

HULL COMPREHENSIVE PLAN

Perspective Group Visioning Session – Verbatim Summary

Tuesday, April 12, 2016

Hull, Iowa

BUSINESS OWNERS & EMPLOYERS

Context Setting

- 1) How long have you been [living–working–involved] in or near Hull?
 - a) 8, 15, 24, 36, 38, 42, 55.
- 2) In a recent survey, respondents described why they choose to live in Hull. Many cited safety and the feel of community as reasons they choose to live here. Other responses included having grown up here, or staying close to family.
 - i) What **FACTORS** influenced your decision to Live – or – Locate your business in or near Hull?
(1) Job opportunity, good place for business, family, workers, attitudes, culture, opportunity, workforce, and opportunity.
- 3) In addition to these factors, what **OTHER FACTORS** would encourage **OTHERS** to move their home or business to Hull?
 - a) Churches, schools, down to earth people, humble, and good involvement opportunities.

Strengths

- 1) You have identified a number of factors, which have influenced your decision to live and work in the Hull area. Many of these are strengths or opportunities to build upon.
 - i) What additional **STRENGTHS** or **ASSETS** does Hull offer??
(1) Bedroom community – can drive to work, churches, schools, cost of living, and homemade food with grocery.

Aspirations

- 1) Today, what would you say Hull is **KNOW FOR?** Why?
 - a) Kids, bedroom community, work ethic, athletic teams, more schools and churches than most communities, affordable housing, humble people.
- 2) In the **FUTURE**, what would **YOU LIKE** Hull to be **KNOWN FOR?** Why?
 - a) Kids, bedroom community, work ethic, athletic teams, more schools and churches than most communities, affordable housing, humble people.
 - b) Industrial growth, quality of life, maybe clothing store.
- 3) Based upon your experience, is there a comparable community elsewhere that represents a **BUSINESS SUCCESS STORY** that Hull should aspire to? Why?
 - a) Rock Valley – Manufacturing, industrial and services (2,500 – 3,000 pop.).
 - b) Sioux Center (college and choices).
 - c) Orange City.

- d) Lavern, MN – Streets, seniors, business (4,000 pop.).
- e) Sioux Falls – Industrial, retail and people.

- 4) If you could LIVE anywhere other than Hull, WHERE would it be? Why?
- a) Sioux Center – Moderate housing.
 - b) Orange City.
 - c) Rock Valley.
 - d) Hull.

Key Issues

- 1) In a recent survey, respondents were asked to rank 7 issues facing Hull in the next 5 years. Economic Development and Job Creation was ranked #1.
- a) Eco Devo/Jobs
 - b) Water Supply
 - c) Single-Family
 - d) Streets
 - e) Rental Housing
 - f) Employees
 - g) Education
 - i) Do you agree with the outcome?
 - (1) Need people to fill jobs if pay is enough.
 - (2) Will pay more to keep them.
 - (3) Feels like often taking employees from other firms.
- 2) What SHOULD BE the focus of ECONOMIC DEVELOPMENT activities for Hull?
- a) Creating more and better paying jobs
 - b) Helping small businesses open
 - c) Attracting larger businesses and industries
 - d) Training future workers
 - e) Developing business leaders
 - f) Promoting what your community has to offer
 - g) All of the above
 - i) Do more promotion and with local High Schools.
 - ii) Need an initiative for town and region.
 - iii) Promote Hull housing and amenities.
 - iv) Industry going out of town buying and amenities. (Same with schools).
 - v) Can't compete with existing retail centers.
 - vi) County has lots of youth to draw from.
 - vii) City staff does a good job.
- 3) What is the SINGLE most pressing ISSUE the community must ADDRESS OR CHANGE in the next 5 YEARS? Why?
- a) Add streets for housing and affordable housing.
 - b) Increase labor pool.
- 4) What should NOT CHANGE in Hull?
- a) Quality of education systems.
 - b) Clean, safety and faith-based community.
 - c) Community that works together, lives in harmony and volunteerism.

Opportunities

1. In a recent community survey, respondents were asked to rank how important they felt each of 7 issues were to the future of Hull. “Continued retail growth” received the most votes.
 - a. Retail Growth
 - b. Quality Jobs
 - c. Commercial Growth
 - d. Ensure Housing Choices
 - e. Improve Image
 - f. Bicycle/Walking
 - g. Parks/Recreation
 - i. Do you agree with the outcome?
 1. Yes, need to promote jobs.
 2. Bicycle, walking and parks need more work.
 3. Retailing follows jobs and housing.
 4. Get image out there.
2. Those surveyed were also asked to rank specific businesses in order of what they felt was most important to Hull for future growth. Restaurant was the winner.
 - a. Restaurant
 - b. Steakhouse
 - c. Grocery
 - d. Dollar Store
 - e. Clothing
 - f. Accountant
 - g. Hotel
 - i. Do you agree with the outcome?
 1. Define what residents are purchasing out of town today and then define what’s missing from Hull.
 2. Must support and keep grocery.
3. Now let’s talk about Hull’s Neighborhoods. In the survey, respondents were asked what type of residential development they felt was most important for Hull’s future growth.
 - a. The highest ranked choices were Single-family under \$160,000 and Single-family between \$160,000 - \$200,000. Apartments were the next most popular.
 - i. Single-family under \$160,000
 - ii. Single-family \$160,000 - \$200,000
 - iii. Apartments
 - iv. Newer Home/Duplex Rentals
 - v. Senior Living
 - vi. Single-family Homes over \$200,000
 - 1) Balance wages with housing choice price points.
 - a. What should your goals for HOUSING be in Hull?
 - i. Create more owner-occupied housing
 - ii. Expand higher-end housing options
 - iii. Revitalize housing in older neighborhoods
 - iv. Ensure housing options for older residents and youth
 - v. Other
 1. Need starter homes for youth.
 2. Revitalize existing residential.

- 2) **Now let's talk about Hull's Parks and Open Space. A recent survey asked respondents to select the most important ways Hull should focus future investments in its parks and recreation services.**
- a. **Develop or expand bike/walkways**
 - b. **Upgrade existing parks**
 - c. **Add indoor rec facilities**
 - d. **Improve park maintenance**
 - e. **Provide more adult recreation**
 - f. **More Children recreation**
 - g. **Other & acquire land**
- i. **Do you believe there are adequate PARKS /RECREATION AND TRAILS in Hull?**
- 1. **Boost up indoor rec center.**
 - 2. **Need to take care of what we have.**
- 3) **Connectivity is also an important issue for the future. What types of transportation improvements are most important? Why?**
- a. **Investment in residential streets repairs & replacements**
 - b. **Investment in walking & bicycle paths**
 - c. **Investment in safe & efficient traffic flow on Highway**
 - i) **Doing well.**
 - ii) **Need to start maintenance program.**

Attendees

James VandenBrink
Ed Westra
Foreign Candy- Peter Deyager
Mel TeSlaa
Wilbur Maas
William C. Schaetzel