



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD
Tuesday, August 4, 2015
City Hall Plaza, Room 108
3:00 p.m.

AGENDA

1. Call to order
2. Approve minutes
 - a. July 2nd Regular Meeting
 - b. July 20th Budget Meeting
 - c. July 24th 2nd Street Development Subcommittee Meeting
3. Receive citizen comments
4. Identify potential conflicts of interest
5. Quarterly updates on service contracts
 - a. MACFI/Business Development Director position – Karen Olson
6. 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. 2nd Street Development
 - d. Recreational Opportunities
 - e. Local Loan Program
7. Announce next meeting date and time: Thursday, September 3rd @ 3:00 PM
8. 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 July 2, 2015

Present: Meissner, Sennholz, Michalski, Wagner, Buttke, Dickrell, and Trussoni
Absent: Staab
Others: Mayor Meyer, Gordy Earll, Jason Angell, Karen Olson, Angie Eloranta,
and Jonathan Anderson

Approve minutes

Motion by Buttke, 2nd by Meissner to approve the minutes from the following meeting, June 4th regular board meeting, June 16th, 200 Block Subcommittee, June 23rd Local Loan Subcommittee Meeting, and June 24th Recreation Subcommittee Meeting. The minutes from the June 22nd 2nd Street Development Subcommittee Meeting were pulled out due to the fact that the meeting was not posted. These minutes will be approved at the next meeting
Motion Carried

Conflicts of interest

None

Citizen comments

None

Economic development reports

Angell updated the Board on the city subdivision, ACE, and 200 Block

Sennholz updated the Board on the Development Corporation

Eloranta updated the Board on the 2nd Street Development

Buttke updated the Board on Recreation

Michalski updated the Board on local loan committee. He informed the Board that the members of the committee suggest that we forgo the idea of creating our own local loan fund as we have limited funds and that we should continue to work with CWED and NCCAP to utilize their existing programs.

Wagner brought up the discussion on creating an incubator building. Olson and Angell will explore things further and look to bring a couple of proposals from local firms that could help with an incubator assessment. Proposals would then be brought back and presented to the Board as soon as possible.

Update on 2nd Street Corridor

Angell updated the Board on the recent discussions and directions by the Council on how things are proceeding with the 2nd Street design. The Board was asked to provide feedback on the direction we are heading with the project. Sennholz agrees with the proposed design as it would really fit perfectly with developing green space in the downtown. He fully supports the direction we are heading. Meissner agrees that we need to make a change. She agrees and fully supports the direction. Buttke was originally opposed to the idea for 2nd Street but is now fully behind the proposal.

Eloranta stated that the Main Street Board is now on board with the proposed one way with angled parking

Trussoni agrees with the one way. He asked if the parking and green space could be on the same side of the street so the drive aisle is on the other side.

Michalski stated it appears that the people we are trying to help don't want our help. If we can't do this, we'll never be able to develop a green space in the downtown. He offered to come before the Common Council in the near future to highlight all of the money that the City has invested in the downtown in recent years to counter the comments made by others that "we are trying to kill downtown".

Closed Session

Motion by Buttke, 2nd by Dickrell to adjourn to closed session under Wisconsin Statutes 19.85(1)(e), "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 5th Street. Roll Call vote, all ayes (time 4:18 p.m.) **Motion carried**

Presented in closed session: Wagner, Trussoni, Meissner, Sennholz, Michalski, Dickrell, Meyer, Earll, Angell, Olson, Eloranta

Motion by Meissner, 2nd by Trussoni to go into open session. Roll call vote, all ayes (Time 4:32 p.m.) **Motion carried**

Motion by Meissner, 2nd by Dickrell to approve the request by Rogers Cinema Inc. to fund up to \$20,000 for a façade renovation at 103-105 E. 5th St.

Motion carried

Announce next Board meeting date/time

With no more business before the Board, Dickrell moved and Michalski seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 4:41 p.m.

Respectfully submitted,
Jason Angell
Director of Planning and Economic Development

**Economic Development Board meeting
July 20, 2015**

Present: Meissner, Sennholz, Michalski, Wagner, Buttke, Dickrell, and Trussoni
Absent: Staab
Others: Jason Angell, Angie Eloranta, Karen Olson, Adam Hocking, Jonathon Anderson

Sennholz called the meeting to order at 3 p.m.

Conflict of interest

None

Citizen comments

None

Committee began discussing the 2016 budget. Angell, Eloranta, and Olson went over their proposed budgets.

Motion by Michalski, 2nd by Buttke to increase the contribution to a combined Façade/Back Alley Improvement program to \$65,000 contingent on Main Street Marshfield Board providing \$10,000 or greater.

Motion Carried

Motion by Wagner, 2nd by Dickrell to delete funding for Public Art Installation (\$1,500) Third Tuesdays (\$1,500) and Marketing Expenses (Downtown Directory) (\$1,250).

Motion Carried

Motion by Trussoni, 2nd by Meissner to reduce Flower Power to \$5,000.

Motion Carried

Motion by Wagner to reduce the Business Development Director's salary contribution to \$54,000. Motion died for lack of second.

Motion by Michalski, 2nd by Wagner to delete the \$10,000 from Entrepreneurial Development, and increase the Incubator/Makerspace Assessment to \$30,000.

Motion carried

Motion by Trussoni, 2nd Dickrell to reduce funding for the "200 Block" Development by \$75,000 leaving \$25,000.

Motion carried

Motion by Trussoni, 2nd Michalski to approve budget with the changes

Motion carried

Motion by Wagner second to Trussoni adjourn to closed session under WI Statues 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 reason require a closed session.” The closed session is requested to consider the possible purchase of land for a City housing subdivision. (Time: 4:33 p.m.)

Present is closed session: Sennholz, Wagner, Buttke, Trussoni, Angell, Eloranta, Olson, Michalski, Dickrell, Krogman, Meissner,

Motion by Wagner, 2nd by Buttke to go back into open session. Time 4:53 p.m.

No action in open session

Next meeting date, Tuesday, August 4th

Motion by Buttke, 2nd by Meissner to adjourn the meeting at 4:54 p.m.

Respectfully submitted,
Amy Krogman
Administrative Assistant III

Economic Development Board
“2nd Street Development Subcommittee” meeting
July 24th, 2015

Present: Bob Trussoni, Aaron Staab, Angie Eloranta, Ron Dickrell, Tom Butke
Other: Chris Holly
Absent: None

The meeting was called to order at 8:07 AM at Daily Grind.

Ron Dickrell was elected Chairperson.
Angie Eloranta was elected to take meeting minutes.

The meeting discussion focused on what square footage and other requests the City Garage would require if they were to relocate off of 2nd street. We discussed potential locations and what access would be ideal for them. The committee discussed logistics that would need to be investigated further, such as the purchasing of property, TIF development, and property values.

The committee further discussed the development of a plan for this site. Opportunities to explore further could be a splash pad, pool, hotel, or apartments.

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

- Follow up with the Weinbrenner building and finding out the feasibility of making that into future apartments.
- Talk to the appropriate parties about the City Garage requirements for relocation, Mike Winch, Dan Knoeck, and Jason Angell.

Next meeting is set for August 28th at 8am. Location will be at the Marshfield Utilities meeting room.

Staab motioned to adjourn, Trussoni seconded.
The meeting adjourned at 9:30 AM

Respectfully submitted,

Angie Eloranta
Executive Director of Main Street Marshfield

2015 Second Quarter Economic Development Report

Updates will be given on the following:

Business Attraction/Marketing

- Participation and attendance at Centergy monthly ED meetings.
- Presented to Sunrise Rotary on community economic development efforts.
- Finalizing story ideas with Hub City Times for "Focus on Marshfield" Economic Development magazine. Also finalizing industry specific marketing sheets.
- 2015 Economic profile completed
- Participated in MainStreet's First Impressions program (Chippewa Falls business visits and possible expansion to Marshfield).
- Half page ad in Site Selection magazine's "2015 Wisconsin E.D. guide"
- Finalized participation at IFT (Int. Food Tech convention in Chicago in July- with Centergy and WEDC). Working with local businesses that are also attending.

Business Creation/Entrepreneurial:

- Where's the Money (SCORE) program held with 7 participants- one from Marshfield.
- Seven clients assisted with business start-up.

Business Retention/Expansion:

- Five retentions completed- details to be shared.
- One business visit with pertinent information shared.

Workforce:

- Community tours offered for potential workforce.
- Resume sharing/ distribution for spousal opportunities.
- Assist and participate in many local & regional workforce programs: Youth Apprenticeship, Job Fair promotions, Pathway Partners Board, Central Wis. Employers summit, RETAIN- regional talent development, Workforce Recruitment and Workforce Paradox committees, meeting with individual businesses needing workforce, etc.
- Participated in MSTC's launch of new Advanced Control Systems Technical certificate and assisting in marketing this venture to local businesses. Also participated in several meetings on future programs for workforce development.
- Attended Centergy's Regional Talent Development meeting to discuss workforce development initiatives.

Real Estate:

- Update properties on state website; keep available properties inventory to assist clients.
- Working with City to identify re-development areas on South side of community and possible business opportunities.

Technology & Innovation:

- Attended Marshfield Clinic's Applied Science Dept. "Igniting Innovation" events to assess possible business development opportunities.

2015 Budget Request for EDB/City Funding

Requested by: MEDA/MACFI

	EDB/City Funding	Total Organization Budget	Other Funding	
			Wood Cty	MACCI/MACFI
Personnel				
Business Development Dir. Position	\$54,000	\$72,000		\$18,000
Admin. O/H - support, facility, equipment, audits & etc.		\$10,000		\$10,000
Total	\$54,000	\$82,000		\$28,000

	EDB/City Funding	Total Organization Budget	Other Funding	
			Wood Cty	MACCI/MACFI
Professional Development				
WEDA Governor's Conference-(2)	\$600	\$1,200		\$600
WEDA Fall Conference-BDD	\$600	\$600		
ED Training (WEDC/IEDC)	\$1,200	\$1,200		
Memberships & Subscriptions				
WEDA (Wis. Economic Dev. Assoc.)	\$405	\$405		
Intl. Council of Shopping Ctrs-BDD	\$100	\$100		
Intl. Economic Dev. Council-BDD	\$345	\$345		
Transportation Dev. Assoc.	\$625	\$625		
Wis. Downtown Action Council-BDD	\$100	\$100		
Midwest Area Econ. Dev. Council-BDD	\$300	\$300		
S/T	\$4,275	\$4,875		\$600

Special Committees/Projects			Wood Cty	MACCI/MACFI
Community Redevelopment		\$0		
<i>Research/report on 3 cities w/ successful ED programs</i>	\$500	\$500		
<i>Hire site selector to perform community critique</i>	\$5,000	\$5,000		
Real Estate - Commercial & Residential		\$0		
<i>Community Spec building**</i>				
<i>Develop "Shovel Ready" Land**</i>				
Entrepreneurial Development		\$0		
<i>Four \$5000 forgivable start-up loans</i>	\$20,000	\$20,000		
		\$0		
Economic Development media updates	\$1,000	\$1,000		
Workforce Development Initiatives	\$1,000	\$38,500	\$4,500	\$33,000
<i>K-12 Career Development</i>				
<i>K-12 Business Tours</i>				
<i>Higher Education Career Development</i>				
<i>Incubant Worker Collaboration</i>				
	S/T	\$27,500	\$65,000	\$37,500
Prospect/Client Visits & Trade shows			Wood Cty	MACCI/MACFI
MAEDC Site Selector Conf.-BDD	\$800	\$1,500	\$700	
Early Stage Symposium-(2)	\$600	\$1,700	\$500	\$600
ICSC Regional Conf.-BDD	\$1,000	\$2,000	\$1,000	
Wis. Tech. Council Entrep. Conf.-(2)	\$600	\$1,700	\$600	\$500
Bio International Conv. (or other national/state event)	\$2,000	\$3,500	\$1,500	
Prospect/Client Recruitment Visits	\$400	\$1,500	\$500	\$600
Business Retention Visits	\$200	\$600	\$200	\$200
	S/T	\$5,600	\$12,500	\$6,900

Marketing/Promotion/Advertising & Materials			Wood Cty	MACCI/MACFI
Trade publication advertising	\$1,000	\$2,000	\$1,000	
Community Marketing publication	\$1,500	\$3,500	\$1,000	\$1,000
Properties brochure	\$150	\$400	\$250	
Marshfield Business Park Maps	\$250	\$500	\$250	
Yearly Economic Profile	\$600	\$1,100	\$500	
BIO sponsorship/promotions	\$1,000	\$1,500	\$500	
Marketing/Promotional Display Equipment	\$1,500	\$2,000		\$500
	S/T	\$6,000	\$11,000	\$5,000
Regional & County Development				
			Wood Cty	MACCI/MACFI
Central WI Days Event	\$0	\$1,100	\$400	\$700
Centergy Meetings/Cmtes/Alliances)		\$3,400	\$1,700	\$1,700
<i>Entrepreneurial Alliance</i>	\$250	\$250		
<i>Health Care Alliance</i>		\$0		
<i>Workforce Alliance</i>		\$0		
<i>Tool Deployment (RFI, Salesforce, etc.)</i>	\$250	\$250		
	S/T	\$500	\$5,000	\$4,500
Business & Entrepreneurial Support				
			Wood Cty	SCORE & MACCI
Promotion of Business Strategies	\$300	\$2,300	\$1,000	\$1,000
Entrepreneurial Counseling, Educ., Programs & Forums	\$500	\$2,500	\$1,000	\$1,000
Promotion of Business Loan & Incentive Programs		\$1,000	\$1,000	
Research, Identify & Develop Data Trends	\$200	\$1,700	\$1,000	\$500
	S/T	\$1,000	\$7,500	\$6,500
TOTALS	\$44,875	\$105,875		\$61,000

Note:

(2) Special Projects (3 cities Research/Report and Hiring Site Selector for Community Critique) account for \$25,500 of budget request.

** Community Economic development projects for consideration

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

***The City of Marshfield will be appropriately recognized as a partner when deemed necessary. The Business Development Director and Director of Planning and Economic Development will work together to identify specific opportunities.*

Recommended 2016 Budget for EDB Funding

		EDB Funding	Total Organization Budget	Other Funding
Requesting Organization	Wages & Benefits	\$68,855	\$310,417	
City	Director - 120 hrs; City Planner - 120 hrs.	(\$12,855)	(\$223,417)	City - \$210,562
MACFI	Business Development Director	(\$56,000)	(\$87,000)	MACCI/MACFI - \$31,000
	Office Supplies & Expenses	\$28,000	\$37,900	
City	Printing and advertising costs	(\$1,000)	(\$7,000)	City - \$6,000
MACFI	Marketing/Promotion/Advertising & Materials	(\$2,000)	(\$4,000)	Wood Co. - \$2,000
EDB	Community Marketing Campaign	(\$25,000)	(\$26,900)	Wood Co. - \$1,400; MACCI/MACFI - \$500
	Professional Services & Projects	\$140,100	\$207,000+	
EDB	Graphic design assistance - EDB Logo	(\$3,000)	(\$3,000)	
EDB	"200 Block" Conceptual Design Assistance	(\$5,600)	(\$5,600)	
EDB	"200 Block" Development	(\$25,000)	(\$25,000+)	Others TBD
EDB	Development Corp. Legal Assistance	(\$10,000)	(\$10,000)	
City	Downtown Façade Improvement Program	(\$65,000)	(\$75,000)	\$65K is contingent upon MS contributing an additional \$10K to equal a total of \$75K
EDB	Incubator/Entrepreneurial	(\$30,000)	(\$30,000)	
MACFI	Business & Entrepreneurial Support	(\$500)	(\$7,000)	Wood Co - \$4,000; SCORE/MACCI - \$2,500
MACFI	Workforce Development Initiatives	(\$1,000)	(\$51,400)	Wood Co - \$4,500; MACCI/MACFI - \$45,900
	Travel, Training & Dues	\$12,850	\$31,525	
City	Director - WEDA Conf.	(\$1,650)	(\$6,475)	City - \$4,825
MS	Executive Director	(\$750)	(\$1,500)	BID - \$750
MACFI	Professional Development	(\$4,300)	(\$5,500)	MACCI/MACFI - \$1,200
MACFI	Prospect/Client Visits & Trade Shows	(\$5,600)	(\$12,500)	Wood Co - \$5,000; MACCI/MACFI - \$1,900
MACFI	Regional & County Development	(\$550)	(\$5,550)	Wood Co - \$2,600; MACCI/MACFI - \$2,400
	Misc. or Other	\$17,500	\$17,500	
MS	Flower Power	(\$5,000)	(\$5,000)	
City	Job Service Center	(\$12,500)	(\$12,500)	
	TOTALS	\$267,305	\$604,342+	