



CITY OF MARSHFIELD

# MEETING NOTICE

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**ECONOMIC DEVELOPMENT BOARD**

Thursday, June 4, 2015  
City Hall Plaza, Room 108  
3:00 p.m.

**AGENDA**

1. Call to order
2. Approve Board minutes:
  - a. May 7<sup>th</sup> Regular Meeting
  - b. May 18<sup>th</sup> Strategic Planning Session
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. W. 2<sup>nd</sup> Street
  - d. Expand partnerships
  - e. Recreational Opportunities
  - f. Local loan program
6. Staff updates and reports
7. Adjourn to closed session under Wisconsin Statutes 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." 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 into open session
9. Action on matters discussed in closed session, if appropriate
10. Announce next meeting date/time – Thursday, July 9<sup>th</sup> at 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*

FINANCE, BUDGET AND PERSONNEL COMMITTEE

APRIL 19, 2011

*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  
May 7, 2015**

Present: Meissner, Sennholz, Staab, Wagner, Buttke  
Absent: Michalski and Dickrell  
Others: Josh Miller, Jason Angell, Karen Olson, Bob Trussoni, Mary James-Mork,  
Amy Krogman, Angie Eloranta, Keith Strey

Angell called the meeting to order at 3:04 p.m.

Angell asked for nominations for Chairperson

Meissner nominated Sennholz for Chairperson

Motion by Meissner, second by Wagner to close nominations and elect Bill Sennholz as  
Chairperson

**Motion carried**

Sennholz took over the meeting

Wagner nominated Meissner for Vice-Chairperson

Motion by Wagner, 2<sup>nd</sup> by Buttke to close nominations and elect Tammy Meissner as  
Vice-Chairperson

**Motion carried**

**Approve minutes – April 9, 2015**

Motion by Wagner, 2<sup>nd</sup> by Meissner to approve the minutes of April 9, 2015.

**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**

Olson reported on the following:

- She attended an IT employer summit in Stevens Point.
- Mid-State Technical College will be holding an open house for this advanced process control certification.
- The International Food Technology show will be in Chicago. ESE and Food Safety Lab will be in attendance.
- MarshfieldDoor is holding a hiring event

### **Quarterly Update on Service Contracts – MACF/Business Development Director**

Eloranta distributed materials and summarized activities related to the service contract that EDB has entered into for service being delivered by Main Street Marshfield. Areas discussed by Eloranta included:

- Business Retention Visits within BID District
- Business Consultations
- Business Recruitment/Community Visits
- Promotional Handouts
- Coffee with Main Street & Quarterly Educational Functions
- Special Events
- Implement Downtown Master Plan
- Other Items

### **Housing Programs/Projects**

Angell reported on negotiations with land on W. 14<sup>th</sup> have ended. The two parties could not get together on a price. We are now looking at another piece of property. No formal offers at this time.

### **Presentation of 2<sup>nd</sup> Street Green Street Corridor Concept**

Josh Miller gave a presentation to the committee on the options for the 2<sup>nd</sup> Street Green Street Corridor. A survey for citizens to give their opinions will be closing on May 8<sup>th</sup>. The results will be presented to the Board of Public Works on May 18<sup>th</sup> with the final concept being approved sometime in June.

### **Consider Possible Addition of a Marshfield Utilities Representative as Voting Member**

Motion by Meissner, 2<sup>nd</sup> by Buttke to recommend approval of Ordinance No. 1301 amending Section 3-66(M) regarding the members of the Economic Development Board to add a representative of Marshfield Utilities as a voting member of the Board.

**Motion carried**

### **Closed Session**

Angell informed the board that the closed session was not necessary.

### **Announce next Board meeting date/time**

Sennholz announced that the Strategic Planning Session will be held on Monday, May 18<sup>th</sup> at 11:30 a.m. and the next Board meeting will be held on Thursday, June 4<sup>th</sup> at 3:00 p.m. in Room 108 of City Hall Plaza.

With no more business before the Board, Wagner moved and Meissner seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 4:17 p.m.

Respectfully submitted,  
Amy Krogman  
Administrative Assistant III

**Economic Development Board meeting**  
**May 18, 2015**  
**Strategic Planning**

Present: Meissner, Sennholz, Staab, Wagner, Buttke, Michalski, and Dickrell  
Absent: None  
Others: Jason Angell, Karen Olson, Bob Trussoni, Mary James-Mork, Amy Krogman (left at 12:15), Angie Eloranta, Steve Barg (arrived at 1:20 p.m.)

Sennholz called the meeting to order at 11:45 a.m.

Angell stated the North Central Community Action Program micro loan program has received a request for a loan. This still needs to be approved, but is asking for \$7,500 from the Economic Development Board. This would be a 48 month loan with the first three months interest free. After that the interest rate would be 6%.

Motion by Buttke, second by Meissner to allocated \$7,500 for the North Central Community Action Program micro loan program, upon approval of the application.

**Motion carried**

The committee began discussion regarding what they would like to work on in the future, with an emphasis on making a “Visual impact on the community”. After brainstorming ideas and discussing numerous topics, the committee agreed to focus their efforts for the next 12 to 18 months in the following areas:

Housing

City Subdivision

Working with the ACE Academy to build homes

Create Development Corporation

Charter and Organization

Structure funding

Downtown Redevelopment

200 block

W. 2<sup>nd</sup> Street and City Garage

Partnerships

Medical, downtown, others

Recreational Opportunities

Economic impact of recreation

Local Loan program

With no more business before the Board, Wagner moved and Meissner seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 2:37 p.m.

Respectfully submitted,  
Amy Krogman  
Administrative Assistant III

## 2015-2016 EDB Priorities

### Housing

Team members assigned: Bill Sennholz, Aaron Staab, Jason Angell	<b>City Subdivision</b> - secure property and install necessary infrastructure to create a subdivision (approx. 25 lots) that will offer lots for any interested party willing to construct a home in the \$125-\$200K price range.
Team members assigned: Aaron Staab, Jason Angell	<b>ACE Academy</b> - partner with the Mfld School Dist to expand the existing program to a point where students are helping to construct 1 new home per school year.

### Create an Economic Development Corporation

Team members assigned:	This new private corporation would replace the existing EDB as the organization charged with leading the City's economic development efforts. Establish the charter and organization structure. Identify funding/investors.
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### Downtown Redevelopment

Team members assigned:	<b>200 Block</b> - Continue to work on bring a new development to the site. If a development has not been finalized by September 2015, the EDB will focus efforts on transforming the entire half-block into an active green space.
Team members assigned:	<b>W. 2nd St. &amp; City Garage</b> - begin the planning process to identify the redevelopment opportunities along this corridor. Work with existing property owners, MS, and City to establish a timeframe for redevelopment. Identify interested developers.

### Expand Partnerships

Team members assigned:	Continue to identify and expand partnerships to advance economic development: Mfld Utilities, MACCI, MS, BID, Wood Co., CDA, Business Roundtable, CVB, medical, business owners, others
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### Recreational Opportunities

Team members assigned:	Determine the economic impact recreational activities have on the community and how the EDB can promote the different opportunities to expand services to these areas.
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### Local Loan Program

Team members assigned:	Establish a local loan program that provides gap financing and fills the void that currently exists with the CWED RLF. At the same time establish a policy for the existing "205 reserve account" on how the funds would be invested.
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Other areas considered, but not identified as a priority:

Technology - develop a message and promote  
Organizational structure/relationship - staffing/resources  
Marketing  
Incubator/Certified Kitchen  
Community Image - entrance ways (city and downtown)  
Workforce development  
Maintain local ownership/think tank/CEO network  
Community diversity  
Business retention/recruitment  
Housing - blight removal; redevelopment; low-income housing stock  
Quality of life  
Make downtown a destination - pedestrian friendly; reduce traffic  
Partner w/ medical expansion

