

**STRATEGIC PLANNING COMMITTEE  
MEETING MINUTES  
DECEMBER 7, 2005**

PRESENT:

BEV LONG, CHAIR  
PAUL MILLAN  
BETTYE NALL  
TOM RICK  
GEORGE BORNEMANN  
BRAD KARGER

ABSENT:

HELMI MEHUS  
HERB RIECKMANN

STAFF:

DENNIS LAWRENCE

1. Call to Order

BEV LONG, Chairperson, called the meeting to order at 10:05 am.

2. Approval, Additions, or Corrections to the Agenda as mailed.

On the motion of GEORGE BORNEMANN, second by PAUL MILLAN, the agenda was approved as mailed.

3. Approval, Additions, or Corrections to the Minutes of the September 8, 2005 Meeting.

On the motion of GEORGE BORNEMANN, second by TOM RICK, the minutes of the previous meeting were approved.

(Item 6 was discussed first to allow for the arrival of Brad Karger for Items 4 & 5)

4. Review November 21<sup>st</sup> Meeting with Marathon County

BRAD KARGER, BEV LONG, BETTYE NALL, and Staff provided their thoughts on the meeting. Several impressions were identified, including:

- There appears to be a real opportunity for membership
- RPC not in competition with county planning staff
- "Wireless" is an issue of interest to the county
- Economic development from a regional perspective interest
- Partnership vs. membership issue
- Facilitation and Training needs related to emerging issues
- Unsure of the things that the NCWRPC does - lack of image
- Need to build a trust relationship
- Take the lead on issues of mutual concern - coordination
- Help minimize existing problems by finding solutions

BRAD KARGER shared some of the discussion during budget deliberations at Marathon County. He stated that many of the Supervisors were aware that the county was not an island and that the success of Wausau mattered to the county. There appeared to be a real sense that the local municipalities

needed to be partners with the county. There was also a feeling that many issues needed a regional approach. An example he mentioned was the Marathon and Wood County effort related to health care.

An idea of a Forum was suggested. The "Wireless" issue was a likely good first topic. A session that brings in knowledgeable speakers and addresses issues that counties and local units are dealing with. Bring in the Wisconsin Counties Association (WCA) to assist in the effort to educate and begin developing cost-effective solutions for governments. The session should also include a roundtable session to identify additional "Regional" issues. Staff would follow up with WCA and report at its next meeting.

One of the benefits of this Forum would be that the NCWRPC would be seen as being proactive and part of the regional solution. It would be an opportunity raise awareness and purpose of the organization.

The discussion also turned to the other counties of Portage and Wood. It was decided that we initiate contact with Portage County after the County Executive is in place. We will wait with discussions with Wood County until a later time. The membership focus will be on Marathon County.

#### 5. Finalize Stakeholder Assessment (Current & Prospective)

The goal of this effort is to identify "How we are doing" as an organization with our current members, as well as determine "Needs of members". After some discussion regarding the use of surveys, focus groups or one-on-one interviews, it was decided that UW-Extension might be able to provide assistance. Staff would follow-up and report back at the next meeting. The results of that meeting would be used to shape the NCWRPC strategic plan process.

#### 6. Revise Draft Mission Statement

Copies of the draft were distributed along with a copy of the mission statements from two other regional planning commissions.

BEV LONG led the discussion as each committee member pointed out thoughts and phrases they liked and disliked. The consensus was:

"In an advisory capacity to local units of government and tribes, the NCWRPC offers cost effective, specialized planning services and expertise that support responsible development of the Region's economic, social, natural and built environments. The NCWRPC also provides leadership and a regional forum for the creation of cooperative responses to shared opportunities and challenges facing counties and communities throughout the ten-county Region."

The statement will be reviewed at the next meeting and then provided to the Full Commission for adoption.

#### 7. Review Strategic Planning Process and Timeline

BEV LONG quickly reviewed the timeline discussion from the last meeting. The goal is to develop a Mission Statement by the end of the year, and focus on Stakeholders over the winter and into spring. Following that a Strategic Plan would be created. The next meeting will be tentatively set for January 18<sup>th</sup> at 10:00 am in the NCWRPC Conference Room.

#### 8. Adjournment

On the motion of TOM RICK, second by GEORGE BORNEMANN, the meeting was adjourned at Noon.