

**Meeting Minutes:
Door County “Smart Growth” Plan
Economic Development and Housing Work Group Meeting – 2nd Meeting
March 6th, 2008**

1. Open meeting/introductions.

The second meeting of the Economic Development and Housing Work Group was held in the Sturgeon Bay Library, Jane Greene Room, 107 S. 4th Avenue, Sturgeon Bay, Wisconsin, on Thursday, March 6th, 2008. The meeting started at 10:05 a.m.

Present:

Last Name	First Name	Agency
Chaudoir	Bill	Door County Economic Development Corporation
Dehn	Deby	WHEDA
Kohnle	Amy	United Way
Konkel	David	Aircraft Owners and Pilots Association
Kurtz	Susan	Door County Board of Realtors
Nelson	Rick	Door County Habitat for Humanity
Ozburn	Paul	Property Owner
Perlman	Sam	Door County Economic Development Corporation
Rogers	Rick	Sustain Door
Temme	Virge	Virge Temme Architecture, Inc.
Ward	Jay	Washington Island, Town Of

Also present:

Mariah Goode, Door County Planning
Becky Kerwin, Door County Planning

2. Review previous meeting minutes.

The minutes were accepted with no revisions.

3. Review/discuss visioning work completed to date.

Prior to the second meeting, the work group was to have reviewed the county visioning summary documents including the General Issues and Opportunities, the draft Vision Statement, and the County Visioning Summary – Parts A & B. The readings for the second work group are posted to the website located at http://map.co.door.wi.us/planning/Comp-Plan/work-group_reading.htm. Working to solve the county’s housing and economic development issues – particularly with regard to retaining/attracting young persons and families to the county – was identified as a high priority at all of the county-wide visioning meetings.

4. Visioning exercises re: work group topic area(s).

Goode explained that at this meeting the group would discuss the four questions listed below. She explained that an issue is a weakness that is internal to the county or it can be an external threat originating from outside the county. An opportunity is a strength that is internal to the county or it can be an external trend that could be capitalized upon within the county.

- What words or phrases best capture your preferred future vision for the county with regard to this work group’s designated topics?

- Within the context of your preferred future vision for the county, what are the key issues we currently face with regard to this work group's designated topics?
- Again, within the context of your preferred future vision, what opportunities are available to or should be pursued for the county?
- What strategies or action items might be employed to address those issues or take advantage of those opportunities?

What words or phrases best capture your preferred future vision for the county with regard to housing and economic development?

- Affordable, mixed types of housing in areas close to schools and services
- More locally self-reliant – food, housing/building materials, energy
- Vastly increased transportation costs will create a market for locally produced supplies
- Large, well-educated, retired population in their second careers
 - entrepreneurial investment in (internet) businesses
 - energizing/mentoring the youth in the county
- Fiber-optic network
- Being more successful in attracting and retaining youth to help grow the work force
- Creation of jobs that pay a living wage and offer benefits, including retirement
- Persons of all age and income levels involved in the community
 - Young families living and involved here
- Maintain strong shipbuilding cluster – Bay Ship, Palmer Johnson. Shipbuilding cluster includes related service/support businesses, and continued sharing of infrastructure.
- Housing options for seniors – helping maintain homes, independence
- Environmental focus – socially and environmentally responsible housing and economic development choices
 - A socially responsible community that is more aware of its connection to the global environment
- A "green"/environmentally sensitive product(s) manufacturing cluster
- Keep, but enhance and maybe change, tourism
 - Possibility of less day-tripping, more long stays due to increasing transportation costs.
 - Is there enough for tourists to do here for longer visits?
 - Different (better?) economic impacts from visitors staying longer
 - More year-round tourist industry
 - More year-round jobs with benefits
- Served by a variety of transportation options
- Grow the agriculture and orchard industries, organic/naturally grown foods
 - Local food use
 - More clustered housing leaves space for agriculture and orchards

Within the context of your preferred future vision for the county, what are the key issues we currently face with regard to housing and economic development?

- Increased fuel (transportation) costs
- Technology infrastructure is very weak
- We're not keeping enough high school (or bringing back other) graduates in (to) the county; there are job openings in all levels, manufacturing particularly
- Training/workforce readiness – people are not being trained for the jobs that are out there
- Dual career couples – hard to find two jobs here even if a couple wants to move here
- Is training at NWTC furthering our economic development goals? For example, NWTC in Sturgeon Bay does not provide training in business planning, entrepreneurship, or marketing. (Note: DCEDC does, though.)
- Is there enough for tourists to do here for longer and/or winter visits?
- Are youth involved in this (or other) planning/visioning processes? Are we sure our vision is shared by that of young people?
- Housing options for seniors
- Lack of air transportation to get here

- Follow-through on issues – often doesn't happen
- Unused bonding power and other funding sources not be pursued to subsidize plans and ideas
- Weather is an uncontrollable threat to tourism
 - Maybe need more indoor activities in winter
 - Indoor ice area could be big draw (hockey leagues, etc.)
- Trend (mostly by non-residents) is to build huge homes
 - Perpetuates perception that Door County is comprised of wealthy people
 - Not affordable/not easy to re-use or sell (unless on water)
 - No real regulations to limit size
 - Environmentally unfriendly
- Larger inland homes are sitting on the market for a very long time
- Lack of affordable housing affects:
 - economic well-being of residents (spending huge chunk of income on housing)
 - employers' ability to get/keep workers
 - school population (young families leaving)
 - workforce supply (young families leaving)
- Land prices – lots are too expensive in northern Door
- Many objections – often primarily to looks of – multi-family housing, but this is one of more affordable ways to provide workforce housing
- Many zoning regulations impede provision of affordable housing
- Several municipalities in the county have or are petitioning to decrease multi-family density allowances
- Several municipalities are petitioning for larger lot sizes
- We – the county and local municipalities – need to subsidize affordable housing
- Habitat For Humanity has not constructed any homes north of Institute since 2001 (land too expensive unless donated or significantly discounted)
- The comprehensive plan is supposed to be a county plan but we don't really think of ourselves as a county. Distinct economic engines drive different areas of the county, plus individual (municipal) agendas, interests.
- Good quality health-care – area for job growth, issue (affordability)
- We don't have the technology to support tech (or tech-dependent) jobs
- Geology of county and water quality – will (or should) affect increasing population and tourism levels, housing and economic development activities that can be established
- Affordable homes - \$95 - \$100,000 is affordable, for Door County's workers' incomes, but houses are not available in that range in northern Door
- County board – turnover means committees keep re-hashing the same issues every time there is a new member
- Workforce is getting older, not being replaced – true for tourism, agriculture, and manufacturing

Again, within the context of your preferred future vision, what opportunities are available to or should be pursued for the county?

- Airport(s) are an underutilized resource, particularly air transportation coming into Sturgeon Bay. Be proactive about air travel in order to sustain the business we have (tourism and manufacturing) and encourage more business.
- Arts/cultural offerings here
- Integrating kids' dreams with the economic needs in Door County – create a sense of ownership for the high school kids. Find out what kids envision for themselves and match their reality with economic opportunities.
- Door County could be a place for meetings/conferences.
 - Airport transportation to sustain and grow business – bring business people here for conferences.
 - DCVB has hired someone to work doing group sales.
- Unused bonding power(s), state and federal grants not being pursued

- Housing starts for homes with small square footages (1,200 to 1,500 range) are level or even increasing – only segment of housing market for which that is true
- Health care industry – growing nationally, good opportunity here due to aging population
- Equity/entrepreneur investment opportunities here
- Develop eco-tourism
 - Increasing trend
 - Plum and Pilot Island acquisition offers new opportunities
- Tech industry (or tech dependency) is increasing nationally; when we have good telecommunications, could grow that industry here
 - Washington Island could start now – most of island has high-speed access
- County RFP re: fiber optic network installation
- State tax credits/incentives for developers to build affordable housing
- Municipalities subsidizing the land for affordable housing
- WireTech move – opportunity to redevelop property

What strategies or action items might be employed to address those issues or take advantage of those opportunities?

- Technology infrastructure upgrades – look at Hilbert (Thiel) upgrade project
- Develop career counseling to talk with kids about jobs in manufacturing
- Need data to determine training/outcomes of schools – what are young people doing (college majors, careers, etc.)?
- Have youth involved in reviewing this plan
- Need more programs/projects such as those of DKBEP
- Figure out ways to highlight/publicize/educate about smaller homes – publicity for Habitat For Humanity and other programs, better environmentally, more affordable
- Work to establish a “green” product manufacturing cluster
- Zoning regulation changes
 - need smaller minimum lot sizes
 - need to be able to establish “in-law”/caregiver units, even in single-family areas
 - need to offer good density bonuses for cluster housing
 - need to decrease or eliminate minimum square footage requirements
 - need to revise multi-family regulations
 - design standards
 - density to make the housing affordable
- Seek state and federal grants to expand the airport, possible 98% funding
- Provide indoor ice hockey to bring tourists during the winter
- Clustering housing – sharing wells, septic helps alleviate water quality problems/pressures
- Find case studies from tourism places for ideas regarding solutions to problems – what has worked in other areas (EDAP has some examples)
 - Brown Co., Indiana
 - Paducah, Kentucky
 - Dutchess Co., New York
 - Florida – the Keys, Palm Springs
 - Aspen and other Colorado communities
- Incentivize the development of affordable housing
- Local governments need to subsidize affordable housing – land set-asides, donations, low-cost sales, etc.
- Establish community land trusts for affordable housing
- Increase technology companies, angel investors/network (need microwave backbone)
- Develop “Wikipedia” type data on Door County housing and economic development issues
- Develop health-care and hospice care industries
- Affordable housing fund (developer payments into)/mandated provision of (through inclusionary zoning, etc.)

- Can impact fee use help further housing and economic development goals?
- Seek grant funding to bring in speakers and conduct studies
- Hold seminars here on green development, maybe in combination with eco-tourism promotions
- Bike trails/system – good eco-tourism
- Wisconsin AIA design charette – revive that idea, possibly for WireTech site again (if note WireTech, find another property, though)
- Affordable housing – need more (and on-going/never-ending...) community education, town hall meetings, and radio spots
 - More complete documentation of the affordable housing problem – education/resources/information for elected/appointed officials, developers, residents (maybe 3 different “packets”)
 - Need to combat NIMBY attitudes
 - Need to show how current zoning changes are not furthering provision of affordable housing
 - Need to go to local meetings, etc., not expect them to come to a special meeting
- Identify data/information needed:
 - in order to do what we need to do regarding provision of housing
 - in order to accurately depict the housing problems in the county
 - is it possible to identify numbers of people that are renting, living with parents, etc. that would prefer to buy a home?
- Municipal symposiums on sustainable housing (e.g., Baileys Harbor is doing one)
- Encourage more programs like Hatco program (employees allowed to take money from 401(k) accounts toward home purchase)
- Tax deductions, rebates, incentives, etc. – all offered in IL, but not WI (legislative pressure?)
- Instead of asking “what is the need” for affordable housing, start asking what we can do to build it
- Educate elected officials – getting them up to speed once committee appointments made
 - Develop training manuals/packets for new committee members
- Actively involve teens and 20-somethings in government, planning and implementation, community development – go to them instead of inviting them to come to “our” meetings
 - Conduct focus groups in the schools
 - Participants through random sampling, NOT self-selection
 - Want kids that don’t want to be there – might get best ideas/input/feedback from them
 - Possibly count as part of required community service hours?
 - Look into collaborating with YMCA’s youth in government program
 - Look into collaborating with 4H and other groups

5. Set next meeting date.

10:00 a.m. - 12:00 p.m., Thursday, April 10th, 2008

Location: Sturgeon Bay Library Conference Room

6. Adjourn.

Meeting adjourned at 11:50 p.m.

Minutes transcribed by Becky Kerwin and Mariah Goode, Door County Planning