



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD
Thursday, October 1, 2015
City Hall Plaza, Room 108
3:00 p.m.

AGENDA

1. Call to order
2. Approve minutes
 - a. September 1st Regular Meeting
 - b. August 28th “2nd Street Development” Subcommittee Meeting
 - c. September 22nd “200 Block” 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
 - b. Economic Development Corporation
 - c. Downtown Redevelopment
 - i. 200 Block
 - ii. 2nd Street Development
 1. Discuss possible funding for development of a conceptual design of the study area.
 - d. Recreational Opportunities
6. Adjourn to closed session under Wisconsin Statutes 19.81(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.” The purpose of the closed session is to consider two offers for redevelopment of two separate sites within downtown TIF District # 4.
7. Reconvene to open session
8. Action on matters discussed in closed session, if appropriate.
9. Announce next meeting date and time: Thursday, November 5th @ 3:00 PM
10. 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 September 1, 2015

Present: Buttker, Dickrell, Sennholz, Staab (arrived at 2:57), Trussoni, Wagner,
Michalski
Absent: Meissner
Others: Angell, Barg, Eloranta, Olson, Krogman

Sennholz called the meeting to order at 2:30 p.m. in Room 108 of the City Hall Plaza.

Approve minutes (3 sets)

Motion by Buttker, second by Trussoni to approve the following minutes

- a. August 4th, Regular Meeting
- b. August 12th, EDC Subcommittee Meeting
- c. August 25th 200 Block Subcommittee Meeting

Motion Carried

Citizen comments

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

Conflicts of interest

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

Quarterly update – Angie Eloranta, Main Street Marshfield Executive Director

Angie updated the committee on her business retention visits with the BID district, business consultations, business recruitment/community visits, promotional handouts, coffee with Main Street and Quarterly education functions, and their special events.

St. Vincent DePaul Request For Façade Improvement

Kathy Diercks gave an overview of the work that will be done on the program. This will be discussed in closed session

2016 Budget Adjustment

Motion by Wagner, second by Michalski to add \$1,500 to the Flower Power budget.

Motion Carried

2015-2016 EDB Priorities

Housing – Angell working on getting updates back to the boards who had agreed to partner with us. He has been to the CEED committee and Executive Committee to let them know the project is being put on hold. There are additional programs that could be considered. Perhaps a program that had some funding for all homes being built. This will be brought forward this fall.

EDC- Barg updated the committee on the Economic Development Corporation Meeting is set up on September with Jim Sheriff who has an expert for setting up financial corporation. He will give suggestions as to how this will work.

200 Block – Angell updated the committee on the 200 Bloc Redevelopment. Randy Lueth was at the meeting to discuss some of the projects that he has worked on in the past. He worked on the 2nd Street project. Developer who was interested does not feel the tenant is willing to move forward. If the tenant does want to continue there are other properties in the downtown area.

Motion by Buttke, second by Dickrell to fund the contractual services provided by Randy Lueth for redevelopment and direct staff to move forward to execute the contract.

Motion Carried

2nd Street – Dickrell updated the committee regarding the 2nd Street Development. Committee has ideas such as hotel, relocated the City Garage, and moving the pool to that area. There needs to be a conceptual plan consideration should be given to hiring a consultant.

Recreational Activities – trying to get all groups together to discuss this.

Closed Session

Motion by Buttke, second by Dickrell second by to adjourn to closed session under Wisconsin Statutes 19.81(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 purpose of the closed session is to consider the possible financial investment in a façade improvement projects. Roll Call vote, all ayes (time 3:32 p.m.) **Motion carried**

Present in closed session; Trussoni, Dickrell, Staab, Eloranta, Olson, Barg, Michalski, Buttke, Krogman, Wagner, Sennholz, and Angell

Motin by Wagner, second by Dickrell to go into open session. Roll call vote, all ayes, (Time 3:41 p.m.) **Motion carried**

Motion by Wagner, second by Dickrell to regretfully deny the request of St. Vincent de Paul for façade improvement matching grant funds due to the lack of funding available. **Motion carried**

Next meeting date:

October 1st at 3:00 p.m.

Motion by Buttke, second by Dickrell to adjourn at 3:43 p.m.

Economic Development Board
“2nd Street Development Subcommittee” meeting
August 28th, 2015

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

The meeting was called to order at 8:06 AM at Marshfield Utilities Board Room.

The meeting discussion focused on the buildings in the 2nd Street Redevelopment area, what could be incorporated and what would need to be relocated. The City Garage currently has 10 Acres and would need 12 acres if they were to be relocated. Weinbrenner’s lease is coming up in a few years and the committee needs to find out more information on the usability of that building and what the prospects are of Weinbrenner relocating.

Discussion shifted over to what our vision is for that area. A hotel, pool, or a combination of both was discussed as a good fit for that area.

Recommendation to the Board: The sub-committee would like to move forward with having a conceptual plan drawn up and having a consultant hired to guide the process. The sub-committee also recommends that at some point in the future, discussion about developing a new TIF District for that area will be needed.

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

- Reference the downtown masterplan to determine what type of hotel would be a good fit for our downtown area and what the space requirements are.
- Talk to Justin Casperson about Pool requirements
- Talk to the appropriate parties about Weinbrenner usability and lease information

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

Trussoni motioned to adjourn, Butke seconded.
The meeting adjourned at 9:04 AM

Respectfully submitted,

Angie Eloranta
Executive Director of Main Street Marshfield

Economic Development Board
“200 Block Subcommittee” meeting
September 22, 2015

Present: Tammy Meissner, Angie Eloranta, Aaron Staab, Bob Trussoni and Jason Angell

Others Present: Randy Lueth, Dan Knoeck, Erin and Chris Howard, and Adam Hocking

Absent: None

The meeting was called to order at 8:05 AM in the 6th Floor Conference Room – City Hall.

Randy began the discussion by reviewing the existing conditions and surrounding uses of the subject area. Currently there are several overhead utilities located within the alleyway and bisecting the property. Regardless of the plan that is decided upon, the current location of these utilities will need to be considered, along with the cost to relocate – if so desired.

Randy presented 3 different concepts for consideration. All three plans incorporate the programming ideas that were suggested at the last meeting – dining area, splash pad, skating rink, stage and green space. The main difference in the plans is the parking. Concept 1 maximizes parking and reduces the amount of green space. Concept 2 provides the same level of existing parking conditions while providing reasonable green space. Concept 3 reduces parking and maximizes green space.

The following is a summary of the comments that were received based upon the concepts that were presented:

- The size of the skating rink area appears to be a good size. This area would be entirely paved to avoid having to replace the turf each spring.
- The parking levels in Concept 2 seemed to be the one favored by all, with suggested changes on layout – parallel parking on Chestnut, head-in parking off the alley, angle parking on 2nd and 3rd Street.
- Incorporate the theme of brick pillars.
- Move the green space “court” in front of the stage and push the splash pad further north to be closer to the dining area shown.
- The splash pad should be an attractive feature whether or not kids are in it.
- Look at different seating options – seating walls, benches and green space.
- Dining area on the north side should be central location and not stretch the entire north portion of the property. Also, incorporate dining options on the east side of the park – either add a small area or allow parking stalls to be converted into “parklets” for dining options.
- Include electronic sign to allow for promotion of upcoming events.
- Lighting styles and locations need to be included.
- Trails should be built to handle vehicles driving over them for ease of maintenance.
- Maintenance requirements/expectations need to be kept in mind.

- Trash receptacles – location and amount.
- Keep the “flag court” as shown on the west side of the property.

Based upon the discussion, the Committee asked Randy to provide a new concept incorporating the comments received. This new concept will be reviewed at the next Committee meeting prior to bring any proposal forward to the full EDB.

The next subcommittee meeting will take place on Wednesday, October 14th at 8:00 a.m. in the 6th Floor Conference Room of City Hall.

The meeting adjourned at 9:30 a.m.

Respectfully submitted,

Jason Angell
Director of Planning & Economic Development