

Minutes of the Seventy-First Meeting of the

**COMMUNITY ENGAGEMENT AND BENEFITS TASK FORCE**

DATE: June 9, 2026

TIME: 5:00 p.m.

PLACE: Virtual Meeting

Members Present

Aloysius Nelson, Chair ..... Sigma Pi Phi (the Boulé)  
Yolanda Adams ..... Board of Education Member, Kenosha Unified School District  
Huda Alkaff ..... Founder & Director, Wisconsin Green Muslims  
Donna Brown-Martin..... (Retired) Director, Milwaukee County Department of Transportation and Bureau  
Director, Wisconsin Department of Transportation  
Annabell Bustillos..... Bilingual Outreach Advocate, BeLeaf Survivors  
Jennifer Harris..... Deputy Director, Comprehensive Injury Center, Medical College of Wisconsin  
Keith Martin..... Construction Representative Senior, Wisconsin Department of Administration  
N. Lynnette McNeely..... Legal Redress Chair, Waukesha County NAACP  
Sara Nichols..... Executive Director, Open Arms Free Clinic, Inc.  
GeorgeAnn Stinson..... President, African American Chamber of Commerce of Greater Racine

Members Excused

Jackie Schellinger ..... Indian Community Representative, Retired Judge

Members Unexcused

Brad Holz ..... Board Member, Independence First  
Kermiath McClendon..... Impact Investment Manager, Greater Milwaukee Foundation

Commission Staff Present

Kaleb Kutz ..... Planner  
Chris Hiebert..... MPO Director  
Benjamin McKay ..... Deputy Director  
Sam Mercier..... Senior Planner  
Nakeisha Payne..... Chief Community Engagement Specialist  
Jennifer Sarnecki..... Deputy Chief Transportation Planner  
Dana M. Shinnars..... Senior Planner  
Miranda Walser..... Senior Planner  
Bryan Walter..... Senior Planner

**CALL TO ORDER AND INTRODUCTIONS**

Mr. Nelson called the meeting of the Community Engagement and Benefits Task Force (Task Force) to order at 5:05 p.m. and welcomed those in attendance. Mr. Nelson welcomed new members, Ms. Harris and Ms. Nichols, to the Task Force.

## **APPROVAL OF MINUTES OF THE MEETING ON DECEMBER 9, 2025**

Mr. Nelson asked for a motion to approve the minutes from the December 9, 2025, meeting ([link](#)). Ms. Harris moved, and Ms. McNeely seconded the approval of the meeting minutes. The motion was approved unanimously.

## **PUBLIC COMMENTS**

Mr. Nelson asked if there were any public comments. There were none.

## **DISCUSSION OF VISION 2060 ENGAGEMENT**

Mr. Nelson introduced the agenda item and invited Commission staff to share more information. Ms. Shinnors explained that one of the Task Force's key activities is to advise on methods to meaningfully involve all residents of the Region in the regional planning process, as stated in the Guidance Document. She shared that the engagement strategy for VISION 2060 builds on the Community Engagement Plan which was updated in 2025. Ms. Walser and Mr. Kutz presented the framework for engagement for VISION 2060 from summer 2026 to plan adoption expected in summer 2028 ([link](#)).

The following discussion occurred.

1. Ms. Brown -Martin suggested targeting events within specific communities that may not be likely to receive information from the Commission but would be interested stakeholders. She identified several events for staff consideration.
2. Ms. Harris suggested purposefully selecting events and partnering with organizations that draw audiences interested in topics related to VISION 2060. She identified several events and organizations for staff consideration. She noted the importance of creating a thoughtful and detailed message depending on the event to increase the relevance and effectiveness of outreach efforts. Ms. Harris also suggested leveraging community ambassadors to amplify messages, focus groups, and social media.
3. Ms. Adams stated that Voice of the People (VOP) letters in newspapers and televised meetings have been successful tools.
4. Ms. Nichols suggested creatively using social media to reach engagement goals, such as creating reels or boosting posts to increase engagement or drive survey responses.
5. Ms. McNeely stated that the outreach strategy presented was comprehensive. She identified that community ambassadors may be a valuable addition to Commission outreach efforts and reflected on the importance of building one-on-one relationships. She emphasized the importance of establishing individual connections with people to avoid outreach fatigue.
6. Mr. Nelson recommended reaching young people through youth-oriented organizations. Mr. Nelson referred to the survey described by Commission staff and asked if it would be hard copy, online, or both. Mr. Kutz explained that the survey will be primarily online but is structured with open-ended questions to allow for personalized input.
7. Ms. Harris added that partnerships with universities may provide another avenue for finding ambassadors. Mr. McKay stated that the Commission has worked with University of Wisconsin-

Milwaukee urban planning students. He added that the Commission has a scholarship program for one intern and the current intern is working on VISION 2060 projects.

#### **UPDATE FROM THE COMMUNITY ENGAGEMENT DIVISION**

At Mr. Nelson's request, Ms. Payne shared a presentation on recent Community Engagement Division activities ([link](#)).

#### **REVIEW OF TASK FORCE ACTION ITEM LIST**

Ms. Sarnecki shared the action item list ([link](#)) and 2026 workplan ([link](#)). She discussed opportunities to restructure the action items list to ensure it reflects member requests and interests, and the Commission's response. Mr. Nelson directed staff to update the action item list accordingly and consult him as needed.

Ms. Brown-Martin suggested that Commission staff communicate the outcomes of closed action items when appropriate.

Ms. McNeely asked for the Commission to facilitate a connection with the Associates in Commercial Real Estate (ACRE) program regarding the implementation of recommendations in VISION 2050.

#### **PUBLIC COMMENTS**

Mr. Nelson asked if there were any public comments. There were none.

#### **ANNOUNCEMENTS AND CORRESPONDENCE**

Mr. McKay announced that VISION 2060 Committee is meeting on June 23, 2026, at the Waukesha Public Library. The meeting will include review and consideration of a preliminary draft of Technical Report #1: Review of VISION 2050.

Ms. McNeely asked if the Commission distributes grants. Mr. McKay stated that the Commission is not a grantor, but the Comprehensive Economic Development Strategy (CEDS) update will allow the agency to guide local governments to the Economic Development Administration (EDA) for certain types of economic development grants.

#### **NEXT MEETING DATES**

Mr. Nelson led a group discussion about the next Task Force meeting. The group tentatively set the next meeting date for Tuesday, September 15, 2026, as a hybrid meeting, pending member and location availability.

#### **ADJOURNMENT**

Mr. Nelson adjourned the meeting at 6:20 p.m.

Respectfully submitted,

Dana M. Shinnors  
Recording Secretary

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BRM/JBS/DMS  
CEB TF Minutes - Mtg 71 - 6-15-2026