

**Minutes of the  
West Central Wisconsin Regional Planning Commission (WCWRPC) Meeting  
Thursday, November 10, 2022 - 10:00 a.m.  
St. Croix Valley Business Innovation Center  
River Falls, WI**

**Commissioners Present:** Stan Buchanan, Louie Okey, Gary Taxdahl, Chuck Hull, George Rohmeyer, Joel Seidlitz, Joe Waichulis, Allen Krause, Diane Morehouse, Steve Rasmussen, John Frank, Kyle Johnson, Dane Zook, Terry Hauer, Sharon Kelly, Denise L'Allier-Pray, Mike Barcalow, Dan Hansen, Ryan Sicard

**Commissioners Absent:** Peter Kaz, Tom Quinn

**Staff Present:** Lynn Nelson, Lisa Ruth, Landon Profaizer, Craig Johnson, Edwin Rothrock

**Others Present:** Ken Witt, St. Croix County Administrator; Bill Rubin, St. Croix Economic Development Corporation; Melissa Meschke, Institute for Business and Entrepreneurship

1. **Call to Order:** The meeting was called to order at 10:02 a.m. by Chair Louie Okey. Roll call was taken.
2. **Welcome and Introduction of Commissioners and Guests:** Guests introduced themselves.
3. **Review and Approve Minutes of September 8, 2022 Commission Meeting:** Mr. Barcalow moved to accept the minutes as distributed, seconded by Mr. Waichulis; motion carried.
4. **Review and Approve Disbursements:** A motion was made by Mr. Buchanan to approve the disbursements as presented, seconded by Mr. Barcalow; motion carried.
5. **Staff Presentations:**  
**Transit Feasibility Studies – Associate Planner Edwin Rothrock:** Mr. Rothrock's presentation highlighted the various transit studies that the Commission has undertaken. These studies include potential users, service level estimates, budget scenarios, governance, and administration.
6. **Agreement with the City of Hudson to Assist in Preparing for the Launch of Transit Operations:** The Transit Feasibility Study is complete for the City of Hudson and the city is now requesting assistance in preparing for the launch of transit operations. Ms. Morehouse moved to approve the agreement, seconded by Ms. L'Allier-Pray; motion carried – 17 ayes, 2 nays.
7. **Agreement with the City of Chippewa Falls for Shared Ride Taxi Administration:** The City of Chippewa Falls is requesting assistance with administering the 2023 state and federal funding requirements tied to the shared ride taxi program. Similar services have been provided to the City for the years 2018-2022. Mr. Hull moved to approve the agreement, seconded by Mr. Waichulis; motion carried – 17 ayes, 2 nays.
8. **Resolution Adopting the 2022 Comprehensive Economic Development Strategy (CEDS) Annual Report:** To receive funding from the Economic Development Administration, submittal of a CEDS Annual Report is required. Associate Planners Landon Profaizer and Craig Johnson gave a presentation on the contents of the Annual Report, which includes, but is not limited to, current conditions, economic changes, public/private partnerships, goals, data sources, etc. Motion by Mr. Rasmussen to approve the resolution; seconded by Mr. Hauer; motion carried.
9. **Resolution Authorizing Commitment of Matching Funds for EDA 2023-2025 Planning Partnership Grant Application:** As part of the grant application, a resolution authorizing commitment of matching funds is required. The planning grant request is for the years 2023,

2024, and 2025. Mr. Frank moved to approve the resolution, seconded by Mr. Buchanan; motion carried.

10. **Rain to Rivers of Western Wisconsin, Inc. Outreach Coordinator Agreement:** Rain to Rivers of Western Wisconsin, Inc. is seeking to contract with WCWRPC for staffing to fill the Storm Water Outreach Coordinator position for 2023. The position will assist with public education and outreach activities required under the Clean Water Act. Mr. Waichulis moved to approve the agreement, seconded by Ms. Morehouse; motion carried.
11. **Agreement with the Town of Lake Holcombe for Completion of a Comprehensive Plan:** The Town of Lake Holcombe is requesting assistance in preparing a comprehensive plan. Mr. Taxdahl moved to approve the agreement, seconded by Mr. Hauer; motion carried.
12. **Director's Report:** Executive Director Nelson gave a summary of current projects and activities of the Commission. Melissa Meschke, as the Economic Development Outreach Manager for the Institute for Business & Entrepreneurship, gave a brief overview of her role. This includes consulting, education, and data analysis to new and established small businesses in the State of Wisconsin.
13. **Next Commission Meeting Date:** The next Commission meeting is Thursday, January 12, 2023 in Eau Claire.
14. **Next Executive Committee Meeting Date:** The next Executive Committee meeting will be on Thursday, December 8, 2022 at 10:00 via Zoom. The January Executive Committee is scheduled to meet on Thursday, January 26, 2023 at 8:00 a.m. via Zoom. The Executive Committee will be reviewing the last of the Main Street Bounceback applications, which concludes December 31, 2022. This later date would give staff enough time to review the applications.
15. **Adjournment:** Motion to adjourn by Mr. Waichulis, seconded by Mr. Zook. Meeting adjourned at 12:04 p.m.

Prepared by: Lisa K. Ruth