

**COMMUNITY AFFAIRS/COUNCIL POLICY MEETING MINUTES**  
**Tuesday, January 2, 2018, 6:00 p.m.**  
**Mayor's Office, City of Stoughton, WI**

**Present:** Alderpersons Lisa Reeves, Regina Hirsch, Scott Truehl, Tim Swadley, and Mayor Olson

**Absent:** None

**Guests:**

**Call to Order:** The meeting was called to order at 6:00 p.m. by Chairperson Reeves.

**Communications:**

1. The new City Clerk Holly Licht is starting January 16, 2018.
2. Reeves stated that the Committee needs to figure out where the committee is at with goals and objectives and focus on what the Committee wants to accomplish. The Committee needs to figure out which of the Goals and Objectives for 2017/2018 Council Term are done and which were successful.

**Approval of the November 7, 2017 Community Affairs and Council Policy Meeting Minutes:**

Motion by Hirsch, to approve the November 7, 2017 Community Affairs and Council Policy meeting minutes, second by Swadley. Motion carried 5-0.

**Discussion Regarding Goals & Objectives:**

**Economic Development Director**

The Committee is working on setting up a Joint Meeting with the Personnel Committee to discuss the Economic Development Director position.

**Collaboration with Stoughton School Area District**

The Committee will be discussing this during this meeting with regards to creating a Mission Statement.

**Improve Internal/External Communications**

Reeves suggested that IT/Media Director John Montgomery attend meetings occasionally. She suggested Director Montgomery work to make the website more user friendly, and also, to make the website easier to access. A future agenda item would be to set a plan for what people want to see on the City website and to talk with staff, SASD, Utilities, and Committee members for suggestions or ideas for the City Website. Attorney Dregne was looking at the social media account and City Facebook page. Discussion took place regarding the website, the calendar and agendas and minutes. Discussion also took place regarding amending the council rules and the list of responsibilities for the chairperson should be updated.

The Committee should review council rules regarding internal communications and the responsibilities of the chairperson. Discussion took place regarding the Directory of Committees and when/where the directory should be posted. The Mayor recommends the appointments to the Committees. The Mayor sends a letter to those members whose term is up to see if they are interested in continuing to serve. The chair reports out when an item comes up. Orientation needs to be updated each year.

**SASD/Council Ad Hoc Committee proposed mission statement and whether it fits with the intent of the Ad Hoc Committee**

The Committee discussed the proposed Mission Statement of the Ad Hoc committee. The directive was to promote marketing. In 2009, the UW Extension came to Stoughton to evaluate the Strengths, Weaknesses, and Opportunities of the community (SWOT). Perhaps the Ad Hoc Committee could go through the SWOT analysis and update it. The Committee should look at Housing growth, Business growth, and schools.

The proposal for a Mission Statement was made by Jenson to...

Create a collaborative atmosphere for the City, School District, and Chamber of Commerce to collectively promote and enhance business communities in the City and School District. It was further directed that the proposed mission statement should be taken back to the Ad Hoc Committee for their review.

Swadley recommended that a SWOT Analysis be completed and that the School District and the City should do this together.

**Continued Discussion Regarding Goals & Objectives:****Process for Committee/Commission Appointments**

Review Council Rules to include Responsibilities of Chairperson.

**Budget Process**

The Budget process should be reviewed after the next reorganization meeting.

**Affordable/Subsidized Housing/Homelessness**

It was determined that it is a good idea to remind people that there is affordable housing and/or shelter to get out of the cold if needed. There are no homeless people living in their cars or outside of their homes at this time.

**Ordinance Review Procedure**

Look at this as a group more closely when things come up.

**Sidewalk/Special Assessment Policy**

It has already been noted that the Public Works Committee has reviewed the policy and recommends no change in policy.

**Improve Efficiency and Compliance of City Council Meetings**

No update.

**Council Development**

The Committee felt that the Council needs to set ground rules and treat people at the meetings with respect. While staff needs to anticipate what may be asked of them at meetings, Alderpersons should call staff ahead of time if they have specific questions so that staff can prepare to have the answers for them. The majority of the leadership team is uncomfortable when they are required to come to meetings because of the way that the Council has been treating

them. It is important for Council members to ask questions respectfully. Sometimes the questions come across as a personal attack and accusation as to why the leadership team doesn't have the answer they are requesting.

**Comprehensive Planning**

Review the list of action items from the Comprehensive Plan.

**Miscellaneous**

Alderman Hirsch would like to have the Public Works Committee review the Integrated Pest Management policy.

**Future Agenda Items**

1. Invite John Montgomery to the next meeting to discuss the City website and the use of a city Facebook page. Determine if there are any attorney opinions regarding social media.
2. Review the Council Rules and include responsibilities of the Chairperson.
3. Review the list of action items from the Comprehensive Plan.

**Adjournment:**

Motion by Hirsch, second by Swadley, to adjourn 7:26 p.m. Motion carried 5-0.