



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**ECONOMIC DEVELOPMENT BOARD**  
**Thursday, July 2, 2015**  
**City Hall Plaza, Room 108**  
**3:00 p.m.**

**AGENDA**

1. Call to order
2. Approve minutes
  - a. June 4<sup>th</sup> Regular Board Meeting
  - b. June 16<sup>th</sup> 200 Block Subcommittee Meeting
  - c. June 22<sup>nd</sup> 2<sup>nd</sup> Street Development Subcommittee Meeting
  - d. June 23<sup>rd</sup> Local Loan Subcommittee Meeting
  - e. June 24<sup>th</sup> Recreation Subcommittee Meeting
3. Receive citizen comments
4. Identify potential conflicts of interest
5. Discussion and possible action on matters related to 2015-2016 EDB Priorities
  - a. Housing
    - i. City Subdivision
    - ii. ACE Academy partnership
  - b. Economic Development Corporation
  - c. Downtown Redevelopment
    - i. 200 Block
    - ii. 2<sup>nd</sup> Street Development
  - d. Recreational Opportunities
  - e. Local Loan Program
6. Update and discussion on recent actions related to the development of the 2<sup>nd</sup> Street Corridor Project.
7. Adjourn to closed session under Wisconsin Statutes 19.85(l)(e), "Deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." The purpose of this closed session is to consider a possible development agreement for property located in TID #4 at the northeast corner of South Central Avenue and East 5<sup>th</sup> Street.
8. Reconvene in open session
9. Action on matters discussed in closed session, if appropriate
10. Announce upcoming meeting dates and times
  - a. Special Budget Meeting – Monday, July 20<sup>th</sup> @ 3:00 p.m.
  - b. Regular Board Meeting – Thursday, August 6<sup>th</sup> @ 3:00 p.m.
11. 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 June 4, 2015**

Present: Meissner, Sennholz, Staab, Wagner, Buttke, Dickrell, and Trussoni  
Absent: Michalski  
Others: Gordy Earll, Jason Angell, Karen Olson, Amy Krogman, Adam Hocking,  
and Angie Eloranta

### **Approve minutes – April 9, 2015**

Motion by Wagner, 2<sup>nd</sup> by Dickrell to approve the minutes from May 7, 2015 with the following change. The Quarterly Update on Service Contract should state Main Street Marshfield.

**Motion carried**

### **Conflicts of interest**

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

### **Citizen comments**

Sennholz invited comments from citizens, but no one spoke at this time.

The committee discussed the 2015-2016 EDB priorities. The following subcommittees were established:

City Subdivision – Sennholz, Staab, Angell

ACE Academy – Staab and Angell

Create an Economic Development Corporation – Michalski, Wagner, and Barg

200 Block Redevelopment – Angell, Eloranta, Trussoni, Meissner, and Staab

W. 2<sup>nd</sup> St. & City Garage – Eloranta, Trussoni, Dickrell, Buttke, and Staab

Recreational Opportunities – Casperson, McLean, Meissner, Buttke, Angell

Local Loan Program – Michalski, Olson, Angell, and Wagner

Sennholz will be a floating member for all subcommittee's and will attend meetings as his schedule allows.

### **Economic development reports**

There were no updates

### **Closed Session**

Motion by Wagner, 2<sup>nd</sup> by Buttke to adjourn to closed session under Wisconsin Statutes 19.85(1)(3), “deliberating or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.” The purpose of this closed session is to consider a possible development agreement for property located in TID #4 at the northeast corner of South Central Avenue and East 5<sup>th</sup> Street. Roll Call vote, all ayes (time 3:19 p.m.) **Motion carried**

Presented in closed session: Elortanta, Olson, Trussoni, Earl, Angell, Staab, Dickrell, Sennholz, Wagner, Buttke, Meissner, Krogman

Motion by Staab, 2<sup>nd</sup> by Dickrell to go into open session. Roll call vote, all ayes (Time 3:26 p.m.) **Motion carried**

Motion by Dickrell, 2<sup>nd</sup> by Staab to recommend to the Common Council the approval of the developer's agreement with Roger's Cinema, Inc.

**Motion carried**

Angell asked the committee to keep in mind that the \$25,000 will come from the EDB budget and also asked the committee to increase Main Street Marshfield's Flower Power budget in 2016 to offset the cost of the upkeep of this park.

**Announce next Board meeting date/time**

Sennholz announced that the next Board meeting will be held on Thursday, July 2<sup>nd</sup> at 3:00 p.m. in Room 108 of City Hall Plaza. There will be a budget meeting on Monday, July 20<sup>th</sup> at 3:00 p.m.

With no more business before the Board, Buttke moved and Dickrell seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 3:51 p.m.

Respectfully submitted,  
Amy Krogman  
Administrative Assistant III

**Economic Development Board**  
**“200 Block Subcommittee” meeting**  
**June 16, 2015**

Present: Tammy Meissner, Bob Trussoni, Bill Sennholz, Aaron Staab and Jason Angell

Absent: Angie Eloranta

The meeting was called to order at 8:15 AM in back meeting room of Daily Grind.

General discussion took place about the current and near future plans for the west half of the 200 Block. After discussing various ideas and possible options on how to proceed with any future plans to improve the property, the ground agreed to the following approach:

- Allow the current party that is interest in developing a new building on the site to finalize plans and make a formal commitment to construction by October 1, 2015. If a formal agreement is not reach by then, the EDB should proceed with a plan to consider an active green space.
- Request that Randy Lueth prepare a proposal for EDB consideration to provide professional design assistance. Once a proposal has been received it should be brought forward for EDB consideration yet this year.

Committee members ask Angell to invite Randy Lueth to the next meeting.

The meeting adjourned at 9:50 AM

Respectfully submitted,

Jason Angell  
Director of Planning & Economic Development

**Economic Development Board**  
**“2<sup>nd</sup> Street Development Subcommittee” meeting**  
**June 22nd, 2015**

Present: Bob Trussoni, Bill Sennholz, Aaron Staab, Angie Eloranta  
Absent: Ron Dickrell, Tom Butke

The meeting was called to order at 8:15 AM in back meeting room of Daily Grind.

The meeting discussion focused on the possibility of moving the City Garage and if the Weinbrenner building could be re-developed into apartments. We discussed possible locations for the City Garage, but we would have to have a better idea as to what their requirements are. The relocation of Baltus also came up and we would need to know what their interest is in relocating.

We also discussed the gravel parking lot on the West 100 Block. We would like to see how we could go about obtaining that parking lot, paving it, and organizing the parking situation in that lot.

After our discussions, we agreed to move forward with the following action items:

- Have an assessment done on Weinbrenner so we know the feasibility of making that into potential apartments in the future.
- Talk to the appropriate parties about the City Garage requirements for relocation.
- Talk to Baltus about their thoughts on relocation.
- Discuss with Jason and rest of the EDB the process of obtaining the 100 Block parking lot and making necessary improvements

The meeting adjourned at 9:30 AM

Respectfully submitted,

Angie Eloranta  
Executive Director of Main Street Marshfield

**Economic Development Board  
Recreation Subcommittee meeting  
June 23, 2015**

Present: Karen Olson, Ed Wagner, Al Michalski and Jason Angell

Absent:

Others: Jonathan Anderson – Marshfield News Herald

The meeting was called to order at 3:31 PM in the 6<sup>th</sup> Floor Conference Room – City Hall.

General discussion took place regarding the possible interest of creating a local revolving loan fund. The main questions or comments raised by the group in creating such a fund were:

- How much money do we really have to put toward the creation of this program, and is it worth it?
- Should we look at creating a fund that is industry specific (i.e. bio businesses)?
- Would our funds be better utilized if we invested in an “incubator” type concept?
- Would it make more sense for us to look at combining our funds with others who might be willing investors to help resurrect something like an Angel Investment group? The committee felt this one was something that should be considered by the Development Corp. Subcommittee.

Angell updated the group on the focus of the CWED RLF program and where things currently stand with that program. He informed the group that although that program is currently on hold, to make necessary changes based upon HUD and DOA requirements, the program should become active again within the next 60-90 days. At that time we will know more about the direction the program is heading in.

After discussing the various topics, the group expressed interest in continuing to explore the following areas:

- Partnering with other interested investors to help re-establish a local Angel Investment Group.
- Having an incubator assessment done to help identify the demand and target areas for such a facility.
- Some interest in continuing to look at creating a local RLF for gap financing, but not sure if it would be the best use of our funds given the size of the loans we could make.

It was agreed that the next subcommittee meeting would be set once the full board has been given an update. Based upon the feedback and direction we receive from the full board, the group will establish the next meeting date to assure the appropriate people are present to discuss the various topics of interest.

The meeting adjourned at 4:42 PM

Respectfully submitted,

Jason Angell  
Director of Planning & Economic Development

**Economic Development Board  
Recreation Subcommittee meeting  
June 24, 2015**

Present: Tammy Meissner, Tom Buttke, Matt McLean and Jason Angell  
Absent: Justin Casperson

The meeting was called to order at 9:03 AM in the 6<sup>th</sup> Floor Conference Room – City Hall.

General discussion took place regarding the ongoing discussions around the community related to recreational facilities and proposed projects. Through the discussion committee members suggested that it would be a good idea to try and get the various groups together to talk about their interests in recreation and determine what common goals exists with each project.

Matt and Jason agreed that they would work to assemble a meeting where the following organizations would be present to discuss their goals with future recreational improvements:

- Marshfield School District
- Columbus Catholic Schools
- Marshfield Baseball Association
- Marshfield YMCA
- City representative(s)
- Others

The committee agreed that the previously mentioned idea of partnering with the CVB to produce an economic impact assessment for recreation should be put on hold until proper discussions have taken place with local recreation partners.

The next meeting will be set at a later date, once Matt has conducted the group meeting.

The meeting adjourned at 10:04 AM

Respectfully submitted,

Jason Angell  
Director of Planning & Economic Development