



Special Common Council Meeting

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Tuesday, May 28, 2024 - 6:30 PM

**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.**

Please click the link below to join the
webinar:https://us06web.zoom.us/j/86078303578?pwd=0Ju4UUwE_xOcfmZDNeudgd-gcwaZDg.x1Wx2m779eQfZ0MU

Telephone: +1 (312) 626-6799 US (Chicago) (Houston)**Webinar ID:**
860 7830 3578

Passcode:117530

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

MINUTES

CALL TO ORDER

Council President Patrick Singer called the meeting to order at 6:30 p.m.

ROLL CALL

PRESENT

Council President Patrick Singer
Councilmember Neil Hicks
Councilmember Brienne Brown
Councilmember Lisa Dawsey Smith
Councilmember Greg Majkrzak
Councilmember Orin Smith
Councilmember Brian Schanen
City Clerk Heather Boehm

City Manager John Weidl

City Attorney Jonathan McDonell

Human Resources Director Sara Marquardt

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

A councilmember can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion made to approve the agenda by Councilmember Schanen, Seconded by Councilmember Smith. Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen, Boehm

HEARING OF CITIZEN COMMENTS

No formal Council action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

Jeff Knight(405 Panther Ct) commented on TIF financing for the Moraine Parkway development.

Chuck Mills(336 Whiton) commented that he is concerned that the constituents did not have a voice or long enough to speak at the last meeting after the closed session.

CONSIDERATIONS

1. Discussion regarding Council Goals and Priorities-**HR**

Whitewater City Council Retreat – Council Goals Summary May 28, 2024

1. What motivated you to serve in your current role?
 - Angst – the need to participate if looking for desired change
 - Make a difference in the community – support the activities that move community forward
 - Advocate for things that are missing – public art, safety for kids and the elderly
 - Noticed a need to change - Minority driving the majority
 - Opportunity to provide student support and repair gown versus town divide
 - Wasn't impressed with procedures and changing the minority versus majority feeling
 - Saw a need to support administration and provide stability
2. What are your top priorities for our community during your term?

- More housing and keeping the City safe (PD proper staffing)
- Using Spring Splash as an opportunity to bring the community back together
- Ensure we have a Council that works together
- Addition of staff such as public works to make sure the basics are getting done
- Making sure that as we are growing, the community feels welcoming
- Annual festival
- More economic development
- Increasing access to information

3. What challenges have you faced in trying to meet your objectives?

- Ordinances are not fun but really need to understand them in order to know how to fix them
- How we can differentiate ourselves from other communities
- How to handle constituent concerns
- Making sure politics isn't being used as a weapon against staff
- Providing support to staff but still making sure things are getting done
- Balancing the need for more housing versus the realities of higher interest rates and prices

4. How can the city administration better support you in achieving your goals?

- Administration needs to continue being creative and flexible
- Make sure we are being transparent
- Increase outreach to stakeholders earlier in the process so that they are included and aware
- Balance negotiations with public knowledge needs
- Development of programs or processes that make it easy to develop in the City such as an "All You Can Develop Permit"

2. Discussion and Possible Action regarding the Strategic Plan-**City Manager**
SIMPLE SWOC MATRIX SUMMARY

INTERNAL FACTORS

STRENGTHS + WEAKNESSES –

1. Progress on Goals: The city is actively making progress towards its established objectives.
2. Data Availability: There is a wealth of data available, enabling informed decision-making.
3. Leadership Dedication: The City Manager and staff are committed to achieving the city's goals.
4. Effective Communication: The Economic Development Director is approachable and skilled at communicating across different groups.
 1. Inconsistent Policy Review: The city needs a more regular and consistent process for policy reviews, ideally 1-2 per month.
2. Data Utilization: Effectively using available data to communicate the city's story.
3. Business Support: There is insufficient infrastructure support for businesses, need to also focus on the "prettying" of the City.
4. Highway Access: The only 4-year college in the area lacks access to a 4-lane highway.

5. Healthcare Infrastructure: There is a lack of accessible healthcare infrastructure, particularly emergent care services.

EXTERNAL FACTORS

OPPORTUNITIES + CHALLENGES –

1. Housing Development: New housing projects will drive city growth.
 2. Federal Funding: Availability of potential federal funds can enhance public transportation.
 3. Citizen Engagement: There is potential to increase citizen involvement, as they care more than they currently express.
 4. Communication Efforts: Opportunities exist to better leverage communication strategies.
 1. Difficult Community Communication: Effectively communicating challenging topics, such as Tax Increment Districts (TID), remains a struggle.
 2. Communication Complexity: Despite improvements, communication is still challenging due to the numerous available options.
 3. Low Traffic Counts: The City experiences low traffic counts, which can impact business and development.
 4. Fluctuating Population: The City faces issues with a fluctuating population, affecting stability and planning.
 5. Public Transportation: Providing effective public transportation continues to be a significant challenge.
3. Discussion and Possible Action regarding Changes to the Good Governance Manual
- a. Council Policing
 - b. Questions of Staff/Protocol Flowchart
 - c. Other Changes as Requested

Council President Singer brought up the need to revise the Public Comment section of the current agenda structure. This will be discussion and possible action item for an upcoming Common Council meeting.

There was a discussion regarding the flow chart of who and when it is appropriate for Councilmembers to contact City Manager or City Staff.

There was discussion of Council packets, paper verses electronic copy. It was decided that the Consent agenda items will not be printed, the rest of packet will be. An emailed link to the whole packet will be sent to Councilmembers as well.

Councilmembers discussed removing item 6, recall procedures, under "Elected Official Progressive Discipline Policy".

4. Discussion regarding Non-Financial Strategies for Enhancing Recruitment and Retention.-
Finance

Finance Director Blitch stressed the responsibility of leaders to support and empower others, highlighting the profound influence a single leader can have, both positive and negative. She recounts their personal experience of overcoming negative leadership and finding success through the support of a nurturing leader.

She advocates for a supportive culture that fosters growth, emphasizing that leaders have the potential to significantly impact individuals, families, and communities. She encouraged respectful communication and listening to understand rather than to respond. She also highlights the importance of valuing diverse opinions and avoiding groupthink, using historical examples like the Challenger disaster to illustrate the point.

In discussing organizational development, she describes it as a systematic process aimed at improving organizations through people by focusing on structures, systems, and processes. She emphasizes the importance of fostering resilience and adaptability. Director Blitch identifies key factors influencing employee retention, such as purpose, impact, and recognition, arguing that compensation is less important than feeling valued and having a sense of purpose. She pointed out the negative effects of not valuing employees, using teachers as an example of a profession facing high turnover due to lack of autonomy and excessive focus on metrics.

Director Blitch stresses the importance of a positive organizational culture, effective leadership, opportunities for advancement, work-life balance, and professional development. She described the detrimental effects of a toxic work environment, including financial costs and decreased productivity. She concluded by emphasizing that a supportive environment leads to more productive and motivated employees who feel they can make a difference.

FUTURE AGENDA ITEMS

Councilmember Schanen would like to here feedback on the barricades on Elizabeth St by the middle school.

ADJOURNMENT

Motion made to adjourn at 8:33 pm by Councilmember Majkrzak, Seconded by Councilmember Smith. Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.

2023-2025 City of Whitewater's 5 strategic goals: Build single-family homes, Communicate with the community without the newspaper, Support a thriving business community, Recruitment and retention efforts with a focus on diversity, and Prioritization of expenditures with available resources.