

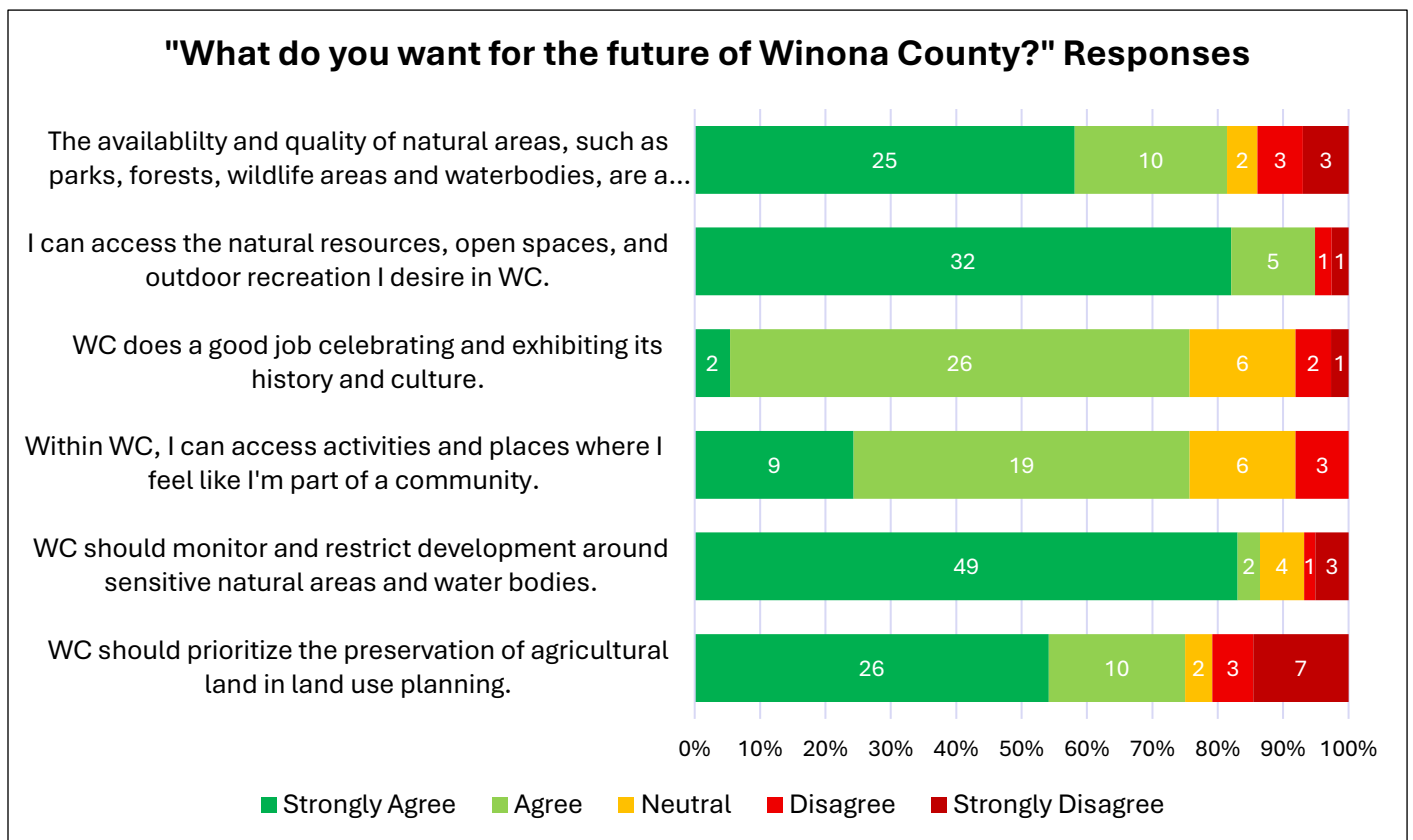
Winona County Comprehensive Plan Update

Winona County Fair Pop Up Engagement Summary

Between Wednesday, July 9th, and Sunday, July 13th, 2025 Winona County Planning and Environmental Services hosted a booth at the Winona County Fair in St. Charles, MN. The booth displayed a poster board that provided information about the ongoing Winona County Comprehensive Plan update and a link to the project website. The booth also included four interactive poster boards where fairgoers could respond to questions about existing conditions in Winona County and what Winona County should prioritize in the future. County Planning and Environmental Services staff were present during five days of the event to encourage participation.

What Do You Want for the Future of Winona County?

The “What do you want for the future of Winona County?” board presented stakeholders with six statements about agricultural, natural, and cultural resources. Stakeholders were then asked to put a sticker in one of five boxes that matched their level of agreement (strongly agree, agree, neutral, disagree, strongly disagree). Over 260 stickers were placed on the board by the end of the fair, representing up to 59 different fairgoers.



For all statements, the percentage of respondents who agreed or strongly agreed was greater than 70%, indicating strong connections to agricultural, natural, and cultural resources, and a strong desire by stakeholders to protect them.

What Do You Love About Winona County?

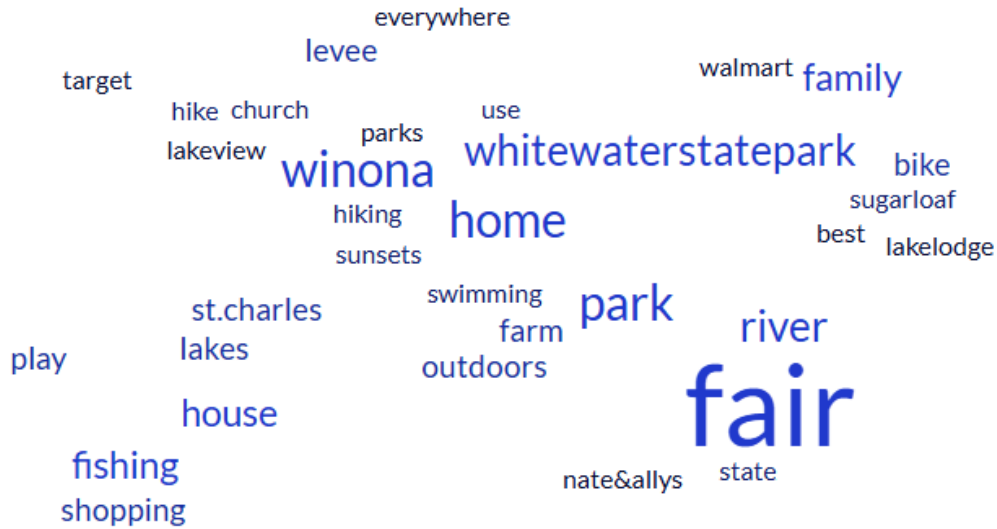
Fairgoers were asked to write their answer to the question “What do you love about Winona County?” on a poster board displayed in the Winona County Planning and Environmental Services booth. There were 142 responses to the question in total. The following word cloud displays common responses. Words shown in larger font were mentioned more frequently in responses. A record of full responses can be found later in this document.



Some of the most common attributes that respondents love about Winona County include the **physical landscape and access to natural resources, including the Mississippi River and the bluffs**. The other most common category of responses is the **sense of community and connections to people** in Winona County, including the places where community members gather. These two categories of responses made up a vast majority of responses.

Where Are Your Favorite Places to Spend Time/Gather in Winona County?

Fairgoers were asked to write their answer to the question “What are your favorite places to spend time/gather in Winona County?” on a poster board displayed in the booth. There were 144 responses to the question in total. A word cloud displaying common responses is below. A record of full responses can be found later in this document.




The most common responses were places with access to outdoor recreation or the County’s natural landscape, such as **Whitewater State Park, rivers, lakes, buffs, and parks throughout the County.** Common activities mentioned in these responses include **boating, hiking, fishing, and swimming.** The Winona County Fair was also a very common response. Other common locations where fairgoers like to spend time include local restaurants, retail shops, and community gathering spaces such as churches and schools.

Attachment 1: Full Results

What do you want for the future of Winona County?

WHAT DO YOU WANT FOR THE FUTURE OF WINONA COUNTY?



AGRICULTURAL RESOURCES

Resources that support agricultural activity within the community, including agricultural soils and farmlands.

CULTURAL RESOURCES

Historic and current components of a place that have and contribute to who the community is, including land recognition, historic buildings, community celebrations, and cultural inclusion

NATURAL RESOURCES

Existing resources that comprise the natural environment in the community, including wetlands, rivers, soils, steep slopes, and vegetation.

In the table below, provide your level of agreement with the following statements related to the resources defined above by placing a dot for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Winona County should prioritize the preservation of agricultural land in land use planning.	[Dot plot showing high concentration in Strongly Agree and Agree]				
Winona County should monitor and restrict development around sensitive natural areas and water bodies.	[Dot plot showing high concentration in Strongly Agree]				
Within Winona County, I can access activities and places where I feel like I'm part of a community.	[Dot plot showing high concentration in Agree]				
Winona County does a good job celebrating and exhibiting its history and culture.	[Dot plot showing high concentration in Agree]				
I can access the natural resources, open spaces, and outdoor recreation I desire in Winona County.	[Dot plot showing high concentration in Strongly Agree]				
The availability and quality of natural areas, such as parks, forests, wildlife areas and waterbodies, are a primary reason I choose to live in Winona County.	[Dot plot showing high concentration in Strongly Agree]				

Where are your favorite places to spend time/gather in Winona County?

WHERE ARE YOUR FAVORITE PLACES TO SPEND TIME/ GATHER IN WINONA COUNTY?



What do you like to do at those locations?

Use a marker to write your response in the space below.

Handwritten responses for the first survey. The central theme is "at the fair". Other locations mentioned include Lake Ledge, Whitewater State Park, Bluffs, and various farms. Activities include fishing, shopping, and spending time with family and friends.

- at the fair
- Lake Ledge
- Whitewater State Park
- Bluffs
- home
- shopping
- at the lake
- community
- to kids pedal boat
- going on the boat
- the youth
- eat
- the lake part
- community
- to kids pedal boat
- going on the boat
- the youth
- eat
- the lake part
- community
- to kids pedal boat
- going on the boat

WHERE ARE YOUR FAVORITE PLACES TO SPEND TIME/ GATHER IN WINONA COUNTY?



What do you like to do at those locations?

Use a marker to write your response in the space below.

Handwritten responses for the second survey. The central theme is "Everywhere". Other locations mentioned include Winona Lake, Lake Park, and various farms. Activities include fishing, shopping, and spending time with family and friends.

- Everywhere
- Winona Lake
- Lake Park
- home
- shopping
- at the lake
- community
- to kids pedal boat
- going on the boat
- the youth
- eat
- the lake part
- community
- to kids pedal boat
- going on the boat
- the youth
- eat
- the lake part
- community
- to kids pedal boat
- going on the boat



WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

1. Use AI to find ways to use technology
2. Blue Heron Coffeehouse
3. My cousin's house
4. Water!
5. Farmers Park, Levee Park, St. Charles Fair
6. Hiking, Swimming
7. Art & Sol
8. The pool
9. The bike paths (Winona)
10. Play on neighbor's swing
11. Eating poke
12. Sunsets
13. Watch sunsets
14. Home
15. Winona State University
16. They gave us a home!!!
17. On the farm
18. Acoustic
19. Church
20. Hike
21. Sugarloaf
22. Play basketball
23. Everywhere
24. On the river with my family
25. The fair
26. Walmart
27. Walmart
28. I love the fair
29. Home
30. State park
31. Somewhere outside away from screens
32. Family & the beach
33. Fair, Farm
34. The fair
35. Whitewater
36. Winona parks & bike trails
37. Home
38. Target
39. Target
40. The park, play & have time with my family
41. The fair
42. City park
43. My house
44. The valleys

WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

45. The curioitea-house
46. Home
47. St. Charles
48. The fair
49. Fishing
50. Latsch Park
51. St. Charles
52. Ice cream at Nate & Ally's
53. Parks
54. The lakes
55. Fishing
56. Everywhere
57. Winona Lake Bandshell: Should have more concerts there. Could have a flea market or craft fair behind the bandshell.
58. Blooming Grounds
59. Winona is better than Eyota! -Cheaper gas & food, very friendly people, best vet around, lower taxes than Olmsted.
60. The levee
61. The Crossings
62. Fair, river, lakes
63. The fair because I get to show at the fair (goats)
64. Fishing on the dock
65. Fun
66. Prairie Wood Farm
67. Fair
68. Lakes & rivers
69. Winona 7
70. Whitewater State Park & Mgmt Area
71. My house
72. Best place to live!
73. On the farms
74. Lake park
75. Outdoors
76. Park
77. Outdoors

----- SECOND SHEET -----

1. Lake lodge & Lakeview Drive-In
2. Bud Kind Ice Rink
3. Lake Lodge
4. Campgrounds
5. Latsch Beach
6. Whitewater
7. Whitewater
8. The outdoors

WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

9. Shopping
10. Lake Winona
11. Whitewater
12. The fair
13. Bluffs
14. Fair, family, friends
15. Fishing
16. Sugarloaf (rock climbing, hiking, & state/local parks)
17. Princess Wenonah Fountain
18. Whitewater State Park
19. The fair
20. Friend's house
21. Hike, wander old downtown
22. The youth in your 4H horse project. Future leaders!
23. All the coffee places
24. A&W, swimming
25. Nate & Alley's
26. Fair
27. Lakeview
28. Home
29. At the fair
30. Shopping
31. Shopping
32. The river
33. Lakeview, Goodwill, biking in Winona, new bike trail
34. Going to the fair
35. The river
36. Church!
37. Farm
38. The levee
39. Eat
40. River
41. Whitewater State Park, the fair
42. Levee
43. The river
44. Zestos
45. Going on the boat
46. Friend's house
47. Friend's house
48. Bring back fishing ponds
49. Biking the bike path around the lake
50. At the fair
51. Kayak, bike, explore
52. Whitewater State Park

WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

- 53. Church, school
- 54. Farmer's park
- 55. Lake Winona & lodge
- 56. School
- 57. Love the bluffs
- 58. At the lake fishing
- 59. The lake park
- 60. Community
- 61. Kids pedal pull
- 62. Going on the boat
- 63. Fish, boat
- 64. Culture
- 65. My house
- 66. Steamboat Days
- 67. Whitewater State Park
- 144 total responses**

WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

1. Small town feel
2. Great place to raise a family
3. Small towns
4. H30 fundraiser jazz group, Winona Community Chorus, Frozen Film Festival, Mississippi River, Trempealeau Wildlife Area (nearby), Higher Education: St. Mary's, MN Tech, WSU, Amtrak Station, Local city bus service, good bicycling, a bicycling club, beautiful library, friendly people, beautiful art museum, Shakespeare Theatre, Beethoven month, music, cultural events
5. Hunting – allow rifle hunting during deer season
6. The beautiful greenery
7. Holding onto the small town neighborly feel
8. The bluffs
9. Friendly people
10. Sheriff's office
11. Mississippi River
12. The rides (fair)
13. Fun and a great community
14. Nice respectful people
15. BNSF
16. Everything
17. To live with my family
18. Smash Bros D1 darts at 2 Brothers
19. We grow good corn
20. The crime rate
21. Protect wetlands
22. Everything
23. The bluffs
24. Hiking
25. Park
26. Community always coming together for the good, bad and ugly
27. It's pretty
28. The lakes
29. Everything, it's so fun!
30. The great friends
31. I love biking and the scenery
32. The bluffs
33. The community
34. The weather
35. Small town initiatives like WOW
36. It's small
37. The YMCA
38. Hunting
39. I love the pool
40. I like how nothing bad happens
41. Our little corner of the world

WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

- 42. Playing outside
- 43. Hiking
- 44. The fair
- 45. The pool
- 46. The water
- 47. Friends
- 48. I love how Winona has so much nature to look at!
- 49. Friends
- 50. Friends
- 51. The parks
- 52. State parks
- 53. Parks
- 54. It's a pretty scenery place
- 55. The seasons
- 56. Great schools!
- 57. Everything
- 58. Community always feeling like home
- 59. Parks
- 60. Outdoors
- 61. YMCA
- 62. Fish
- 63. Great forests & bigfoot hunting
- 64. Garvin Brook in the Arches
- 65. Trails and fishing
- 66. There is kind people
- 67. Fun!
- 68. Outdoors
- 69. Lakes
- 70. Bluffs, rivers, community
- 71. Rivers
- 72. The people
- 73. The people
- 74. Greenspace, bluffs, river, lake, trails
- 75. The lakes

-----SECOND SHEET-----

- 1. I love the beautiful bluffs & access to nature
- 2. The wagon
- 3. Being on the river
- 4. Going on the river
- 5. The river, the bluffs, & farm fields
- 6. Like the bluff view
- 7. Farmland
- 8. Fishing
- 9. A lot stores



WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

10. Food
11. Creating events for individual & families (swinging in the street, cruise nights, history, Kashubian, splashpark, river)
12. The bluffs
13. Showing my animals
14. Root river
15. Arches Park
16. 10,000 lakes
17. I like showing at the fair
18. It's pretty
19. Whitewater State Park
20. How pretty it is in the fall
21. Fair
22. River
23. Our faith community
24. Playing at the Lake Park
25. 40 acre minimum lot size
26. Nature
27. Parks
28. Whitewater
29. Levee Park
30. Beautiful trails
31. The Whitewater State Park
32. Meeting new people
33. I love the Winona County Fair and going on the river
34. My daddy works in Winona
35. Fair
36. The very pretty view
37. Hiking
38. My grandma takes us there every 2 weeks
39. Hiking
40. Everything
41. The bluffs, old downtown, library
42. I love my church community
43. Going to McDonald's
44. Ice cream
45. I love the Winona County Fair
46. The bluffs and outdoors
47. My bestie
48. Fair
49. Pickleball courts
50. Lakes & rivers
51. River
52. The Fair

WINONA COUNTY FAIR POP-UP ENGAGEMENT SUMMARY

53. The community

54. Fair

55. Food

56. Lakes

57. Lakes

58. Rivers

59. Rivers

60. Pretty people

61. I love the State Parks

62. The Arcade (Axe & Arcade)

63. The Community

64. Because of the fair

65. Lake Winona, Bloedows

66. The park

67. All parks

142 total responses