

**Kenosha County**  
**Multi-Jurisdictional Comprehensive Plan Advisory Committee (MJAC)**  
**(“Smart Growth”)**

**MEETING MINUTES**

August 28, 2007

**Present:** See Attached Sign-In Sheet

Fred Ekornaas, Chairman, called the meeting to order at 2:05 p.m.

**Approval of Minutes:** Motion was made by Dennis Faber to approve the June 26, 2007 MJAC meeting minutes. The motion was seconded by Jean Werbie and passed unanimously by a voice vote of the MJAC representatives.

**Review and possible action on Chapter XIII (Parts 1, 2, and 3 of 4 parts), “Economic Development Element,” of the Multi-Jurisdictional Comprehensive Plan for Kenosha County:** Todd Battle, Executive Director of the Kenosha Area Business Alliance, Inc. (KABA), gave a brief presentation on KABA, Kenosha County’s economic climate, current economic development activities, and trends in economic development. Discussion ensued about what kinds of businesses/industries the County should try to attract, how to balance industries in the City and in small communities, the disadvantages of focusing exclusively on the development of certain sectors, and the state of manufacturing in America (only innovative products with intellectual property elements are likely to be manufactured in the country). It was also noted that KABA’s goals are shorter-range than the comprehensive plan’s, with focus on 1- to 3-year work objectives that are often project-specific.

Richard Kania of the Southeastern Wisconsin Regional Planning Commission (SEWRPC) conducted a PowerPoint presentation highlighting the information contained in Parts 1, 2, and 3 of Draft Chapter XIII of the Kenosha County Comprehensive Plan. The information included a summary of the requirements of State comprehensive planning law in regards to the economic development element, an inventory and analysis of the County’s labor force, actual and projected population through the year 2035, actual and projected employment, a location quotient analysis (based on 2005 data), an inventory of the County’s major employers, annual wages and household incomes, business/industrial parks, and environmentally contaminated sites and former landfills. The second part of the presentation focused on economic development organizations and programs in the County, including KABA, the Kenosha County Department of Human Services—Division of Workforce Development, TIF Districts, and Brownfield Remediation Grants. The presentation finished with economic projections for Kenosha County based on regional land use plan through the year 2035.

**Brainstorming session for identifying Countywide desired businesses and economic strengths and weaknesses**

Annie Jones, UW-Extension Community Resource Development Educator, conducted a brainstorming session to identify Kenosha County’s weaknesses and strengths regarding economic development, as well as businesses and industries that MJAC members felt it would be important for the County to attract. Results from the activity are attached.

A motion to accept Parts 1, 2, and 3 of Chapter XIII, subject to changes, was made by Jean Werbie, and seconded by Dennis Faber. Upon a voice vote, the motion passed unanimously.

**Status Report on staffing and distribution of community base maps:** Annie Jones briefly introduced Todd Roehl, the new principal planner with Kenosha County Planning and Development who will be working with the Smart Growth project. Richard Kania and Catherine Madison (SEWRPC) reported that they are in the process of preparing base maps for each of the participating local communities.

**Upcoming public informational meetings for each local participating government:** John Roth reported that most MJAC members had been in contact with Kristen Lie to schedule a meeting for their local community. He announced that the meeting format would be a fifteen to twenty-minute presentation introducing Smart Growth and the comprehensive planning process in Kenosha County, following by a forty-minute open house to distribute local information gathered through the inventory chapters.

**Citizen Comments:** Jean Werbie reported that the Pleasant Prairie Café went very well, with approximately 90 people attending. She noted that people were excited about the comprehensive plan, enjoyed the Café process, and were looking forward to more Café discussions regarding the Village of Pleasant Prairie's future development.

**Any Other Business Allowed by Law:** None

**Next Meeting Date:** John Roth announced that the next MJAC meeting would be held on October 30, 2007 at 2:00 PM in the Kenosha County Center Hearing Room.

**Adjournment:** Motion to adjourn was made by William Morris, seconded by Randy Kerkman, and passed unanimously by a voice vote of the MJAC members. The meeting adjourned at 4:05 p.m.

Respectfully submitted,



Kristen Lie, Kenosha/Racine Community Planning Educator  
Kenosha County Department of Planning and Development

Approved: October 30, 2007

## **ECONOMIC DEVELOPMENT BRAINSTORMING SESSION AUGUST 28, 2007**

### **Weaknesses**

- Lack of mass transit
- Lack of understanding about the importance of agriculture
- Lack of entertainment industry
- Reputation as a lunch basket town
- Schools need to educate for business and industry so students can stay here
- Housing shifts and meeting all housing needs
- Cost of living
- Hospitality
- Lower pay than south of the border
- Casino – low paying jobs – we can do better
- Lack of retail, especially in comparison to Racine
- Lack of public funding for infrastructure

### **Strengths**

- Qualified work force – good work ethic
- Lake Michigan – water quality
- Interstate and rail
- Quality schools
- Quality of life in general
- Access to national/international markets
- Relatively uncongested
- Location
- Ahead of the game
- Local intergovernmental cooperation
- Availability of labor pool
- Business and industry coming to us
- Availability of land
- Good planning and zoning
- Wide variety of housing/living options – urban, suburban, rural
- Commuting distances reasonable
- Few blighted areas – brownfield redevelopment
- Job Center programs
- Highways 45/50/K serve western Kenosha
- Low crime rate, especially in the west
- Industrial parks
- Amenities
- City has good reputation, especially with former Illinois residents
- Diversification
- County and State park system

**Industries to Attract**

- Hospitalities – hotels
- Bio-tech? Bio-fuels?
  - Land and industry
  - Environmental industry
  - Alternative energies
  - Alternative crops
  - (need to find the right balance and look at options)
- Jobs – agriculture – rural lifestyle
- Tourism and recreation
- Professional and corporate offices
- Data and Information Technology – high-tech industries
- Home-based business
- Service sector – lawn and maintenance
- Assisted living – senior care
- Athletic facilities (like RecPlex) and outdoor activities