

**CITY OF ALTOONA, WI  
REGULAR COUNCIL MEETING MINUTES  
November 19, 2020**

**(I) Call Meeting to Order**

Mayor Brendan Pratt called the meeting to order at 6:00 p.m. The Regular Council Meeting was held via Zoom Teleconference/Video conference due to Coronavirus COVID-19.

**(II) Pledge of Allegiance**

Mayor Pratt led the Common Council and others in attendance in the Pledge of Allegiance.

**(III) Roll Call**

City Clerk Cindy Bauer called the roll. Mayor Brendan Pratt, Council Members Dale Stuber, Timothy Lima, Matt Biren, Tim Sexton, and Susan Rowe were present. Also Present: City Attorney John Behling, City Administrator Michael Golat, City Planner Joshua Clements, Police Chief Kelly Bakken, Public Works Foreman Scott Kwick, Management Analyst Roy Atkinson, and City Clerk Cindy Bauer.

Absent: Council Member Maria Guzman

**(IV) Citizen Participation Period**

Motion by Biren/Sexton to close the Citizen Participation Period. **Motion carried.**

**(V) Approval of minutes.**

Motion by Lima/Rowe to approve the minutes of the November 5, 2020 Regular Council Meeting. **Motion carried.**

**(VI) City Officers/Department Heads Report**

City Administrator Golat commented on the Space Needs Analysis. The Tree Planting program has begun in the City.

Police Chief Kelly Bakken commented that the Police Department will be developing a better report system to the Council on the types of police reports and reported on the calls for service compared to last year at this time.

**City Committee Reports – None.**

**(VII) Consent Agenda – None.**

**(VIII) Unfinished Business – None.**

City Administrator Golat mentioned that Council will not be discussing the Lake Road property in Closed Session.

**(IX) New Business**

**(1) Discuss/consider approval of Final Plat for River Prairie Townhome Condominiums. (Discussed at the November 10, 2020 Plan Commission Meeting).**

City Planner Joshua Clements referred to the Condominium Plat - River Prairie Townhome Condominiums. Clements explained that the Specific Implementation Plan for the River Prairie Townhome Condominiums was approved by the Council on August 27, 2020. The Preliminary Plat was approved by the City Council on November 5, 2020. Clements said this is a procedural step to confirm the final plat is consistent with the preliminary plat. This process is more applicable to large subdivisions and other land divisions where multiple agencies review (DOT, County, etc.) but the City's existing procedure does not distinguish.

Staff confirms the Final Plat is consistent with the approved documents. City Planner Clements mentioned that the Plan Commission voted to approve the Final Plat on November 10, 2020. Clements provided an overview of the Final Plant for River Prairie Townhouse Condominiums.

City Administrator Golat commented that City Staff did meet with property owners and the Developer earlier this week regarding this project. Golat summarized the discussions and talked about the entitlement process.

The following people spoke regarding the Lake Road Project.

- Yuri Ripeckyi, 1304 Lake Road.
- Danielle Johnson, 1604 Lake Road,
- Paul Johnson, 1604 Lake Road
- Natalia Ripeckyi, 1304 Lake Road
- Heather Pauls, 1628 Lake Road

Discussion followed from Council Members.

Motion by Lima/Biren to approve the Final Plat. Roll call vote, 3-ayes, Biren, Sexton, Lima, 2-nays, Rowe, Stuber. Guzman absent. **Motion carried 3-2.**

**(IX)(2) Discuss/consider awarding a contract for consulting services for the Altoona Affordable Housing Video Production Project to Captivate Media + Consulting.**

Management Analyst Roy Atkinson explained that a budget item for producing affordable housing education/ community videos was included and approved in the 2020 City Budget. The City sought proposers to produce a minimum of three videos that are 2 to 4 minutes in length. The city also sought out proposals that utilized creative, cost-effective solutions. The general arrangement and theme of the three primary proposed videos is as follows:

- (1) Affordable housing testimonial(s) from Solis Circle residents and stakeholders, sprinkled with relevant statistics to reflect the magnitude of housing and poverty issues in the community.
- (2) The role of community planning and local government decision-making to provide for a diversity of housing options and access, including why this is important. Anticipated to feature City Staff, Council Members, and potentially community partners.
- (3) Focus on the activities of the Altoona Compassion Coalition and why their activities are important.

The City prepared and released an RFQ for the Altoona Cares Video Production project for responses due on November 5, 2020 and received eight total proposals from the following consultants:

<b>Consultant</b>	<b>Consultant Location</b>	<b>Total Proposal Cost</b>
Volume One	Eau Claire, WI	\$7,280 + A La-Carte Marketing Ad-On's
The Post House	Eau Claire, WI	\$9,999
WHTL Marketing + Media	Whitehall, WI	\$9,600
Iconostar Productions	Eau Claire, WI	\$10,000
FigaRo Productions	New Auburn, WI	\$10,000
Creative Edge Productions	Green Bay, WI	\$9,800
<b>Captivate Media + Consulting</b>	<b>Golden Valley, MN</b>	<b>\$10,000</b>
Voortex Productions	Cashmere, WA	\$10,000

Based on the selection committee's review, three selected consultants (The Post House, Volume One and Captivate Media + Consulting) were interviewed on Friday, November 13th and the committee recommended entering into a contract with Captivate Media + Consulting.

Jake Sturgis of Captivate Media + Consulting was present to give some background information about their company and described the video process/project.

Motion by Sexton/Biren to approve awarding contract for consulting services for the Altoona Affordable Housing Video Production Project to Captivate Media + Consulting in the amount of \$10,000 and authorize the mayor to sign a contract with Captivate on behalf of the city pending final approval of the contract by legal counsel. **Motion carried.**

**(IX)(3) Discuss/consider convening in closed session pursuant to the following Wis. Stats:**

As stated at the beginning of the Council Meeting, City Administrator Golat mentioned that there would not be discussion on A. Wis. Stats. 19.85 (1)(e) 1. Lake Road Property.

The Council convened in closed session for the following:

B. 19.85 (1)(g) conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.

1. Woodman's Claim for Excessive Assessment.

Motion by Lima/Biren to convene in closed session at 6:58 p.m. Roll call vote, 5-ayes, Lima, Sexton, Stuber, Biren, Rowe, 0-nays. **Motion carried 5-0.**

**(IX)(4) Motion to reconvene to Open Session.**

Motion by Rowe/Lima to reconvene in open session at 7:20 p.m. Roll call vote, 5-ayes, Stuber, Rowe, Biren, Lima, Sexton, 0-nays. **Motion carried 5-0.**

City Administrator Golat explained that Council discussed one item in closed relating to a claim by Woodman's for Excessive Assessment. Counsel to continue negotiations with Woodman's. No action taken out of closed session.

**(X) Miscellaneous Business and Communication.**

**(XI) Adjournment.**

Motion by Rowe/Lima to adjourn at 7:27 p.m. **Motion carried.**

Minutes submitted by Cindy Bauer, City Clerk