

Members Present: Jennifer Brent, George Cushing, Neil Poulsen, Kaylene Toews, Holly Tsur (one vacancy)
Members Excused: Larry Wade
Staff Present: James Reitz
Council Liaison: Richard Kidd was present
Citizens Present: -0-

1. **Call to Order:** Poulsen opened the meeting at 7:16 p.m.

2. **Citizen Communication:** None.

3. **Action Items / Discussion:**

- A. Design Guidelines** – This Special Meeting was called to continue discussion of the time line and the tasks to be performed to take the proposed guidelines and standards through the adoption process.

Tsur said that the most important date to consider would be the Planning Commission hearing dates and commitments. Reitz said that the Commission had a couple large subdivision reviews already calendared and they would take precedence over all other agenda items. The Commission's consideration of the guidelines could occur October 6th at the earliest.

With October 6 as the target date, the public comment period and responses would need to be completed by September 15th so the results could be included in the staff report. Toews noted that the Board was already behind the schedule presented at the June 24 meeting. She explained that the Key Messages and related documents were not done and that the proposed timeline was aggressive and unrealistic.

It was suggested that the time line be extended by a couple of weeks. Toews responded that the time line would still not be realistic; she recommended an extension of at least a month and preferably two months. The Board discussed this extensively, with Poulsen being a strong proponent of a two-week delay; he felt it was urgent to get before the Planning Commission and the City Council before the November election.

Brandt asked what was so urgent. Poulsen replied that the election would result in a probable change of membership of both the Council and the Commission. He felt that by presenting prior to the election, fairly fast approvals could be expected. After the election, approvals could be delayed for an unknown time, possibly even years. In the meantime, there could be the destruction of more historic homes and the construction of more undesirable infill projects.

A majority of the Board felt that it would be more realistic to extend the time line by a full month. Poulsen was advised that if the key messages and other documents he committed to preparing were completed quickly enough, then the time line *might* be shortened. Poulsen said he would get right to work on those documents.

The key messages were then discussed. Poulsen, Toews and Tsur had already made some suggestions via email, and all agreed that they were excellent. Others suggested at the meeting included:

- Noting the community's support of historic buildings
- Historic building's culture and history
- The studies that demonstrate their enhanced economic value
- Their sustainability

- Their “real history” for our youth to see and experience in their own neighborhoods and throughout the community
- The resulting increase in tourism
- That the standards would promote community pride

Toews explained that the key messages should be more story-form rather than simple bullet points, noting that we should be “selling the sizzle and not the steak.” Poulsen agreed that preparing the key messages would be more difficult than he first anticipated; Toews offered to help. She will forward a draft to Tsur and Poulsen for final review.

Poulsen said he had spoken with the *News Times* editor to arrange for an op-ed piece; the editor indicated to him that they should be able to publish it based on our projected timetable. Reitz noted that the City would need to review and approve the copy before it is submitted to the newspaper.

Reitz also said the City would be able to do the mailing. Based on the extended time line, the comment period would run through September 30; the Board would then have two weeks to review the comments and prepare responses to be included in the staff report to the Planning Commission for a November 3rd hearing date.

Toews recommended that we keep the comment card; and that we have a comment card format on the web site, hopefully with a hyperlink to a PDF for easy commenting. The thank you notes could be prepared concurrently with the feedback response timetable.

Toews updated the timetable and responsibilities during the meeting to be certain all schedules and tasks were noted. She will follow-up as needed to ensure everyone gets their assignments done on time.

4. Adjournment: The July 10, 2014 special meeting adjourned at 9:00 p.m.

These minutes respectfully submitted by George Cushing, Secretary