

Planning Commission Meeting Minutes
August 28, 2024

1. Call to Order at 6:00pm

2. Roll Call—Chairperson DeBoer, Commissioners Bliesener, Dean, and Lyon-Jenness, Brooks, Zoning Administrator (ZA) Harvey, and City Manager Stoddard.

3. Approval of Minutes—July 24, 2024

- Motion by Bliesener with support by Lyon-Jenness to accept the minutes as read. All ayes.

4. Additions/Changes to the Agenda

- No changes

5. Citizen Comments

- None

6. Old Business

1. Second Draft – Amendments of Zoning Ordinance related to Child Care Facilities

- Bliesener was looking at the Day Care definition and noticed that page 1 A should state minor children instead of pre-school age children.
- Lyon-Jenness asked (page 1, Section 2.2 - Definition), that the words functionally impaired be moved so that the sentence reads as follows: A facility designed to provide a structured, comprehensive, non-residential program of health, social and related support services for functionally impaired adults, for periods of less than 24 hours a day.
- ZA Harvey stated that she included a table to show where the facilities would be allowed, but the PC did not need to include it with the ordinance.
- DeBoer offered that it would be handy to keep it in the ordinance.
- Bliesener said that she would like to see the table included with the ordinance.
- Bliesener made a motion, supported by Brooks, to accept the draft text as modified and schedule the public hearing for October 23. All Ayes
- ZA Harvey will prepare the public hearing notice and get a clean copy to the PC members along with a redline copy.

7. New Business

1. Branding Session Results

- Bliesener asked if Dean had a process for deciding on the project name
- DeBoer reiterated that the PC was naming the project, not the site
- Dean said that the PC can select a name without being married to it.

- Bliesener stated that it would take the pressure off the PC knowing that the name could be changed.
- DeBoer cited the Moors of Portage was branded to Woodbridge Hills by a marketing company.
- Brooks said that as the project advances the name could be changed.
- Dean said that there is value in restating the purpose of the project. It will need marketing/developing language to encourage developers to invest their money.
- Bliesener added that it would help lenders, too.
- Brooks stated that we form our own name to describe it, something that will be consistent.
- DeBoer said that it has to somehow refer to the importance of history with the name. We want to say something about the history.
- Brooks stated that the history and location should be in the name.
- DeBoer noted that Jake (Kindleberger) gave the City its start.
- Lyon-Jenness pointed out that Jake was a visionary; a person with an obscure background. Fame for the City of Parchment was because of Jake's ability to manifest this model community. We need to emphasize from where this community came. She shared some history with the PC. She mentioned that the following phrase was used in the Master Plan: Cherished past, sustainable future. This phrase brings it all together, paper industry, totally embracing of both.
- Bliesener stated that one offering said Jacob (Jake was put forth) which embraces the past and the future, making him more loveable. It means more to the general populace than outsiders.
- Brooks said that the project needs a tagline to draw people in.
- DeBoer asked if the PC wanted to use a generic name.
- Lyon-Jenness suggested that model be used or sustainable model.
- DeBoer said that they could table it to a later time, if the PC would like to do that.
- Lyon-Jenness felt that it was important to integrate action into the name. Would a name and a tagline serve the purpose?
- Dean felt that a tagline would show an action/intent phrase.
- Lyon-Jenness offered: Jake's Mill at the River – Modeling a sustainable future. Mentioning the river is important.
- Dean said the river is why the mill is here. Redeveloping the City of Parchment is because of the river.
- Brooks stated that developers will give it a life of its own. Simple is better.
- Dean said that the tagline could be pitched to developers and small businesses. A marketing firm could run with this.
- Motion made by Lyon-Jenness, supported by Bliesener to us Jake's Mill at the River – Model for a Sustainable Future.

8. Additional Comment

- DeBoer asked if the new Advia sign (current) was subject to the amended sign ordinance.
- ZA Harvey said that it was not because it was grandfathered in. The YWCA has asked about another sign proposal.
- DeBoer asked if the new sign proposal would be under the new sign ordinance.
- ZA Harvey said that it would and it will also help to see how the new sign ordinance is working.

9. Next Meeting—October 23, 2024 at 6pm

10. Adjournment—Motion by DeBoer, supported by Dean. All ayes. Meeting ended at 6:48pm