

MINUTES
CITY COUNCIL RETREAT
January 21, 2011 – January 22, 2011

The Wayne City Council met in special session at the Fire Hall, Friday, January 21, 2011, at 6:00 o'clock P.M. Mayor Ken Chamberlain called the meeting to order with the following in attendance: Councilmembers Brian Frevert, Jim Van Delden, Jon Haase, Doug Sturm, Kathy Berry, and Jill Brodersen; City Administrator Lowell Johnson; and City Clerk Betty McGuire. Absent: Councilmembers Dale Alexander and Kaki Ley.

Notice of the convening meeting was given in advance by posting in three places on January 18, 2011, and a copy of the meeting notice and agenda were simultaneously given to the Mayor and all members of the City Council. All proceedings hereafter shown were taken while the Council convened in open session.

The purpose of this meeting was to meet as a Council committee-of-the-whole, to discuss the establishment of Council goals for the succeeding 1, 2-3, 5 and 10 year periods.

Randy Cantrell, University of Nebraska Lincoln Rural Sociologist, reported on the findings of a "Job Vacancy Survey" conducted by them. He advised the Council that 65% of the people/residents looking to relocate to Wayne or other communities used the internet first. With the way you market your community, you can target the people you're looking for to come to your community. Out of the six towns in this survey, Wayne is the most aggressive in recruiting people to the area; however, we are not so good at retention. The college is an integral part of the community, which hometown people take for granted. His suggestion was that we need to build people into the community and create student committees with which to get them involved.

Councilmember Brodersen left the meeting.

Nancy Braden, Finance Director, reviewed some of the legislative bills that, if passed, could have a detrimental affect on the City's revenue. One of concern is a proposed bill that would eliminate state aide to municipalities and another is one that would eliminate occupation taxes on cell phones.

Mayor Chamberlain then shared with the Council some of the concerns that were discussed at the Student Senate Forum he attended in December. A major topic of discussion was parking. The students wanted Council to consider changing the "no parking from midnight to 5:00 a.m." restriction to no parking from 2:00 a.m. or 3:00 a.m. to 5:00 a.m. The reason for this suggestion is that the WSC Library, for example, closes at 12:00 midnight. Some of the students at the library at that time have gotten tickets on their cars by 12:15 a.m.

In addition, the students did not like being called a "suitcase community." They would like to come up with different leisure activities and promote them in hopes of keeping the students in Wayne on weekends. One suggestion was a tailgate party at WSC. In addition, they felt there were not enough jobs in Wayne and that the stores closed too early.

Mayor Chamberlain reported on the "ABLE" (Advocating Business Labor Education) Program meeting, which was attended by him, Lois Shelton, Jason Barelman with Career Services at WSC, Wes Blecke, Director of WAED, Melodie Hill, Wayne High School Counselor, and Lowell Johnson, City Administrator. This program, which was taken from what was done in Dawson County, was devised to facilitate the future of area businesses and the quality of life of Wayne to the local students, so that the students

will have a greater knowledge base of the variety of career opportunities that exist in the Wayne area. The hope is that this exposure will increase the likelihood of the students choosing a career field in which they would return to Wayne to pursue. This program will also provide the businesses and the community a door to the school systems and the students. The program was devised to facilitate the youth researching this area as a viable choice to pursue a career. By doing a better job of gaining youth access to area business, we can hopefully provoke student interest in a profession they can develop here in Wayne if they so choose.

Mayor Chamberlain recessed the meeting until Saturday, January 22, 2011, at 8:30 a.m.

Mayor Chamberlain reconvened the meeting at 8:30 a.m., Saturday, January 22, 2011.

Present were Councilmembers Brian Frevert, Jim Van Delden, Jon Haase, Dale Alexander, Doug Sturm, Kathy Berry and Ken Chamberlain; City Administrator Lowell Johnson; and City Clerk Betty McGuire.

Discussion of retreat topics continued.

Mayor Chamberlain noted that he had received some responses via Facebook, which were: Focus energy and resources towards creating projects that will create jobs or the use of products that local businesses can provide. Also, work to create incentives for new companies or businesses to open in our downtown. Sometimes it seems there are too many roadblocks in place for people wanting to expand or do business in Wayne. Need incentive for new and existing businesses, not just downtown, but all business areas.

Need playground equipment around the Community Activity Center, due to losing the playground equipment at the Elementary School when it is no longer being used.

Website: The current website is a good “post-it note”, but it is hard to find information in its current format. Suggestion was to add more pictures of activities going on and to provide more links on the front page for easier navigation.

Housing: There’s a need to improve the older housing stock, in addition to promoting housing and providing purchase assistance. It was suggested to put information about Goldenrod Hill’s Free Weatherization Program in the newsletter and to provide information/brochures to such places as Headstart to get this type of information to qualifying families.

Business Retention: It was the consensus that more businesses need to be able to take advantage of the Wayne Revolving Loan Fund. Recommendation was to change the criteria/rules so that smaller existing businesses were eligible for these funds.

Council Involvement: A suggestion was to have not only the Mayor and staff, but also the Councilmembers take turns on the Wednesday morning radio show. To make themselves more visible in the community, a suggestion was to speak at some of the service organizations.

The empty store fronts were of concern to the Council. Discussion took place in regard to the City offering incentives (e.g. free utilities for 1-2 years, waive utility hook-ups if you are a chamber member, use of a mini revolving loan fund, activity center memberships).

Western Ridge: It was noted that there has been a market slowdown and a suggestion was to consider allowing builders purchase multiple lots and more time to

build. Lots would still be available to the public. In addition, it was suggested that the weeds be kept mowed to make the appearance more attractive to potential homebuyers. No park equipment will probably be placed in that area until the underpass is completed. It was noted that when the lagoon is filled in and trees are planted, it will look more like a neighborhood than a development.

Wayne Grain and Feed Elevators: Administrator Johnson advised the Council that Michael Foods has all three elevators on schedule for demolition.

LB840 Matrix – Discussions took place regarding some of the requests being forwarded to Council for approval. A concern was voiced on how to handle situations where amounts are granted but later it's found out that the applicant has available funds for their project. Attorney Pieper was going to be directed to review this agreement and report back to Council.

Lagoon Site – Options on what to do with the lagoon site were discussed.

Bathhouse at Pool – It was discussed that the bathhouse at the pool is in need of repair. The question is whether to rebuild the existing pool/bathhouse or relocate the same.

Main Street Covenants — Discussion took place as to whether or not covenants could be placed on the buildings/properties on Downtown Main Street (e.g. signage, color of paint). It was noted that Sioux City has covenants in place for historic 4th Street.

Indoor furniture outside on front yards/porches — Staff was directed to see if it was possible to have an ordinance which would prohibit indoor furniture from being left on front yards and porches to deteriorate.

Double sewer rates — Consensus was to charge those outside city limits double sewer rates as well as double water rates. Staff was directed to prepare necessary resolution for council action.

Staff was also directed to compare the water and sewer revenue vs. property taxes that might be received if the commercial/industrial park area east of Wayne was annexed.

Keno — this was discussed as a possible revenue source. Staff would direct Wes Blecke to find someone to look into it for us and prepare a pros and cons list.

The Community Activity Center rates were discussed. It was noted that membership and program revenues have increased since bringing Karla Jensen on board. A suggestion was that the CAC needed to be marketed more and that LB840 funds could be used for that purpose.

Curbside pickup vs. alley pickup — Discussion took place on the wear and tear on the alleys and the sizes of the trucks now being used for garbage pickup. After discussion, it was determined that if the haulers preferred to do curbside pickup, this was something that they needed to require their customers to do.

Daycare at Community Activity Center — some did not want to subsidize daycare through membership rate increases. A question was whether or not this daycare would have to be licensed. Some did not think it should be the responsibility of the City to provide daycare for the members. Once there are no volunteers for this, then there will be no program. This would be a six month trial – revenue has to offset the costs. Also discussed was the concern about non-members being able to get into the building to use the CAC. A suggestion was to require clip-tags for all members to wear when they are in the facility.

One-Year Goals that were Established:

- Website Improvements
- Campus/Community Relations
- Budget
- Double Sewer Rates/Annexation
- Housing (Western Ridge lot sale incentives)
- Quality of Life (marketing/lagoon use)
- Lagoon Use
- Business Retention (incentives for existing businesses)
- CAC – enforcement policies, daycare
- New Revenue Sources – look at investments and Keno
- Council Involvement – Talk on the radio show and at the Senior Center were examples
- Restructure LB840 Matrix – A committee consisting of Councilmembers Alexander and Van Delden, Administrator Johnson and Finance Director Braden would review and develop a matrix for the LB840 Committee to use.
- Bathhouse at Pool – whether or not LB840 funds could be used to renovate the existing structure.

Some of the items discussed were thought that the Planning Commission should be directed to review, such as the Main Street Covenants, furniture ordinance and ADA sidewalks, in addition to the lagoon (whether it should be a water feature or turn it to dirt.

Also, in regard to working with the College, it was suggested to maybe close off Main Street for the band (similar to what was done in 2010), and have this in conjunction

with Parents' Week; a tailgate party; welcome letter from the Mayor to new WSC students; committee to meet with the students and having a council meeting at the college.

There being no further discussion, Mayor Chamberlain adjourned the meeting at 3:45 p.m.

THE CITY OF WAYNE, NEBRASKA,

By _____
Mayor

ATTEST:

Betty A. McGuire, City Clerk