



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD
Thursday, July 10, 2014
City Hall Plaza, Room 108
3:00 p.m.

AGENDA

1. Call to order
2. Approve Board minutes – June 5th
3. Identify potential conflicts of interest
4. Receive citizen comments
5. Receive updates
 - a. General economic development
 - b. Downtown master plan update
6. Review updated report on the housing study recommendations
7. Review expectations for Business Development Director position
8. Announce upcoming Board meetings
 - a. 1st budget meeting – Thursday, July 17th at 3:00 p.m.
 - b. 2nd budget meeting – Thursday, August 7th at 3:00 p.m.
 - c. 3rd budget meeting (if necessary) – Thursday, August 21st 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 June 5, 2014

Present: Dickrell, Hendler, Meissner, Michalski, Sennholz, Wagner and Staab.
Absent: None
Others: Barg, Olson, Dieringer, James-Mork, and Krogman.

Sennholz called the meeting to order at 3:00 p.m. in Room 108 of the City Hall Plaza.

Angela Dieringer, Main Street Marshfield, introduced herself to the Board.

Approve minutes

EDB14-17 Motion by Meissner, 2nd by Dickrell to approve the minutes from the May 1st Regular Meeting, the May 20th Housing Study Subcommittee, and the June 3rd Housing Study Subcommittee with the following changes: Angell and Barg are shown as absent at the Housing Study Subcommittee meetings. They were present.

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.

Economic development reports

- General updates
 - Olson reported the ribbon cutting for Anytime Fitness was being held today. She attended a Technology meeting in Wausau and will be attending a bio med event in San Diego in June.
 - Dieringer reported she will attend a new director training in July.
 - Angell, Barg, and James-Mork will be exploring ways the CDA and the City of Marshfield can work together.
- Downtown Master Plan Update
 - Consultants have walked the downtown with Main Street and City Staff.

Preliminary Report from Housing Study Subcommittee

The key points from the Housing Study Subcommittee are:

Owner-occupied housing

- ✓ Reduce costs for constructing and maintaining homes
- ✓ Develop City subdivision (small scale; “pay as you go” infrastructure)
- ✓ Modify zoning requirements and related plans as needed to accommodate other housing options (condominiums, townhouses, etc.)

Rental housing

- ✓ Create revolving loan fund for repairs and improvements (for all housing types)
- ✓ Convert single-family rentals to single-family ownership (City incentive program)
- ✓ Implement active rental housing inspection program
- ✓ Adopt comprehensive property maintenance standards
- ✓ Solicit help from others when appropriate (MACCI, Main Street, CDA, etc.)

- ✓ Encourage and help to facilitate construction of new rental housing (increasing supply should help upgrade existing rental properties)
- ✓ Streamline City development process, so that approvals can be secured easier and more quickly
- ✓ Encourage creation of private, nonprofit development corporation to pursue various economic development opportunities

The Board discussed the key points and felt that the following should be looked at first:

- ✓ Develop City subdivision
- ✓ Implement active rental housing inspection program
- ✓ Convert single-family rentals to single-family ownership
- ✓ Use high school students to build new homes where blight has been removed.

Economic Development Specialist position

The Board discussed the possibility of creating a new position and its benefits compared with the current Business Development position housed at MACCI. It was decided to continue with the current position. However, there should be a prepared list of roles and responsibilities that are agreed to by all parties.

EDB14-18 Motion by Michalski, 2nd by Hendler for Michalski, Barg, and Angell to meet to prepare a list of roles and responsibilities for the Business Development position.

Motion Carried

EDB14-19 Motion by Wagner, second by Dickrell to adjourn to closed session under Wisconsin Statutes, Chapter 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. (time: 4:31 p.m.).

Motion Carried

Present in closed session: Dickrell, Hendler, Meissner, Michalski, Sennholz, Wagner, Staab, Barg, Olson, Dieringer, and Krogman.

EDB14-20 Motion by Meissner, second by Staab to return to open session. (Time: 4:41 p.m.).

Motion Carried

Announce next Board meeting date/time

Sennholz noted that the next EDB meeting will be held on Thursday, July 10th at 3:00 p.m. in Room 108 of the City Hall Plaza.

Motion by Hendler, 2nd by Meissner, second by Meissner to adjourn at 4:44 p.m.

Respectfully submitted,
Amy Krogman, Administrative Assistant III

Proposed 2015 Economic Development Projects/Action Plan From MACCI Foundation Business Development Director:

Business Attraction/Marketing:

1. Attend/represent Community at identified conferences & events:
 - ICSC (shopping Centers)
 - BIO-Technology (or other National/State convention per EDB)
 - Entrepreneurs
 - Centergy events related to regional economic development
 - WEDA's Governor's conference
 - Other industry sector show/event (ie: Process Expo, Site Selector's Guild and/or Medical Device Manufacturing- partner with existing businesses)
 - Develop list of target businesses/industry sectors for attraction and formulate marketing campaign for them
2. Website updates/additions as needed in areas of Economic Development & Properties
3. Promote Regional RLF to businesses
4. Create specific marketing materials and utilize various media to promote Marshfield
 - Annual Economic Development report
 - Marshfield's updated economic profile
 - Ads in trade publications as agreed upon (Business news, others)
 - Flyers and marketing tools/equipment for trade shows, mailings etc.
5. Hire site selector to perform a community critique
6. Respond to site selector requests
7. Assist with and attend Ribbon cuttings, ground breakings and other promotions
8. Speak to various groups and participate in programs related to Economic Development efforts (such as Leadership Marshfield ED Day, organizational groups-YPs, Kiwanis etc.)

Business Creation/Entrepreneurial:

1. Promote existing resources including grants and loans to start-up businesses. Assist in all aspects of business start-up planning; keep informed of local, regional, state and federal programs available to businesses; collect and track current demographic information
2. Develop programs/seminars to assist new businesses
3. Consider minimum of 4- \$5000 forgivable grants for new business start-ups per year to help offset downpayment or other costs

Business Retention/Expansion:

1. Conduct 20 retention visits to include:
 - General Business trends
 - Future improvement plans

- Significant workforce issues
 - City-related issues/concerns
 - Succession plan development
 - Related businesses to attract
2. Track businesses assisted with specific economic development requests/resources
 3. Work with partners to better support, grow and promote Ag, Transportation and Energy

Workforce:

1. Work with existing MACCI workforce programs, Regional and state programs
2. Work with education partners to enhance and promote programs to benefit businesses workforce needs

Real Estate:

1. Continue to market and keep current database of available properties (through Locate in Wisconsin site, local websites, and ICSC events).
2. Assist with appropriate recommendations of housing study action plan

Technology & Innovation:

1. Work with Marshfield Clinic Data Center to market/promote available space to possible tenants
2. Update contacts and issues regarding existing IT for Marshfield businesses and for future attraction of business (Technology committee)

Other:

- Research/report on a minimum of three thriving cities successful in economic development
- Assist and work with ED partners to advance other initiatives brought forward by the EDB Board
- Participate in Shovel ready sites program
- Work with developers/contractors/City to develop spec. building

**REVIEW AND ASSIGNMENT OF KEY POINTS FOR THE HOUSING PROGRAM
(from staff discussion held on June 30th, with first “action steps” listed below)**

- Develop City subdivision (small scale with “pay as you go” infrastructure) * **Point person – Jason ***
 - Meet with local developers/builders
 - Research purchase options and land acquisition costs
 - Design necessary infrastructure for a 2-3 phase project
 - Perform wetland delineation

- Convert single-family rentals to single-family ownership (City incentives) * **Point person – Steve ***
 - Meet with various parties, including Marshfield Apartment Association

- Institute rating system (platinum, gold, etc.) for ranking all rental housing * **Point person – Mary ***
 - Check with the City of Milwaukee for details on their approach
 - Talk with rental owners/managers, including Marshfield Apartment Association

- Adopt and enforce comprehensive property maintenance standards * **Point person – Jason ***
 - Research other communities, and propose/adopt reasonable requirements

- Implement active rental housing inspection program * **Point person – Jason ***
 - Arrange meeting with City of Wausau representatives (at regular EDB meeting)

- Offer grants and loans to improve rental housing when appropriate * **Point person – Mary ***
 - After adoption of property maintenance standards, develop and implement a small fund for low or zero-interest loans to be paid at transfer of property, similar to CDBG housing loans

- Encourage new rental housing to increase supply and upgrade existing rentals, and streamline City’s review process to grant approvals in a more timely manner * **Point person - Jason ***
 - Establish tighter development review timeline (90 days) with extensions possible through a joint agreement with the developer; require neighborhood meetings whenever appropriate

- Work with school district on new construction through ACE program * **Point person - Jason/Steve ***
 - Discuss this opportunity with the appropriate school district staff