

WOOD RIVER  
VISION 2020  
MARCH 21, 2013

The meeting was opened by Marla Hixon, President at approximately 5:38 pm. Board members present were Greg Cramer, Brian Hayes, Pam Kjar, Tyler Doane and Joyce Willoughby. Public present included Jeff Heater and Bobbi Petit, SCEDD (late arrival).

Kjar reviewed the minutes of the January 29, 2013 minutes. Joyce Willoughby moved and Brian Hayes seconded the motion to approve the minutes as submitted. All aye. Motion carried.

Kjar and Cramer informed the Board of the progress made by the Aesthetics/Beautification committee on the pedestrian walkway landscaping project. The approved landscape plans were shown for review. Both Marv Roth of County Greenery and Karla Boshart, independent landscaper, had been asked to submit drawings and bid the project. The committee will be using Roth's plan with revisions. Boshart has been advising the committee. Kramer reported that the plans have been presented to the City Council for their review and met with their approval. It was discussed that the first scheduled community work day will be Saturday, April 13<sup>th</sup>.

Kjar informed the group that the City will be providing maintenance of the landscaped area near the Wood River C Store. We will be removing rock from this area and possibly re-vamping the landscaping to be more consistent with the pedestrian walkway project. Hixon indicated that she will be present both as a board member and as an adult supervisor for the FCA chapter at Wood River Rural High. She questioned if we anticipated the project going past noon. Both Kjar and Cramer indicated the project would extend into the afternoon. Brian Hayes, Mid Nebraska Agency will be providing pizza to feed the students. Terry Zessin, WRHS principal, had contacted Kjar and informed her he would like WRHS students to work on the project on May 7. Willoughby detailed some of the projects/areas that the students worked on last year and explained this is an effort to teach the students how to take ownership in their community.

Kjar reported that she had reviewed the Nebraska Arts Council mural project submittal requirements as requested by Hixon. Kjar and Hixon outlined the submittal requirements for the Board. After discussion, it was decided that we would not pursue this project. We will not have our non-profit standing by the submittal deadline and lack sufficient funds.

Kjar related that she had been contacted by Dewey Heminger, representing the Wood River Foundation, regarding signage by the ministerial association. Heminger inquired if Double D Plumbing and Heating, Inc. will approve placement of a sign advertising local churches on their property. Approval was granted pending approval by City and State. Cramer stated he had talked to the State regarding their regulations. This information was given to Heminger and Brad Jepsen, Ministerial Association representative. Heminger had questions relating to a possible entrance sign project by Vision 2020. Kjar informed him that we had taken no action at this time.

Bobbi Pettit, SCEDD, presented two possible surveys for review. She indicated that the surveys were too long, and she re-worded some questions and trimmed the survey. Willoughby questioned what questions needed to be removed or edited. Pettit replied that she had removed a question regarding parks and recreation programs for all ages; changing a question regarding what businesses respondents like to see established in Wood River; a question asking for estimated expenditures outside the

community; re-worded a question regarding the focus of the schools; eliminated a question regarding which type of housing is needed most in our community. She indicated the last question was more of an opinion question vs. one that could be documented. She stated there are multiple questions regarding housing, indicating housing availability and affordability. There are sections for owners, renters and retirees. Questions included in the survey are worded to help determine what housing needs are specific to Wood River, i.e. apartments, senior retirement community, independent living community, assisting living facilities, etc.

Pettit indicated that they survey has been pared down and the questions are not general. Willoughby responded that the committee did not want to discourage respondents from completing the survey.

Pettit and Doane have set the first week of May to deliver the surveys in the community. She stated that we will have to have adequate volunteers lined up and a training session will need to be performed prior to distribution. Doane questioned the number of volunteers needed. Pettit indicated that have 554 residences and will need approximately 20-25 volunteers. Willoughby questioned if high school students would be allowed to distribute. Hayes and Hixon questioned whether high school students would possess the skills necessary to communicate the goal of the survey, convince households to complete the survey. It was discussed that this may be a good project for FBLA students. The survey is distributed and collected in a one week period. Households will be contacted four times before designating them as not complying. Pettit indicated that there will be specific rules for distribution and collection that she will go over at the training sessions.

Hixon questioned if we were ready to convert the survey to Spanish. Doane indicated that Blanca Rodriguez will interpret the survey to Spanish. Pettit stated Rodriguez will receive the survey in English in Excel format and type over the questions translating to Spanish. UNK will review to determine that the translation meets the same requirements as the English version.

Heater stated that he did not remember putting dollar amounts on the senior housing questions, such as \$2500 for independent living and \$3500 for assisted living. Pettit indicated that she received her information from Area Agency on Aging and speaking with individual facilities.

Doane asked if the final revision could be distributed for review by the Committee and the City Council. Pettit indicated that she believed the City Council has placed their trust in Doane and his committee. Cramer indicated he can email the revision to the Council for review. Willoughby will talk to Rodriguez about the translation process.

Pettit informed the group the survey will be accompanied by a cover letter written by Greg Cramer, as Mayor of Wood River. The letter will also need to be review by UNK.

After the performance of the survey, Pettit suggested that we host a town hall meeting. She would come and state highlights the results of the survey. It would also be a good opportunity to encourage more participation in the committees.

Pettit complemented Doane on the management of the project and the performance of the committee.

Press releases prior to the start of the project will be submitted to local newspaper, radio and television.

Hixon reported on the Communications committee activity. They determined that the most important project at this time was the re-vamping of the City website. Based on the websites that were reviewed as possible models, Jenie Maloney would perform the needed changes for a bid of \$2,000.00. Hixon and Arnett presented their recommendation to the City Council. There was public opposition to the City's need of a website. There were also concerns voiced regarding the bid process for projects. Cramer indicated that the City's bid process does not come into play until the proposed costs exceed \$25,000. The Council did agree to bid this project out.

Hixon stated that at the January 29, 2013 meeting, Hayes indicated a need to establish a bid process regarding local vendors. Hixon asked Pettit to address the issue. She indicated that if the group is spending City funds, then we would follow the City procurement process. She indicated the Board can set our own policy, but it is important that we pay attention to the source of funding. She said we have the option to establish a "conflict of interest" policy. She indicated these are policies, not a part of the by-laws.

Hixon informed the Board members present that we have to file Articles of Incorporation, receive approval and publicize our Articles prior to adoption of bylaws. Once all is performed and adopted, we can apply for our non-profit status. Jerry Janulewicz, City Attorney, is reviewing our bylaws and has provided the draft Articles of Incorporation. Hixon asked the members present to review the Articles of Incorporation and submit comments or concerns to her.

Last on the agenda was discussion regarding response to private requests by individuals to individual board members. In an effort to remain consistent when responding to a request, Hixon asked that Board members invite the individual to voice their request at the next Board meeting, thus any action taken would be done so by the board as a whole.

There being no further business before the Board, the meeting adjourned at 7:10 p.m.

Approved: 3-14-13

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Marla Hixon, President

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Pam Kjar, Treasurer