- b) Suggestion to consider using the Slack communication application for the subcommittees.

**7) Next Steps**

- a) City Council Adoption of Vision + Values                      March 21
- b) Identify Members of Key Topics Subcommittees              March
- c) Steering Committee Meeting    March 24