



City of Columbia, Missouri

Meeting Minutes

Planning and Zoning Commission

Thursday, August 20, 2020
5:30 PM

Work Session

Conference Rms 1A-1B
Columbia City Hall
701 E. Broadway

I. CALL TO ORDER

Present: 8 - Tootie Burns, Joy Rushing, Lee Russell, Anthony Stanton, Brian Toohey, Michael MacMann, Valerie Carroll and Sharon Geuea Jones

Excused: 1 - Sara Loe

II. INTRODUCTIONS

Mr. Zenner introduced Rebecca Thompson as the representation from the Law Department for the meeting. He said Ms. Thompson worked as an attorney in the prosecutor's office and was supporting the Planning Division in recent months.

III. APPROVAL OF AGENDA

Meeting Agenda adopted as presented unanimously.

Approve agenda as presented

IV. APPROVAL OF MINUTES

August 6, 2020 Work Session

August 6, 2020 work session minutes were adopted as presented.

Approve minutes as presented

V. OLD BUSINESS

A. Comprehensive Plan 5-year Update - Follow up Discussion

Mr. Zenner introduced the topic and reviewed the objectives of the meeting as shown on a PowerPoint slide. He said the goal was to get the data collection and public input survey components accomplished by the end of the calendar year. He asked Mr. Kelley to lead the discussion.

Mr. Kelley presented a detailed infographic of the proposed schedule. He said there was time built into the schedule to have a second round of surveys if it was clear that such a survey was necessary to ask follow up questions or drill down on a specific element or area based upon how the first survey results came in. He noted that staff had allotted for 45 days for the first surveys to be open. He said there would be a midpoint check in to assess the results and to work to get surveys to demographics or geographic areas of the city or topic matter experts that were not initially coming back in the first few weeks of results. He described the survey boxes that would be put out in the community and the process for checking and refilling them.

Mr. Kelley described the RSVP/sign up system staff envisioned for one-on-one and small group feedback and engagement. Outdoor venues would be used as possible but most would be online, over the phone, and via other socially distant options. Staff would send the Commission information on a webinar that the State of Missouri American Planning Association was hosting the following week that staff was going to utilize for training and ideas on innovative outreach options that could be used effectively during the COVID pandemic. He noted that Commissioners could also sign up for the webinar if they were interested.

Staff and Commissioners also discussed and exchanged feedback on ideas to utilize social media, blurbs in utility bills, press releases and the City website. It was recommended that Staff go to the Farmer's market to obtain survey input given it was believed to be a good spot to query a captive audience waiting in line and outside. Commissioners also suggested that the Armory would be added to the survey box locations as well to catch families.

Staff indicated it would discuss any questions or concerns with socially-distant options and best practices with the Health Department to make sure outreach was as safe as possible for all. Phone-in in addition to online or video options was needed to address different levels of comfort or access to technology. Social media was also discussed by the Commission as a great tool to engage a lot of folks over numerous platforms-staff would work with the Communications Department to hit multiple streams and platforms and the Commission would be able to share to their own streams of communication as well.

Staff and Commissioners indicated that content used to support the outreach efforts should be produced to be highly-communicable on social media. A digital presence in the newspapers would also be helpful in addition to the traditional print advertisements which were intended to be used. Press releases would be strategic to try and get folks to virtual and other engagement events.

Staff showed the Columbia Imagined Status Report overview video. It would be used on the web, city channel, before meetings, etc. to help paint a broad overview of what the Comp Plan was and the upcoming public outreach efforts. The Commission was generally in agreement the video was on the right track and ready to use once finalized by the City Channel staff.

Pivoting to the Status Report Update, staff noted that future revisions of the presented draft would be reflective of public feedback, available at regular intervals, and would use the tracking spreadsheets to track changes in a transparent way. Commissioners offered feedback on how to make the document more readable and formats that would be better for print versus online viewing. The three column design was okay for print, but doesn't read well electronically. Additionally the Commission encouraged staff to look at reducing text with images, graphics, and other visual communication methods. Commissioners were asked to email more specific ideas and feedback on the text and potential graphics ideas to improve readability to the staff.

In reviewing the existing draft, the Commissioners suggested that it be modified such that the big points of the update were covered first or upfront in the document to get the important information to the reader before attention was lost. Making this change, the Commissioners contended, would help to balance data and readability challenges current existing within the document. It was suggested that an option may be to do an executive summary at the beginning of the document. Staff indicated that was something that could be explored.

Staff noted that the final version of the Status Report would be an interactive and hyperlinked document. However, they noted that preparing each draft to incorporate such features may not be practical given the time and effort to do so. With that said, staff noted it would look what it would take and explore potential options.

In concluding the meeting, staff was directed to restructure the general survey, tie up any remaining details with the surveys, and begin the public outreach process. Commissioners and staff agreed that survey follow-up would occur in November if not sooner as detailed information on survey responses were obtained. There was additional discussion on upcoming topics that the Commission would be engaged in. Mr. Zenner noted that there was plenty of work outside the Comprehensive Plan Update to keep the Commissioners busy through the end of the year. He specifically cited work on short-term rentals, UDC text changes, corrective rezoning of the C-2 parcels, and potential Commission attendance policies revisions as matters that can be discussed. He noted that the September 10 meeting would be devoted to UDC text changes.

VI. NEXT MEETING DATE - September 10, 2020 @ 5:30 pm (tentative)

VII. ADJOURNMENT

Meeting adjourned approximately 6:52 pm

Motion to adjourn