



Town of Menasha

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Submitted for approval on
February 14, 2005

SPECIAL MEETING - PUBLIC HEARING

2003 Comprehensive Plan Future Land Use Map Amendment - MEE Bellevue, LLC
Municipal Complex - Assembly Room - Monday, January 24, 2005

Minutes

DRAFT

1. CALL TO ORDER

Town Chair Arden Tews called the Public Hearing to order at 5:15 p.m.

Elected Members Present:

Arden Tews, Town Chair Scott Sauer, Supv. #2 Jerry Jurgensen, Supv. #3 Russ Handevitd, Supv. #4
Jeanne Krueger, Clerk Jay Schroeder, Supv. #1

Others Present:

James Archambo, Admin. Myra Piergrossi, Fin. Dir. George Dearborn, Com. Dev. Dir.
Lee Reibold, Town Eng. Roger Clark, Town Atty. Rod McCants, Police Chief Keith Kiesow, Fire Chief
Richard Eiberger, Assessor Mike Kading, Parks & Rec. Dir. Diana Kanter, Assoc. Planner
Tim Plagenz, Info. Sys. Spec. Paula Pagel, Accts. Mgr./Dep. Treas. Steve Laabs, Wastewtr. Supt.
Joan Burrill, Adm. Asst./Human Res. Jeff Roth, Water Supt. Mary C. Lanser Pam Bourque
John Maas, Rep. MEE Bellevue, Inc. Paul Eisen Clarence Petersen Richard Carlson John Zaborsky
Steve Van Herwynen Dale McNamee Dave Sturges Dennis Jochman Lisa & Brian Frost
Ken & Joyce Neveau Kent & Char Kiesling Grace Petersen Shelly Schaetz Mike Van Dyke
Adrian Beyer Mike Lettier, Pres. Police Comm. William Seidl Paul Eisen Mark & Tina Bachorz
Keith Brown Wende Sturm Robert Leibsle, Att'y. MEE Kathy & Pat Casperson Jan McHugh
Cindy Lund Mark & Jane Isaac Joe & Julie Ray Guy Hegg Bob Liedl

2. OPEN DISCUSSION

Director George Dearborn explained the amendment to the Comp. Plan process and stated the density issue was the only issue that was being voted on by town board members this evening.

Attorney Robert Leibsle representing MEE Bellevue LLC added further information and his thoughts on the density issue. He further explained the hiring of a public relation representative, Mary Claire Lanser, who home-delivered 451 invitations for an informational meeting on November 30, 2004 at the Holiday Inn Express. Ms. Lanser also provided the attached statistics for review. (See Attached)

Resident Bob Liedl had stated a number of times that nothing had changed regarding the building of this project. Supv. Handevitd informed him there had been a huge change being a pending lawsuit in the amount of \$850,000. which would have to be paid by the town taxpayers.

Residents Tina Bachorz, Jan McHugh, Brian Frost, Jane Issac & Wende Sturm again stated their safety concerns with Shady Lane.

3. CLOSE THE PUBLIC HEARING

Being no further questions, comments or objections, Chairman Tews closed the Public Hearing at 5:52 p.m.

Respectfully Submitted,

Jeanne Krueger, Certified Municipal Clerk

Krueger, Jeanne

From: Lanser Public Affairs [lanser@wi.rr.com]
Sent: Tuesday, February 01, 2005 12:13 PM
To: Krueger, Jeanne
Subject: summary to educate neighbors

Jeanne —

Thanks for your call. Attached is the summary I used when I spoke at the public hearing. I've highlighted in red the points that I made in my verbal presentation. I want to clarify that we rang the doorbells of 342 homes, and spoke with people at 112 of these homes. When we were farther from the site (at the northern edge of the subdivision to the north of our site), and were running out of daylight, we put the invitations between the doors without attempting to talk with the residents. These homes are the difference (of 109) between the 451 invitations distributed and the 342 homes where we also left invitations, while attempting to talk with someone. Hope this helps... Please call whenever there is anything I can do to help.

Mary Claire
Mary Claire Lanser
Lanser Public Affairs
14550 W. Meadowshire Drive
New Berlin, WI 53151

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Efforts to Educate Neighbors

Submitted by Mary Claire Lanser, Lanser Public Affairs

November 12, 13, 17 Neighborhood Visits

Door to Door visits to the subdivision to the north of our site, the subdivision to the south of Shady Lane, the mobile home community to the west, and the health club to the east

- November 12: Trailsway Lane and Redtail Drive
 - November 13: Arena Drive, Clovernook Lane, Country Lane, Hummingbird Lane, Fair Oaks Drive, Trailsway Lane, Peppergrass Lane,
 - November 17: Fair Oaks Drive, Gail Lane, Gregory Lane, Lynn Drive, Meadow Green Drive, Thrush Lane, Shady Lane, Tumblebrook Court, Tumblebrook Road
 - November 17: hand delivered invitations but did not visit: 1 home on Casaloma Drive, 21 homes on Indian Wood Court, 42 homes on Meadow Green Drive, 16 homes on Ravenswood Court, 2 homes on Shady Lane, 2 homes on Sharens Way, 13 homes on Thrush Lane, 11 homes on Warbler Drive
- **451** invitations distributed
 - **342** doors visited
 - **112** people met with us

Summary:

- ❖ **48 people (43%) were neutral, didn't express an opinion, or indicated that they are not opposed**
 - ❖ **46 people (41%) in favor, or stated that they had no objections**
 - ❖ **18 people (16%) expressed opposition**
- Vast majority of those we visited simply didn't care
 - Several who used to be opposed said something will go here eventually and it's better to be part of these decisions
 - Most discussion was about site plan, especially how the development would look from the adjacent properties and those across Shady Lane
 - Nearly everyone appreciated the extensive effort to inform and involve the immediate neighborhood

Of those opposed:

- Most talked about whether they wanted anything to be built on this site
- Some made comments about not wanting "those people" living here
- Many preferred single family over multifamily
- Notes indicate no discussion of one density of multifamily or another, though we shared "details of proposal"

November 30 Public Information Meeting

- 55 attended public information meeting

Experts on hand:

- Pam Bourque
- Atty. Tony Coletti
- John Bieberitz, Traffic Engineer
- Architect
- Mary Claire Lanser, Michelle Larcheid, Nick Cera (door-to-door team)
- Keith Brown, Murphy Development

Public Information Meeting Questionnaire Summary completed by 15 attendees:

- **What people liked:**
 - Green space
 - Nature trail
 - Design
 - Management – strict enforcement of rules
 - Professionalism of presentation and representatives
- **Concerns:**
 - Just don't want anything in my backyard
 - Traffic
 - Apartments instead of houses
 - Drainage
 - How it will look from Shady Lane

What Has Happened since the Door-to-Door Visits and Public Information Meeting to Address Neighbors' Concerns:

- A more attractive site plan has been drafted
- Fencing on our north boundary has been added to the site plan, to screen the rear yards of neighbors on Trailsway Lane
- The setback from Shady Lane has increased, and the scale of the building elevations facing Shady Lane has decreased, to improve the appearance of our project from Shady Lane
- Landscaping and berm have since been added along Shady Lane to improve the view and to provide privacy to our neighbor at the southwest corner of our property
- People were told to hold onto the invitation, and Mary Claire's phone number, in case they have questions down the road
- Mary Claire has received several calls, and has called people who gave their phone numbers