



Common Council Visioning Session

Whitewater Municipal Building, Cravath Lakefront
Room, 2nd Floor, 312 West Whitewater St.,
Whitewater, WI 53190 *In Person and Virtual

Tuesday, May 13, 2025 - 6:00 PM

**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.**

Please click the link below to join:

<https://us06web.zoom.us/j/86068532690?pwd=TCKsoAdD1Zu6DkJ5s3dbjsl5ZfhLsL.1>

Telephone: +1 (312) 626-6799 US

Webinar ID: 860 6853 2690

Passcode: 409658

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

MINUTES

CALL TO ORDER

Council President Sing called the meeting to order at 6pm.

ROLL CALL

PRESENT

Council President Patrick Singer
Councilmember Greg Majkrzak
Councilmember Michael M. Smith
Councilmember Orin O. Smith
Councilmember Steven Sahyun
Councilmember Brian Schanen
Councilmember Neil Hicks

City Manager, John Weidl

City Attorney, Tim Brovold

HR Director, Sara Marquardt

City Clerk, Heather Boehm

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

A councilmember can choose to remove an item from the agenda or rearrange its order; however,

introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion to Approve the Agenda made by Councilmember Majkrzak, Seconded by Councilmember O.Smith.

Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith, Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

HEARING OF CITIZEN COMMENTS

No formal Council action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

PRESENTATION

1. Presentation by Attorney Ryan Heiden of von Briesen & Roper: Serving with Impact-A Guide to Effective Board Service.

Attorney Ryan Heiden gave a presentation on Being a Productive Council or Committee Member.

CONSIDERATIONS

2. Discussion regarding City Council Goals and Priorities.

Councilmembers went down the line answering questions.

Question 1: What motivated you to serve or continue to serve as a Council Member?

Councilmember Majkrzak said continue to make a change, push housing of all types, being on the CDA and Council. seeing the comments on housing, Majkrzak made it a goal to not let small interest groups control the information and our City agenda.

Councilmember Sahyun said he was asked to join Council. There was an opportunity to get more information about the City, seemed like a good thing to do, participate.

Councilmember Hicks said to get involved. District 5 hasn't really had any interest in 10 years from those living in it to get involved or care. Improve relations in his district and talk to as many people as he can to get more people from his district involved, as well as city wide. People complain, but no one wants to get involved.

Councilmember O. Smith said they were asked, and has an interest in public policy service. Smith said getting to university students involved. Getting people wanting to stay and grow the community.

Councilmember M. Smith said he ran because of the housing issues and the lakes. Making a better quality of life, making the lakes look nice. Would like to see us bringing in a manufacturer.

Council President Singer said the challenges. Fixing issues. How do we help the public. City Staff and the Councilmembers.

Question 2: What are your top priorities for our community during your term and how will you measure success?

Council President Singer said, housing, finding what we need in terms of housing. How do we differentiate ourselves as a community? How do we make ourselves different to attract residents and employers?

Councilmember M. Smith said, in two year have a good path to have a few more commercial businesses in the downtown area. More quality of life, things to do in our community, activities.

Councilmember O. Smith said, increasing the healthcare opportunities in the city. Set plan for the water tower. America 250 celebration.

Councilmember Schanen said, having responsible development and vibrancy. Downtown and the lakes.

Councilmember Hicks said, focused on the SRO officer in the schools, more housing, more businesses.

Councilmember Sahyun said, compost site open earlier in the spring and closing later in the fall. Improvement of the parks. Accessibility. Intelligent growth for new regions. Transportation.

Councilmember Majkrzak said, affordable housing of all types.

Question 3: What ongoing or new challenges do you anticipate in achieving your objectives?

Council President Singer said, realistic view of the housing. zoning, permits structure.

Councilmember Hicks said, looking to start fresh with the SRO agreement, housing.

Councilmember Schanen said,

Councilmember O. Smith said, encourage community engagement.

Councilmember M. Smith said, Combating inflation over the last 5 years – prices are so high. How to encourage community involvement – more people involved in the community.

Council President Singer – Large shift in service involvement which has been on the decline, civic engagement will continue to be a problem. How to keep the community as an informed partner. How to diversity the community to support multiple avenues of growth. How to identify needs and make it happen within the budget.

Councilmember Schanen – Urgent care

Councilmember O. Smith – Transportation to urgent care

4. How can the city administration best support you in achieving your goals?

Councilmember Majkrzak – Staff has shifted and progress is happening – keep doing what doing.

Councilmember Sahyun – Develop an FAQ on the website for general questions that keep having to answer.

Councilmember Majkrzak – Provide a way to search by word or topic in the meeting minutes.

Council President Singer – Legislative Management System

Councilmember Hicks – Event Director may be needed.

Councilmember Schanen – Continue to emphasize getting information out

Council President Singer – Responsive, professional and proactive. Continue efforts to reach out to those pockets in the community that don't know where to go.

5. The one thing I wish the City of Whitewater would do is ...?

Council President Singer – Four-lane highway. Visioning session for whole community. (Survey of community). Softball game fundraiser between community members.

Councilmember Sahyun – More stuff (Analysis of comparable community amenities)

Councilmember Hicks – Clean up its act. Certain places look trashy with trash, weeds and nuisances. Really prioritize code enforcement. Continue to explore ways that the School District, City and University can work together.

Councilmember Schanen – Consistently enforce code violations and develop a four-lane highway.

Councilmember O. Smith – Community engagement, make community engagement a part of Communications goal or its own goal.

Councilmember M. Smith – Go after business before getting a four-lane highway. Plan for long term in adding jobs.

Councilmember Majkrzak – Find ways to attract and retain small businesses (How to set up shop) and highlight lakes. Engage in ways that are productive.

3. Discussion and Possible Action regarding the City of Whitewater Strategic Plan.

FUTURE AGENDA ITEMS

ADJOURNMENT

Motion to adjourn at 8:12pm made by Councilmember Schanen, Seconded by Councilmember O.Smith.
Voting Yea: Council President Singer, Councilmember Majkrzak, Councilmember M.Smith,
Councilmember O.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.

2023-2025 City of Whitewater's 5 strategic goals: Build single-family homes, Communicate with the community without the newspaper, Support a thriving business community, Recruitment and retention efforts with a focus on diversity, and Prioritization of expenditures with available resources.