City of WHITEWATER	Council Agenda Item
Meeting Date:	November 4, 2025
Agenda Item:	Appointment of Common Council representatives for Comprehensive Plan Update Advisory Committee
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.473.0148

BACKGROUND
(Enter the who, what when, where, why)

The Common Council recently approved the selection of RDG Planning & Design to conduct the update to the city's Comprehensive Plan, which was last updated in 2017. Work on this critical project has already begun and will continue over the next 12 months.

A major goal of this project is to gather robust community input through public participation. As part of this process, RDG has recommended that the city create an Advisory Committee, made up of around 12 individuals representing different stakeholder groups within the City of Whitewater.

We are recommending that the Common Council appoint two members as representatives on the Advisory Committee. Aside from other community groups, we will also recommend that the CDA and PARC also appoint one representative each.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- The Common Council approved awarding the contract for the Comprehensive Plan Update to RDG Planning & Design on October 7, 2025, following recommendation by the Request for Proposal (RFP) review committee.
- The city's internal team had an initial meeting with RDG on October 27, 2025 to discuss initial timeline and process.

FINANCIAL IMPACT
(If none, state N/A)

There is no additional financial impact to this decision, as the contract with RDG has already been finalized and signed. There will be occasional additional meetings that the selected council members will need to attend as part of this process.

STAFF RECOMMENDATION

It is recommended that the Common Council appoint two members as representatives on the Advisory Committee.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

- Description of duties and roles provided by RDG Planning & Design