

Georgetown Scott County Comprehensive Plan Steering Committee

March 22, 2022 Minutes

The meeting was called to order at 4:00 p.m. All Committee members were present, except Kandice Whitehouse, Rob Jones, Tom Prather, Mary Singer, Les Jarvis, & Joe Pat Covington. Members of the local Building Industry Association were present for observation. Director Joe Kane, Planners Matt Summers and Elise Ketz, and GIS Analyst Whitley Keltner were present.

Introductions:

Motion by Dann Smith, seconded by Todd Stone to approve the minutes from the February meeting. Motion passes unanimously.

Public Involvement Plan – Visioning Survey Update:

Matt Summers presented an update to the survey, released on March 14, 2022. The survey will be open until April 15, 2022. As of one week in, ~470 individuals completed the survey. He mentioned that while the Google Forms system is easy to make surveys within, there are difficulties in formatting and scrolling through longer questions that could not be avoided.

Jack Conner had questions regarding tracking responses by IP addresses. Joe Kane discussed the IP specific targeting ads which include the following: 250,000 banners/ads delivered to unique to the region IP addresses, targeting would be from March 23 through April 15 and would hit each IP address 12 times in the 15 day window, total cost \$5,000.

Vision Statement, Mission Statements, and Fundamental Principles – Review:

Summers announced that all remaining VS/MS/FP worksheets should be submitted promptly.

Story Map – Introduction:

Summers introduced Story Maps as a way for the community to engage with the Comprehensive Plan. A PDF version would also be available. Charlie Mifflin had questions on how interactive the format would be.

Whitley Keltner did a walkthrough of a test version of the Story Map based off of the 2017 Comprehensive Plan Heritage Chapter. She described it as an interactive web presence that could be utilized to visualize the plan and applications of the plan on day to day. Images, maps, and sections could be utilized within the Story Map. She said that it could possibly be embedded into the existing GSC Planning website.

Tom Prather had questions regarding what data could be portrayed in the Story Maps. Keltner responded that they are pre-existing records kept by the GSCPC database, and if there were topics of interest research could be done to expand it.

Alonzo Allen asked about the ability to add details about sites or projects and the ability to print off zoomed images from the site. Keltner said that details, links, and websites could be included within the Story Map itself. She said that the whole Story Map could not be printed on a zoomed in portion, printing the screen of the zoomed in map would work.

Rice had questions about the ability to engage with the site. Summers and Keltner reiterated that the Story Map made things more tactile and could highlight the details that the existing PDF file offers. Les Jarvis had questions about the ability to do data analysis with the Story Map itself. Keltner replied that the process would be visual and could not be used to do a formal analysis within itself.

Keltner discussed the capacity to embed links into the GSCPC website and how there was no size restriction on the size of the Story Map.

Goals and Objectives Activity:

Summers presented the activity for the meeting. Large sticky notes for each chapter were posted on the walls and each seat had sticky notes. ESC members were encouraged to comment on each topic with items that are important or not represented well. Each chapter was done at different times and individuals were encouraged to post at least 2 no greater than 5 sticky notes on each topic.

Kane commented that the activity is not based off of staff recommended reorganization, additions, or removals of each goal or objective, but after the meeting they would be supplied for references. Kane explained the differentiations between each chapter and what topics could fit within each chapter. Sticky notes were collected and posted on the board, and staff organized them based off of general topics.

Community Form:	Downtown; Greenbelt, Open Space & Landscaping; Rural focused; Interstate Areas; Signage; Aesthetics, Community Investments & Identity; Infrastructure, USB, Growth, Land Use, & Zoning
Infrastructure and Public Facilities:	Infrastructure & Growth Management; Recreation, Open Space, & Environmental Wellness; Community Facilities; Employment; Water Supply & Treatment;

	Stormwater Management & Fire Protection Infrastructure; Roads; Digital & Technology; Cleanliness
Housing:	Housing Accessibility; Affordable Housing; Repurposing Existing Structures; Housing Development Patterns; Local Government & Housing
Human Services:	Education & Programming; Technical Fields & Job Opportunities; Citizen Engagement, Community Wellness, & Equity
Heritage:	Local Signage; Historic Preservation Regulations; Historic Preservation Rehabilitation & Styling
Environment:	Forestry & Tree Protection; Plantings; Watersheds, Creeks, & Streams; Energy; Farmland; Natural Areas
Transportation:	Connectivity & Growth Management; Electric Vehicle; Public Transportation; Bike & Ped Infrastructure; Interstates; Freight; Road Standards
Economic Growth:	Connectivity & Growth Management; Electric Vehicle; Public Transportation; Bike & Ped Infrastructure; Interstates; Freight; Road Standards

Discussions up to the chapter on Heritage was heard and sticky notes were posted after the closure of discussion by Kane.

Kane gave concluding comments. The public meeting date for the Goals and Objectives was recommended around the first or second week of May. He reiterated that the ESC meetings would remain on the fourth Tuesday of the month and that the survey would be closed on April 15, 2022 with a summary of results available hopefully at the May meeting.

There being no further business, the Meeting was adjourned by Kane.