



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD

**Thursday, April 7, 2016
City Hall Plaza, Room 108
3:00 p.m.**

AGENDA

1. Call to order
2. Approve meeting minutes
 - a. EDB Regular Board meeting – March 3, 2016
3. Identify potential conflicts of interest
4. Receive citizen comments
5. Consider possible budget resolution to cover dividend payment adjustment and provide additional façade program funding
6. Discussion and possible action on matters related to EDB Priorities
 - a. Housing
 - b. Economic Development Corporation
 - c. Downtown Redevelopment
 - i. Community Square
7. Economic development activity updates
8. Announce next meeting date – Thursday, May 5, 2016 at 3:00 p.m.
9. Adjourn

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk, at 630 South Central Avenue or by calling (715) 384-3636.

Economic Development Board meeting March 3, 2016

Present: Tom Buttke, Ron Dickrell, Bill Sennholz, Aaron Staab, Ed Wagner,
Tammy Meissner, and Al Michalski
Absent: Bob Trussoni
Others: Laura Mazzini, Angie Eloranta, Karen Olson, Jason Angell, Dan Knoeck,
and Amy Krogman

Sennholz called the meeting to order at 3:05 p.m. in Room 108 of the City Hall Plaza.

Approve minutes

EDB16-05 Buttke moved and Wagner seconded a motion to approve the February 4, 2016 minutes from the EDB Regular Board meeting and the January 11, 2016 minutes from the EDC Subcommittee meeting as presented.

Motion carried

Conflicts of interest

No members indicated that they had a conflict of interest with anything on the agenda.

Citizen comments

Eloranta reported that she, Karen and Erin Howard will be going to Wisconsin Rapids for recruitment visits. They will be handing out information regarding the pop-up shops. Main Street Marshfield has applied for a grant for assistance with broadband. She has been meeting with retail business owners regarding staying open later. There are 15 businesses that will be staying open until 7:00 p.m. on Thursdays Memorial Day to Labor Day. This will be promoted to shop local on Thursday nights. They will be moving the 3rd Tuesday promotion to Thursdays.

Olson reported that broadband is a hot topic again. She attended a state program in Stevens Point they talked about CAP funding to provide broadband in rural areas. One of the speakers stated 1 in 5 millennials are not getting their driver's license. They want to be living within walking distance to their jobs.

Angell reported that he, Eloranta and Steve Barg met to review the 6 applications that were received for the façade program, total request of \$172,000 in matching funds. There was \$75,000 available. They awarded 4 projects for a total of \$62,500. Since then 3 additional applications have been received. Those three are eligible and will take up the balance of money. There are additional applications coming in. He asked the board if they would like to put in extra money and approaching the Main Street Board regarding putting money in at the same percentage that was originally done. Angell will look at budget and will call a special meeting to make the approval. Eloranta will talk to her board also.

Update on 2016 Utility Dividend Payment

The EDB budgeting \$268,000 for the Utility Dividend Payment which was the amount they had received last year. The actual adopted budget was \$267,000. The actual

payment was \$216,640; this is based on the dividend from ATC. EDB received \$30,500 from Wood County which wasn't included in the budget so the 2016 budget will need to be adjusted by \$21,000. There are some items in the budget that can be adjusted. Angell stated there is money in the 205 fund. We could do a budget adjustment for the façade program and this shortfall at the same time.

Future rail needs in Yellowstone Industrial Park

Knoeck gave a presentation on the future needs of railroad in Yellowstone Park. He explained what the original plans were and where the rails currently are. If the properties north of Yellowstone Drive are going to want rail service, the city needs to reserve land from the former Gust property. Knoeck will talk to the purchaser of the land to identify the property the City will need to reserve for a possible future rail extension in the park.

Industrial and manufacturing space needs

Olson reported that she has been getting calls for industrial and manufacturing space in the range of 10,000 to 20,000 square feet. Businesses want the building available immediately and would like to lease space rather than own. The committee discussed how the city could work with a developer to put up a spec building. It was decided that a RFP should be developed to see if any developers are interested in partnering with the City on this project. Staff will develop the RFP for the committee to approve at a future meeting.

Discussion and possible action on 2015-2016 EDB priorities

- **Housing**: Nothing new, committee will be meeting soon. Another apartment unit has been approved by the High School. It's the same developer that put up the apartments on Heritage Drive. Angell has two different developers looking at different housing options around the medical campus. The need for grants to remodel older homes was discussed.
- **Economic Development Corporation**: Sennholz reported they are starting to talk to position board meeting. This needs to continue to move forward.
- **Downtown redevelopment**: Buttke stated that Hub City Time did an excellent article on the Community Square. Committee discussed the community reaction to this project and fundraising efforts. Angell stated Public Access would like to do a program. He suggested the committee wait until the fundraising committee was formed and have them do the program.

Announce next Board meeting date/time

Sennholz announced that the next EDB meeting will take place on Thursday April 7th at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no other business before the Board, Staab moved and Wagner seconded a motion to adjourn at 4:28 p.m.

Motion carried

Respectfully submitted,
Amy Krogman, Administrative Assistant III



City of Marshfield Memorandum

TO: Economic Development Board
FROM: Jason Angell, Director of Development Services
DATE: April 7, 2016

RE: Budget resolution

The attached budget resolution was prepared by staff and is based upon the discussions that took place at last month's EDB meeting. There are two components with the resolution that addressed funding needs identified by the Board.

1. As was reported in March, the annual dividend payment from Marshfield Utilities came in approximately \$50,000 less than what was estimated at the time the EDB was preparing the 2016 Budget. Although this represents approximately 20% of the approved budget, the gap is reduced when we build in the \$30,500 from Wood County that was not anticipated as part of the budget. Therefore, the attached budget resolution transfers \$20,000 from the "205 Reserve Account" to the EDB's General Operating Budget.

***Note – Wood County funding of \$30,500 was just recently received and has already been deposited into the EDB account.*

2. Based upon the number of applications received to date, and the continued interest we are seeing in the Downtown Façade Improvement Program, the EDB has requested additional funding to help support the program. The second part of the budget resolution transfers \$35,000 from the "205 Reserve Account" to the Façade Improvement budget. Main Street is also being asked to contribute additional funding of \$5,000 to continue the program – their Board is expected to take action on April 6th. If both entities approve the additional funding at the levels outlined, this would bring the total available funding in 2016 to \$115,000 (\$100,000 – EDB and \$15,000 – Main Street).

In establishing the original funding for the Façade Program this year, the Board agreed to contribute \$65,000 subject to Main Street contributing \$10,000, which is also reflected as an 87% - EDB and 13% - Main Street funding breakdown. The request for an additional \$35,000 – EDB and \$5,000 – Main Street continues the same 87%, 13% match.

Staff Recommendation

The EDB recommend approval of the attached budget resolution 08-2016 to the Finance, Budget and Personnel Committee.

BUDGET RESOLUTION NO. 08-2016

A resolution changing the 2016 budget of the City of Marshfield, Wisconsin.

BE IT RESOLVED by the COMMON COUNCIL of the CITY OF MARSHFIELD as follows:

1. That the sum of \$55,000 is hereby transferred within the Economic Development Fund, from Fund Balance Applied, a/c# 2054900008.080000 to the Economic Development Board budget, a/c# 2055673008.089000 (\$20,000) and Façade Improvement budget, a/c# 2055673008.089001 (\$35,000).

2. That upon the adoption of this resolution by a two-thirds vote of the entire membership of the COMMON COUNCIL, and within ten (10) days thereafter, the CITY CLERK publish notice of this change in the official newspaper.

ADOPTED _____

Mayor

APPROVED _____

Attest – Deputy City Clerk

PUBLISHED _____

DETAIL OF BUDGET RESOLUTION NO. 08-2016 BY OBJECT NUMBER

TRANSFERRED FROM:

Economic Development Fnd Other Financing Sources, a/c# 2054900008.080000:

1. 49300 – Fund Balance Applied \$ 55,000

TRANSFERRED TO:

Economic Development Fund EDB Budget, a/c# 2055673008.089000:

1. 52100 – Professional Services \$ 20,000

Economic Development Fund Façade Improvement a/c# 2055673008.089001:

2. 57990 – Contributions \$ 35,000

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