

**Community Development Authority
& Plan Commission Minutes
June 23, 2022, at 7:00 P.M.**

Plan Commission

Members Present: Carolyn Clow, Chris St. Clair, Kathleen Pakes

Plan Commission

Members Absent: Peter Bloechl-Anderson, Scott Peters, Tammy Olson, Chris Reynolds

CDA

Members Present: Stephanie Brassington, TJ Jerke, Austen Conrad, Jerry Dietzel, Dan Kolk, Ken Brost

CDA

Members Absent:

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Due to a lack of quorum, Clow dismissed the Plan Commission. Brassington called the CDA to order at 7:10 P.M.

2. PUBLIC APPEARANCES.

None.

3. BUSINESS

- a. Discussion regarding East Side Neighborhood Plan update.

Bremer started the discussion by introducing the project consultants from MSA who are in attendance, remotely, to go over the progress of the East Side Neighborhood Plan's economic development market analysis and the housing analysis. Bremer clarified the information collected and being presented are part of two on-going studies that will eventually be used to guide future development and policy changes within the Village. Bremer handed off the discussion to the attending team. From MSA, was Steve Tremlett, Kristen Fish-Peterson, and Becky Binz.

Tremlett provided an overview of the data collected from the survey. Fish-Peterson continued the discussion covering demographic data and projection, employment, business mix and primary research (which includes interviews). Kolk commented on the decline in household income and its impact on housing inventory. Fish-Peterson highlights the responses from the survey on employment in the Village of

McFarland. Brost commented that the Village acts as an incubator for businesses to startup and begin until they outgrow their locations but often they have to leave McFarland to find bigger places. Continuing to the business mix, Fish-Peterson highlights the results from the survey for where residents spend their money. Brost commented that generally you can find on the retail services you might need except for the lack of car dealerships present in the Village. Dietzel commented on the lack of bike shops within the Village considering the community's support for biking. Fish-Peterson highlights the responses from the primary research (interviews) which includes the strengths and challenges in the Village. Brost commented one challenge is lack of lot sizes to accommodate businesses growing and expanding in the Village. Kolk comments on the proximity of McFarland to be a strength and a challenge. Bremer commented on the preferences for some of those amenities to be within the Village so residents would not have to leave. Further discussion included the topic on roads and transportation needs with access to the Hwy 12/18, Beltline, in future growth plans.

Binz continued the discussion on the Housing Market Analysis beginning with an overview on vacancy. Within the Village of McFarland, Binz highlights 70% Owner-occupied and 30% Renter-occupied. Jerke asked what an unhealthy split between owners and renters would be. Binz answered it is not clear cut and would vary on the character of the residents and the community. Binz discussed the rental market. Binz's data showed a healthy vacancy rate between 5-7%, McFarland's is at 0% (with a margin of error). This further supports the demand for housing development in the Village. Binz highlights an undersupply of housing units for households above 80% AMI, this is likely due to higher-income households withholding their option of homeownership over renting, competing with other lower income renters. Jerke commented on the 30% AMI as often too high and arbitrary to be considered affordable. Binz continued to address changing demographics experienced in the Village and throughout. Kolk commented that the greatest obstacle was commitment from developers to continue with growth and housing demand. Bremer adds to Kolk's comment with the price of land and cost of extended utilities.

Tremlett concluded the discussion with the announcement of the upcoming Public Input Forums on July 14th and 28th at 6:00 PM – 8:00 PM to gather more feedback.

4. SCHEDULE NEXT MEETING DATE.

- a. Community Development Authority – Wednesday, July 13, 2022, at 7:00 PM
- b. Public Involvement Meeting (PIM) #1 – East Side Plan Update – Thursday, July 14, 2022, 6:00-8:00 PM at Community Room
- c. Plan Commission – Tuesday, July 19, 2022, at 7:00 PM.

- d. Public Involvement Meeting (PIM) #2 – East Side Plan Update – Thursday, July 28, 2022, 6:00-8:00 PM at Community Center

5. ADJOURNMENT.

Kolk motioned to adjourn, Conrad seconded the motion. Motion carried 5-0.
Meeting adjourned at 8:54 p.m.