

MEETING MINUTES

Project Name: Legacy EC | Eau Claire Comprehensive Plan

Meeting Date: August 10, 2026 | 12:00pm

Legacy EC Comprehensive Plan Advisory Committee Meeting #1

Meeting Attendees

Eric Anderson, Advisory Committee Member
Aaron Brewster, Advisory Committee Member
Cody Filipczak, Advisory Committee Member
Jeff Halloin, Advisory Committee Member
Jim Phillips, Advisory Committee Member
Scott Rogers, Advisory Committee Member
Jessica Schoen, Advisory Committee Member
Bob Schraufnagel, Advisory Committee Member
Christina Thrun, Advisory Committee Member
Terry Weld, Advisory Committee Member
Susan Wolfgram, Advisory Committee Member
Josh Zeug, Advisory Committee Member
Peter Hable, Advisory Committee Member Alternate
Jenni Sterling, Advisory Committee Member Alternate
Efren Martinez, Advisory Committee Member Alternate
Ned Noel, City of Eau Claire
Angie Seichter, City of Eau Claire
Matt Prosser, EPS
Charlie Cowell, RDG Planning & Design
Maya Struhar, RDG Planning & Design

Discussion

This memorandum summarizes the items discussed during the meeting referenced above.

1. Each attendee introduced themselves.
2. The group reviewed committee roles and expectations.
3. The group reviewed and discussed what success for Legacy EC looks like, both as a process and product.
4. The group reviewed the Comprehensive Plan process and timeline.
5. The group reviewed and discussed public engagement opportunities for the Comprehensive Plan.
6. The group discussed options for future meeting dates.



Advisory Committee Kick-off

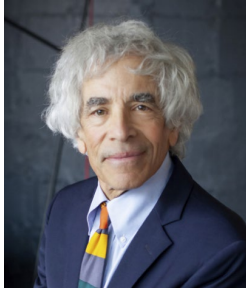
August 10, 2026



INTRODUCTIONS



Charlie Cowell
Project Manager +
Planner



Marty Shukert
Principal Advisor + Lead
Designer



Maya Struhar
Planner



Matt Prosser
Conditions + Fiscal Analysis



Cory Scott
Special District +
Corridors



Mindy Alvarez
Branding + Graphic Design



Flavia Tourek
GIS + Modeling + Translation



Rachel Shindman
Conditions + Fiscal Analysis



- Eric Anderson
- Aaron Brewster
- Olivia Coughlin
- Cody Filipczak
- Megan Grinde Weber
- Jeff Halloin
- Jim Phillips
- Scott Rogers
- Jessica Schoen
- Bob Schraufnagel
- Christina Thrun
- True Vue
- Terry Weld
- Susan Wolfgram
- Josh Zeug
- Peter Hable (Alternate 1)
- Jenni Sterling (Alternate 2)
- Efren Martinez (Alternate 3)



- Aaron White
- Ned Noel
- Ryan Petrie
- Peter Baumgertner
- Ruth Hollander



AGENDA

- **Committee Role**
- Goals and Priorities Discussion
- Schedule Overview
- Process Overview



COMMITTEE ROLE



What is a Comprehensive Plan?

- A guide for development policy
- A context for making key land use and public investment decisions
- A vision for the city's future
- A tool to guide city priorities and directions, including capital improvement programming
- A strategic document that is adapted to the specific needs and hopes of the city

What has been done?

Legacy EC is updating & building upon much successful planning work in Eau Claire:



AND MORE!!



COMMITTEE ROLE

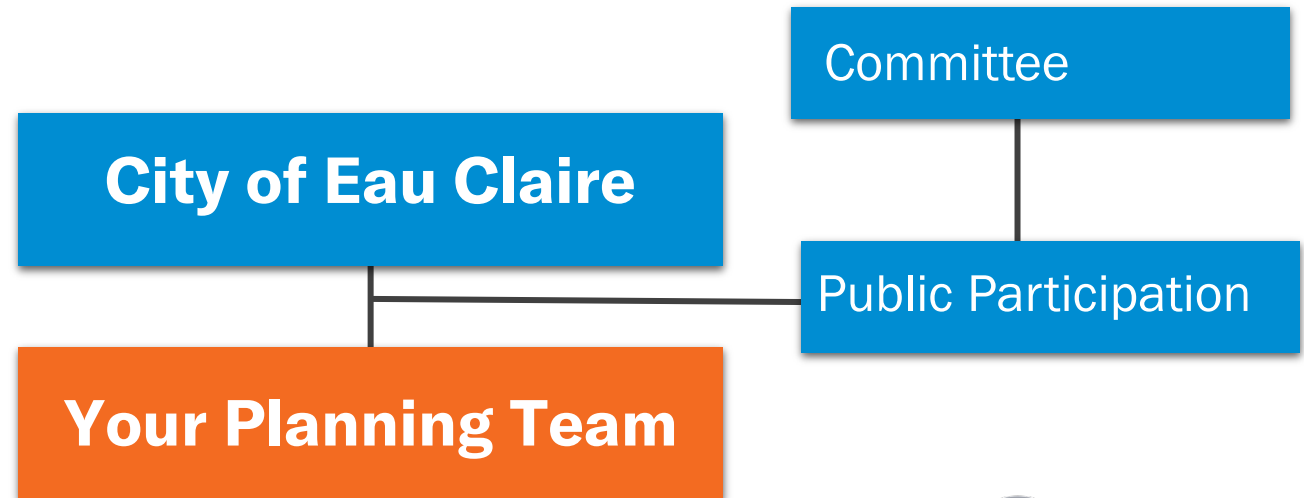
Plan Advisory Committee (CPAC)

- Give input and feedback
- Provide direction
- Promote activities and relay information
- Attend meetings

Committee Role is Not to:

- Review or design on development applications
- Make zoning decisions
- Vote on final approval of the Plan

Reminder of agreement signed for Committee participation.



AGENDA

- Committee Role
- **Goals and Priorities Discussion**
- Schedule Overview
- Process Overview



DISCUSSION ON GOALS/PRIORITIES FOR THE PLAN



What does success mean to you? Process and/or outcomes.

- Community-wide inclusion, meeting people where they are, diverse communication
 - Facilitating public and private investments in housing, transportation, etc.
 - Engage for the Future Land Use Plan, neighbors are included in decisions
- Support from people that feel they were heard in the process
- Document ensure quality of life and social cohesion are priority
- Attainable, effective, implementable
- Adaptable to long-term demographic, environmental, and economic shifts
- Make healthy communities link back to the plan
- Responsible stewardship of resources, including organizations and groups to catalyze on work already happening in the community
- Visionary, creating a place where people want to be, and how to make it happen

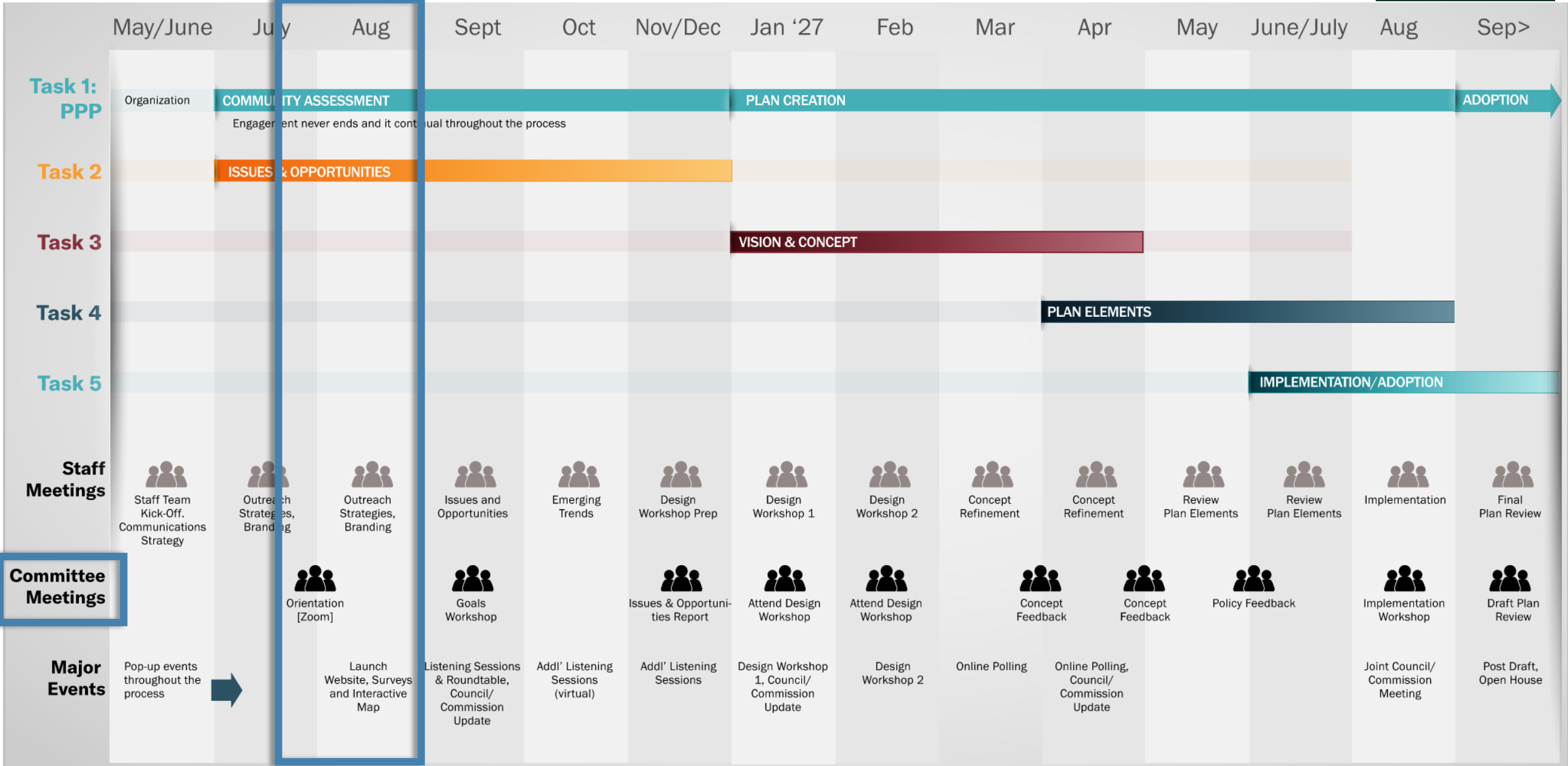


AGENDA

- Committee Role
- Goals and Priorities Discussion
- **Schedule Overview**
- Process Overview



SCHEDULE OVERVIEW



AGENDA

- Committee Role
- Goals and Priorities Discussion
- Schedule Overview
- **Process Overview**



PROCESS OVERVIEW



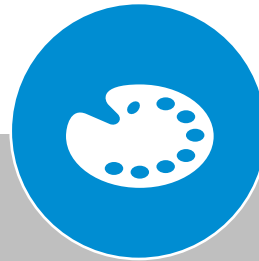
Project Launch



Input



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



*Tomorrow:
Plan Elements*



Implementation



Approval

PROCESS > PUBLIC PARTICIPATION PLAN

The Role of the Public Participation Plan

Communications

- Reaching a diverse population, including historically underrepresented
- Translation services
- Using established connections and data
- Virtual, in-person, physical

Project Branding

- Generate excitement
- Announce project
- Custom website & engagement hub
- Virtual, in-person, physical
- ADA friendly, Federal standards



PROCESS > PUBLIC PARTICIPATION PLAN



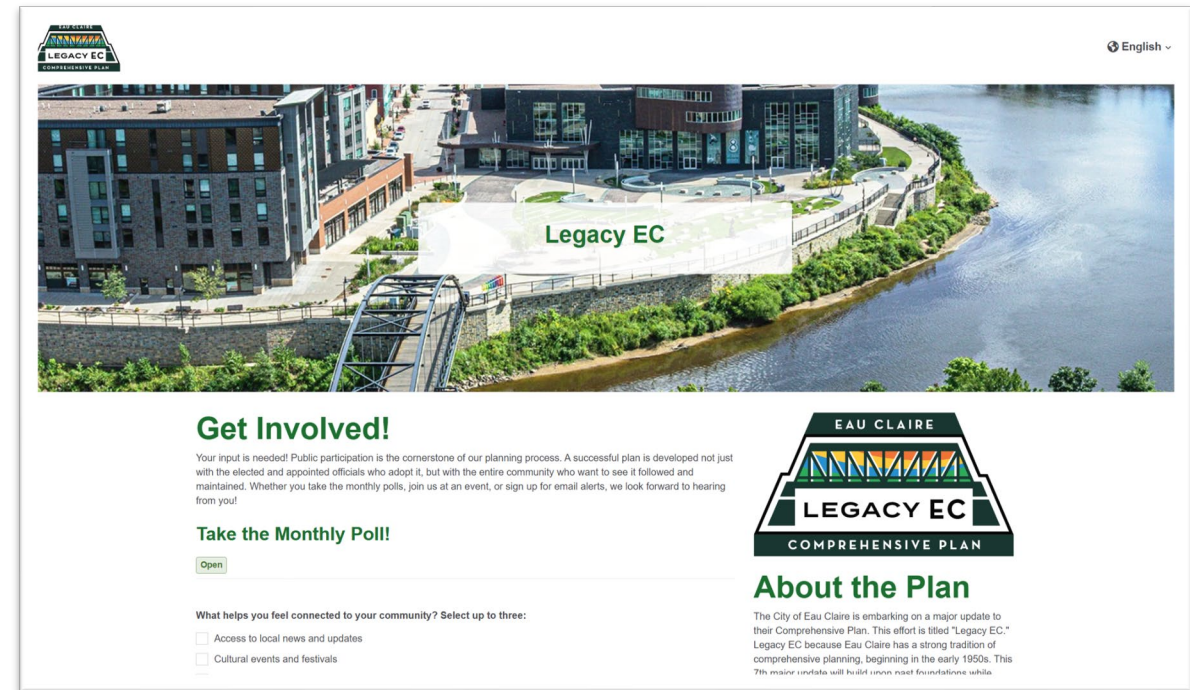
Project Website

- Anytime access
- Interactive mapping
- Social media campaign
- Regular polling questions

LegacyECPlan.com

Planned Engagements

- Regular Advisory Committee meetings
- Stakeholder listening sessions
- Polls and surveys
- Community events and pop-ups
- Community roundtable and open house
- Committee Design Workshop
- Community Design Workshop
- Implementation Workshop
- Council and Planning Commission Presentations



PROCESS > PUBLIC PARTICIPATION PLAN

- **September Listening Sessions**
 - Primary on-site discussions with Consultant team
 - Consultant team can do additional virtual ones if needed
 - Staff can conduct follow-ups or additional sessions in person
- **Groups**
 - **Local Government & Planning**
 - Council Members
 - Planning Commission Representatives
 - County Staff
 - Adjacent Jurisdictions
 - **Business & Economic Development**
 - Chamber of Commerce Representative
 - Local Small Business Owner (especially from downtown or core areas)
 - Economic Development Groups
 - Real Estate or Development Professionals
 - **Community Voices**
 - School District Representative
 - University
 - Arts and Culture Representatives
 - Senior or Retiree Representatives
 - Immigrant Support Organizations
 - Faith-Based Leaders
 - Housing Organization or Advocates
 - Environmental Organization or Advocates
 - Other Social Services or Nonprofit Leaders



PROCESS > ONGOING POP-UPS

- Staff Office Hours
- Photo Contest, Social Media, Public Speaking, and Press Releases
- City Board Presentations

What events do we need to know about? Provide information, gather input:



PROCESS > ROUNDTABLE – September 2026



PROCESS > DESIGN STUDIO – January and February 2027

(wait for students to be back from break)



PROCESS > IMPLEMENTATION WORKSHOP – Aug 2027



Implementation Workshop

- Next steps for implementation
- Establish Criteria
- Phasing and Milestones
- Discuss Partnerships

PROCESS > OPEN HOUSE GALLERY – September 2027



PROCESS > EAU CLAIRE TODAY

The Role other Planning efforts

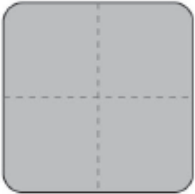
- Land Use Audit
- Sanitary Sewer Area Plan
- New LDO
- MPO LRTP
- Climate Action Plan (REAP)
- Parks and Open Space (CORP)
- Health Department CHIP
- Blue Zones Assessment
- Historic Preservation and Neighborhood Plan
- Water Study/System Capacity
- 2022 Housing Study

Major Update Elements

- Growth Framework map
- Land Use Typologies/Character Areas
- Designated Roadway System + Housing
- Blue and Green Infrastructure
- Geo-accounting
- Build on Housing Study, missing elements and gaps
- Fiscal analysis – implications of sprawl, expense for CIP, empower decision makers



PROCESS > EAU CLAIRE TOMORROW



40 acres of land



10 acres of land



5 acres of land



Low Density Residential



Medium Density Residential



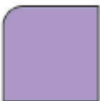
High Density Residential



Park or Open Space
(not to be developed)



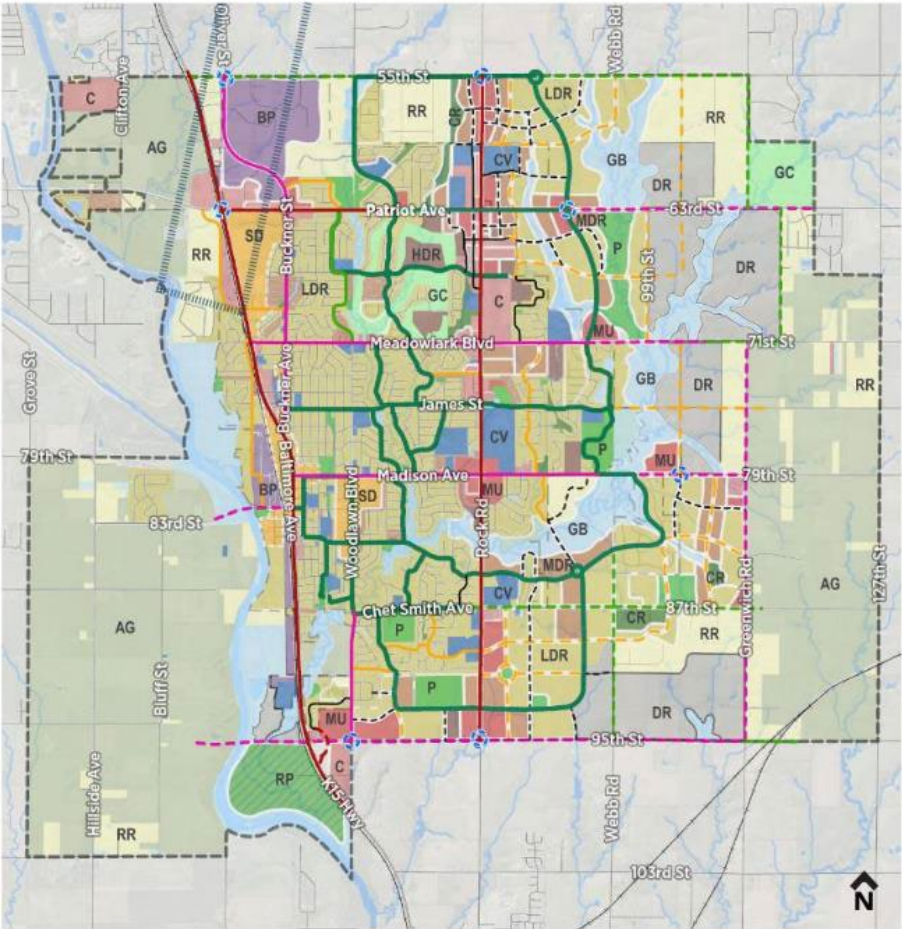
Commercial



Industrial

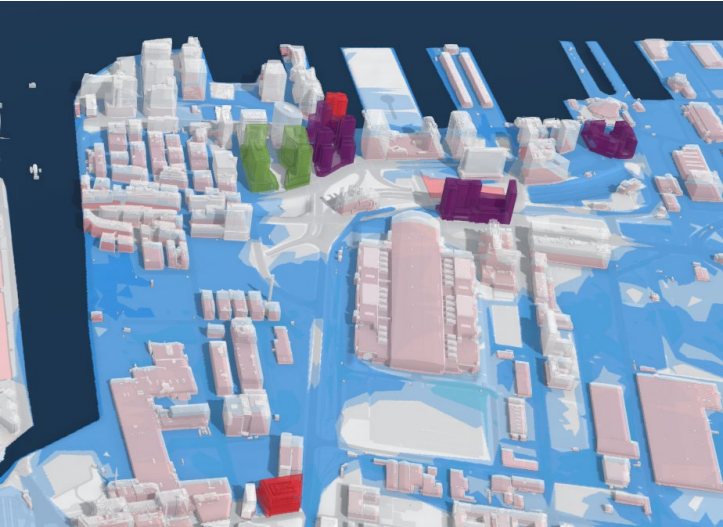
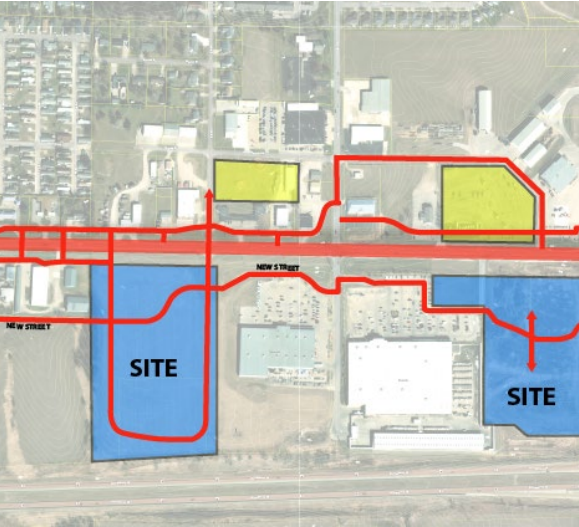
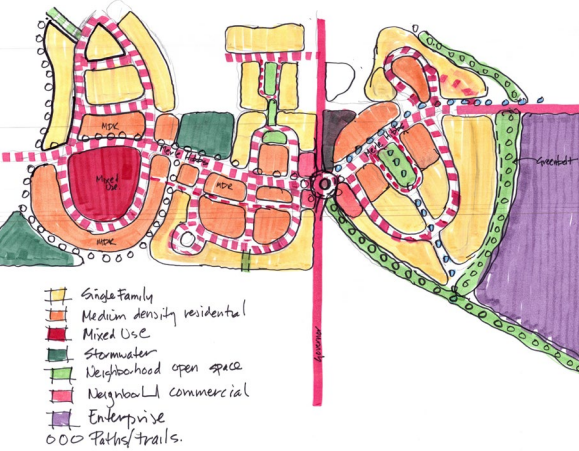


PROCESS > EAU CLAIRE TOMORROW



Roads	Proposed	Future Land Use	
Major Arterial	---	RR	Rural Residential
Minor Arterial	- - -	LDR	Low Density Residential
Major Collector	---	MDR	Medium Density Residential
Minor Collector	- - -	HDR	High Density Residential
Local Street	---	MU	Mixed Use
Derby Grand Tour	---	C	Commercial
Gateway	---	BP	Industrial/Business Park
Traffic Circle	---	CV	Civic
			Accident Potential Zone
		GC	Golf Course
		P	Park/Open Space
		GB	Greenbelt (floodplain)
		RP	Regional Park
		CR	Conservation Reserve
		AG	Agricultural
		SD	Special Development Area
		DR	Development Reserve
			Subdivision Area Boundary

PROCESS > EAU CLAIRE TOMORROW



PROCESS > EAU CLAIRE TOMORROW



Subarea Focuses

- Community Areas
 - Downtown
 - Other Districts
- Activity Centers
 - Mall area
 - Medical/Educational area
- Corridors & Gateways
 - County T, US 53, US Hwy 12 NW
 - Older locations like Water St., Brackett Ave. Hastings Way,
 - Farwell St. Rd. Diet., N. Clairemont
- Others?



NEXT STEPS



Advisory Committee

- Decide on meeting dates/times (Noon? Late Afternoon? Other?)
 - Up to 9 meetings total + attendance at public events
 - #1: September 21 or 22
 - #2: Nov/Dec
 - #3: January
 - #4: February
 - #5: April
 - #6: May
 - #7: June
 - #8: August
 - #9: September (if needed)
- Share any contacts for listening sessions

Planning Team/Staff

- Send meeting date options, then invites
- Data collection and document review
- Schedule listening sessions
 - Paired sessions with Committee members after September visit
- September community event and committee meeting prep

