



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**ECONOMIC DEVELOPMENT BOARD**  
**Thursday, May 7, 2015**  
**City Hall Plaza, Room 108**  
**3:00 p.m.**

**AGENDA**

1. Call to order
2. Election of Officers
  - a. Chairperson
  - b. Vice-Chairperson
3. Approve Board minutes – April 9, 2015
4. Identify potential conflicts of interest
5. Receive citizen comments
6. Receive updates/reports
  - a. Economic development activities (general)
  - b. Quarterly updates on service contracts:
    - i. Main Street Marshfield – Angie Eloranta
  - c. Housing programs/projects
    - i. City Subdivision – Jason Angell
7. Presentation of 2nd Street green street corridor concepts – Josh Miller
8. Consider possible addition of a Marshfield Utilities representative as a voting member of the Board.
9. Adjourn to closed session under WI 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.” The closed session is requested to consider the possible purchase of land for a City housing subdivision.
10. Reconvene in open session
11. Action on matters discussed in closed session, if appropriate
12. Announce next meeting dates and times
  - a. Monday, May 18<sup>th</sup> at 11:30 AM – 3:00 PM – Strategic Planning Session
  - b. Thursday, June 4<sup>th</sup> at 3:00 PM – Regular monthly meeting
13. 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*

FINANCE, BUDGET AND PERSONNEL COMMITTEE  
APRIL 19, 2011

*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 April 9, 2015**

Present: Meissner, Dickrell, Michalski, Sennholz, Staab, Wagner  
Absent: Hendler  
Others: Alderperson Earll, Jason Angell, Karen Olson, Bob Trussoni, Mary James-Mork, Dan Knoeck

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

### **Approve minutes – March 5<sup>th</sup> and 25<sup>th</sup>**

Wagner moved and Meissner seconded a motion to approve the March 5<sup>th</sup> and 25<sup>th</sup> minutes as presented. 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**

Angell and Staab updated the Board of the ongoing discussions with ACE Academy. School District Staff are very interested in the partnership and are continuing to work through things on their end. The next meeting related to this possible partnership will be conducted in May.

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

Olson distributed materials and summarized activities related to the service contract that EDB has entered into for services being delivered by MACF. Areas updated by Olson consisted of:

- Business Attraction/Marketing
- Business Creation/Entrepreneurial
- Business Retention/Expansion
- Workforce
- Real Estate
- Technology & Innovation

Olson distributed a brief survey that she plans to email out to area businesses to help her and the EDB better understand the “needs” for local small business development. The consensus of the Board was that this was a good approach and would help them to determine how the entrepreneurial funding (\$20,000) could be invested. With that understanding, Olson was asked to send out the survey and bring the results back in May or June.

### **Property Maintenance Standards**

A memo prepared by Sam Schroeder was distributed to the Board summarizing discussions that have taken place since the March 5<sup>th</sup> EDB meeting. Angell and Knoeck further explained that staff who would be engaged in any program felt the best chance at gaining compliance was to provide some sort of funding assistance – low interest loan or grant.

The consensus of the Board was that they wanted to see some sort of program developed. Member's felt this was an important program to help establish community pride as well as a critical part of growing the value of the community. Wagner and Staab agreed to meet and prepare something that could be brought back to the May meeting for the Board to consider.

### **Rental Rating Program**

James-Mork recommended that the individuals working on the property maintenance standards sit down with the individuals who are working on programs related to rental properties. Both groups are discussing similar issues and the benefit of merging their efforts will likely benefit both areas.

### **City Subdivision**

Angell informed the Board that we are still in negotiations and that he had worked with Staab and Sennholz to develop and send a recent counter offer for the property of interest.

Staab suggested that we get a better understanding of what our total development costs would be before we accept any offer. The Board agreed.

### **“200 Block” Redevelopment**

Knoeck brought forward a request from Earth Inc. who is interested in using the property as a temporary staging site while they reconstruct Maple Avenue. After a brief discussion, the consensus of the Board was to allow Earth Inc. to use the site as long as the agreement contained some sort of out clause that allowed us to begin redevelopment of the site if a project came forward before they vacated the site.

### **Closed Session**

Angell informed the board that the closed session was not necessary as we were still waiting for a response from the property owner.

### **Set date and time for Strategic Planning Session**

The Board agreed on Monday, May 18<sup>th</sup> from 11:30 – 3:00 PM. The meeting will be conducted in Room 108 of City Hall Plaza with lunch provided.

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

Sennholz announced that the next Board meeting will be held on Thursday, May 7<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 Michalski seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 4:35 p.m.

Respectfully submitted,  
Jason Angell, Honorary Secretary

## DRAFT 2015 Budget - Economic Development Board

	<b>Wages &amp; Benefits</b>	<b>\$69,819</b>
City	PL&ED Director (120 hrs x \$58.47)	\$7,017
City	City Planner (90 hrs x \$42.24)	\$3,802
MS	MS Executive Director	\$5,000
MACFI	Business Development Director	\$54,000
	<b>Office Supplies &amp; Expenses</b>	<b>\$7,000</b>
EDB	Printing and Advertising	\$1,000
MACFI	Marketing/Promotion/Advertising & Materials	\$6,000
	<b>Travel, Training &amp; Dues</b>	<b>\$14,325</b>
MS	MS Executive Director	\$300
City	PL & ED Director	\$650
MACFI	Professional Development	\$4,275
MACFI	Prospect/Client Visits & Trade Shows	\$5,600
MACFI	Regional & County Development	\$500
EDB	Board Travel and Training	\$3,000
	<b>Professional Services &amp; Projects</b>	<b>\$150,250</b>
***	Downtown Master Plan Implementation	\$20,000
***	Housing Programs	\$100,000
MACFI	"Community Comparisons"	\$500
***	Site Selector Community Critique	\$5,000
***	Entrepreneurial Start-Up Loan Program	\$20,000
MACFI	Economic Development Media Updates	\$1,000
MACFI	Workforce Development Initiatives	\$1,000
MACFI	Business & Entrepreneurial Support	\$1,000
MS	Website Update	\$500
MS	Downtown Directory Update	\$250
MS	Discover Downtown	\$1,000
	<b>Miscellaneous or Other</b>	<b>\$17,500</b>
MS	Flower Power	\$5,000
City	Job Service Center	\$12,500
<b>TOTAL</b>		<b>\$258,894</b>

City	\$23,969
Main Street Marshfield	\$12,050
Marshfield Area Chamber Foundation Inc	\$73,875
Economic Development Board	\$4,000
Community Development Authority	\$0
*** TBD/Other	\$145,000

2015 Budget Request for EDB/City Funding

Requested by: Main Street Marshfield

	EDB/City Funding	Total Organization Budget	Other Funding
Wages	\$8,500	\$34,000	25,500 (BID) *See 4 point approach & ER Duties*
Marketing			
Update Website	\$500	\$3,000	\$1500 (BID), \$1000 (CVB or other fundraising)
Downtown Directory	\$250	\$750	\$500 (CVB or other fundraising)
Travels & Dues			
New Director Training	\$100	\$200	100 (BID)
WDAC conference	\$300	\$650	\$350 (BID)
*Events & Programs			
Flower Power	\$5,000	\$6,500	1500 (Fundraising)
Hub City Days	\$2,500	\$34,000	\$5,000 (Private Donations) \$22,000 (Fundraising) \$4,500 (CVB or Reserve)
Discover Downtown	\$1,000	\$1,500	\$500 (BID)
(2) Block Parties	\$1,000	\$3,000	\$1000 (Private Donations) \$1000 (BID)
Halloween	\$500	\$1,500	\$250 (BID), \$250 (Private Donations) \$500 (TBD)
Wagon/Buggy Rides	\$0	\$1,500	\$1000 (Private Donations) \$500 (TBD)
Holiday Parade	0	\$2,000	\$500 (Private Donations) \$1500 (TBD)
Hot Chocolate Run	0	\$3,300	\$2000 (Private Donations) \$800 (Fundraising) \$500 (TBD)
Hot Time in the City	\$0	\$1,000	\$500 (Private Donations) \$500 (TBD)
Annual Meeting	0	\$1,000	\$500 (Private Donations) \$500 (TBD)
Reindeer Day	0	\$200	\$200 (Private Donations)
<b>TOTALS</b>	<b>\$19,650</b>	<b>\$94,100</b>	

# Main Street Four Point Approach

Organization – Getting everyone working toward the same goal

Promotions – Selling the image and promise of downtown

Design – Getting the downtown into physical shape

Economic Restructuring – Strengthening the downtown economy

## 25% Organization

Fundraising

Volunteer Development

Promoting the Program

## 25% Promotions

Image Development

Special Events

Business Events

Tourism Development

## 25% Design

Building Improvements

Public Improvements

Signage and Awnings

Visual Merchandising

Historic Preservation Planning

## 25% Economic Restructuring

**Studying and understanding the Market**

**Business Retention and Expansion**

**Business Recruitment**

**Real Estate Development**

## **Executive Directors's Role in Economic Restructuring**

*25% of the ED's Job is dedicated to ER*

### **1. Business Visits within BID District**

Do 3 Business Retention Visits a week (a scheduled, sit down meeting to discuss specific concerns with the owner)

*\*Will submit Retention Log each quarter and give updates at EDB meetings*

*\*This does not include casual check ins which will be more spontaneous and frequent*

### **2. Business Consultations**

Working with SCORE and referring potential downtown business owners to them as needed.

### **3. Business Recruitment/Community Visits**

Contact a minimum of 10 potential new downtown businesses each quarter when vacancies exist in the downtown

Visit at least 2 other other Communities annually and visit with their Main Street Director

*\*Will submit Recruitment/Visit Log each quarter and give updates at EDB meetings*

### **5. Promotional Handouts**

Keep the Downtown Directory updated and distributed throughout the area

Develop and distribute promotional materials for all MSM Events and other downtown events

### **6. Coffee with Main Street & Quarterly Educational Functions**

Coffee with Main Street is an opportunity to develop open discussion among business owners, people from the community, and Main Street. To be held the 1st and 3rd Thursday of each month.

Quarterly Educational Functions with the intent to bring the community and downtown business owners together to learn more about a specific organization or topic. Speakers and topics will vary each quarter, but will focus on Economic Development for the down town.

Event location will vary, but will remain in downtown businesses. Topics may include: Business retention and expansion, marketing and business attraction, small business development, workforce development, etc.

### **7. Special Events**

Hold 3-4 Public Events that are widely publicized throughout Central Wisconsin.

Developed to increase foot traffic downtown Marshfield so people will see it as a perspective place to open up business.

### **8. Implement Downtown Master Plan**

Work with City and Consultant on Master Plan. Implementation process is TBD.



## JOB DESCRIPTION

**JOB TITLE:** Executive Director, Main Street Marshfield

### JOB DESCRIPTION

Coordinates all project activities within a downtown revitalization program to promote economic development.

### JOB RESPONSIBILITIES

- Attend Board of Directors & Committee meetings
- Coordinate the activities of the Main Street program committees. Make sure Committees are meeting on a regular basis and provide support for the committee members.
- Manage all administrative aspects, including maintaining an appropriate data system for record keeping, purchasing, preparing reports, documenting all physical changes and tracking improvements. Retaining information on job creation and business retention, and submitting information to the State Main Street program on a monthly basis.
- Supervise support staff: Administrative Assistant, interns and clerical volunteers.
- Develop strategies for downtown economic development. With the committees and Board of Directors creating an annual action plan focused on the four areas of: design, promotion, organization, and economic restructuring.
- Develop and conduct public awareness and education programs. Through speaking engagements, media interviews and appearances, keeps the program highly visible.
- Provide advice and guidance to individual tenants or property owners regarding property improvements.
- Provide advice and information, assess and encourage joint involvement in the downtown community's promotional events -- marketing, special events, business recruitment, parking management, beautification, etc.
- Help build strong, productive working relationships with appropriate public agencies at the local, regional, state and national levels.
- Coordinate and recruit an active volunteer force.
- Participate in appropriate community organizations.
- Write Main Street Ink monthly newsletter
- Email weekly update to Board of Directors summarizing the weeks activities and meeting "take-aways"
- Make sure all Common Council performance benchmarks are attained and properly reported.
- Be heavily involved with all Main Street special events and activities.
- Administer the City PROW ordinance. Provide PROW advice and guidance to shop operators.
- Attend 3 of the 4 quarterly State Main Street seminars. Report any ideas and discussion items that may be useful or of interest to the Board.
- Monitor the availability of potential grants for Main Street. Apply for grants that could be advantageous.
- Act as the face and voice of Main Street Marshfield.

### JOB REQUIREMENTS

- Dynamic self-starter
- Excellent oral and written communication skills
- Marketing or advertising skills highly desirable
- Knowledge of downtown public and private issues
- Good organization skills
- Historic preservation skills desired
- Microsoft Powerpoint Presentation abilities
- Experience in administrative management
- Administrative and general computer proficiency with Microsoft Office, Quickbooks and Downtown Diva programs.
- Grant writing capabilities

## **ECONOMIC RESTRUCTURING**

### **ECONOMIC RESTRUCTURING GOAL:**

To strengthen and broaden the economic base of the downtown.

### **ECONOMIC RESTRUCTURING OBJECTIVES:**

- I. Collect & interpret market data. Work with Wisconsin Main Street Program and MEDA to update and collect data.
- II. Continuous implementation of business retention & recruitment.
- III. Encourage the development of Apartments/Residences in the Downtown
- IV. Work with the City of Marshfield to update the Downtown Master Plan as it is a guide to direct our Main Street future development and growth.

### **PLAN OF ACTION:**

#### **I. Continue to collect & interpret market data.**

- A) Analyze available market survey information to determine:
  1. the downtown's current image as perceived by different consumer groups in our market area, and
  2. The reasons why certain groups do and don't find downtown attractive
- B) Continue to inventory downtown's current business mix and track annually by category.
- C) Identify downtown's target markets
- D) Identify services, products, and public amenities which will enhance the downtown's attractiveness to the identified target markets.
- E) Continue to promote business clusters as they become available downtown.

#### **II. Continue to conduct a business retention & recruitment program.**

- A) Update retention, expansion, and recruitment plans to fill the gaps identified. Use Downtown Master Plan Market Analysis as guiding document.

- B) Assist business and property owners with any grant opportunities as they become available.
- C) Work with State of Wisconsin Business Specialist and local Realtors for referrals and updates on business needs.
- D) Continue system for referrals to fill vacancies in downtown properties. (Contact with Realtors Association, etc).
- E) Help identify and promote state and city, national and private grant funds to assist with downtown redevelopment.
- F) Review of Retail/Service space needs and how upper floor revitalization can fill our retail, service and housing needs

**III. Develop and maintain (Main Street) Downtown Residence Improvements**

- A) Share information and concerns of both business and residential sectors in the Main Street district.
- B) Develop a system for referrals to fill vacancies in apartment rentals of downtown commercial properties. (Contact Apartment Association)
- C) Implement changes to accommodate these concerns.

**COMMITTEE:** Economic Restructuring

**OBJECTIVE:** To establish and implement a business recruitment and retention program.

**PROJECT:** Continuous implementation of retention, expansion, and recruitment plan to fill the gaps identified.

<b>TASKS NECESSARY TO COMPLETE PROJECT</b>	<b>PERSONS RESPONSIBLE:</b>	<b>START DATE:</b>	<b>END DATE:</b>	<b>BUDGET</b>
1. Review identified gaps in downtown mix.	Tom, Jason, Karen, Nate, Nick, Angie, Scott	Ongoing	Ongoing	
2. Focus on 2-3 business gaps	Tom, Jason, Karen, Nate, Nick, Angie, Scott	Annually	Annually	
3. Examine current businesses for possible expansions.	Tom, Jason, Karen, Nate, Nick, Angie, Scott	Ongoing	Ongoing	
4. Develop and provide gift bags for new prospects	Joint w/MACCI with Images Magazine	Ongoing	Ongoing	
5. Show new businesses around town. Point out benefits of being downtown.	Angie, Karen, Jason	Ongoing	Ongoing	
6. Talk with other Main Street Directors & Chambers on businesses that are aggressive for growing rapidly.	Karen, Angie	Ongoing	Ongoing	

**COMMENTS:** Use Downtown Master Plan of the Comprehensive Plan as guiding document.

**COMMITTEE:** Economic Restructuring

**OBJECTIVE:** To establish and implement a business recruitment and retention program.

**PROJECT:** Actively coach and market the downtown businesses in light of new retail and other development.

TASKS NECESSARY TO COMPLETE PROJECT	PERSONS RESPONSIBLE:	START DATE:	END DATE:	BUDGET
1. Develop working relationships to continually develop new businesses in the community.	Cindy, Tom, Jason, Karen, Nate, Nick, Angie, Scott	Ongoing	Ongoing	-0-
2. Review and update process and outcome of programs through contact with Economic Development groups.	Karen, Angie Main Street Board	Ongoing	Ongoing	

**COMMENTS:**

Reestablish and continue working with CDA, MACCI, MEDA and all City Departments and local realtors on development issues RE: Downtown Redevelopment Plan.

Actively market

- Coaching
- Success
- Identity
- Image

**COMMITTEE:** Economic Restructuring

**OBJECTIVE:** To review goals for the future of the downtown

**PROJECT:** Update Downtown Master Plan.

<b>TASKS NECESSARY TO COMPLETE PROJECT</b>	<b>PERSONS RESPONSIBLE:</b>	<b>START DATE:</b>	<b>END DATE:</b>	<b>BUDGET</b>
1. Work with City and/or consultant on Master Plan	Angie, Karen, Jason	Ongoing	Ongoing	
2. Work with subcommittee to find out the future needs and wants for the downtown	Angie, Karen, Jason	Ongoing	Ongoing	
3. Present findings to City Council and Main Street Board	Karen, Angie, Jason	Ongoing	Ongoing	

COMMENTS:

**COMMITTEE:** Economic Restructuring

**OBJECTIVE:** To obtain new retail

**PROJECT:** Shark Tank Competition

TASKS NECESSARY TO COMPLETE PROJECT	PERSONS RESPONSIBLE:	START DATE:	END DATE:	BUDGET
1. Work with local entrepreneurs who have an idea for a retail or food business in the downtown	Cindy, Tom, Jason, Karen, Nate, Nick, Angie			
2. Host a competition in which entrepreneurs would present their idea to a panel	Sub-committee			
3. Continue to work with winner to help them open their storefront	Karen, Jason, SCORE, Angie			

**COMMENTS:**

Develop a contest to help entrepreneurs who would like to start a business in the downtown. We are looking for retail or food/restaurant type businesses.

## **ORDINANCE NO. 1227**

An Ordinance adding Section 3-66(m) to the Municipal Code of the City of Marshfield, Wisconsin, establishing the Economic Development Board, a standing committee of the City of Marshfield, Wisconsin.

The Common Council of the City of Marshfield do hereby ordain as follows:

SECTION 1. Sub-section 3-66(m), Economic Development Board, is hereby added to read as follows:

(m) Economic Development Board

Need. To direct, oversee, and coordinate all economic development activities related to the investment of City funds, to adopt plans and strategies designed to foster business growth and development, and to ensure that the City and participating organizations work in a cooperative manner to promote coordinated economic development in the community.

Duties. The Board shall perform a variety of duties related to its mission including, but not limited to: Prepare and maintain a comprehensive economic development plan; prepare and maintain bylaws and procedures; act as the City's agent in committing economic development resources; prepare an annual budget, with funding allocations for all participating organizations; identify other possible funding sources; coordinate efforts to effectively and efficiently meet its critical objectives; communicate frequently with all participating organizations, the general public, and the Common Council. To achieve its mission, the Board may seek assistance from all local, regional, and state organizations that may add value to economic development in the City of Marshfield.

Members. The Board of Directors will be comprised of seven (7) members, including two (2) members of the Common Council and five (5) members from the community at large. Ideal Board members shall have education, experience, or background in one or more areas related in some way to economic development. Initial appointments shall be for a term of one year, after which a schedule of staggered terms shall be implemented. The Board will initially meet monthly; however, the frequency may be reduced, once the comprehensive plan and initial strategies have been adopted.

SECTION 2. Savings Clause. If any provision of this Ordinance shall be less restrictive than applicable state statute or in conflict with such statutes, as they exist at passage hereof or as they may hereafter be amended, then, in such case, the state statute shall supersede the provision hereof to the extent applicable.

SECTION 3. Severability. If any provision of this Ordinance is found to be unconstitutional or otherwise contrary to law, then such provision shall be deemed void and severed from the Ordinance and the remainder of this Ordinance shall continue in full force and effect.

SECTION 4. Effective Date. This ordinance shall take effect and be in force from and after the day after its passage and publication as provided by law.

ADOPTED: \_\_\_\_\_

APPROVED: \_\_\_\_\_

PUBLISHED: \_\_\_\_\_

\_\_\_\_\_  
Chris Meyer, Mayor

ATTEST: \_\_\_\_\_  
Deb M. Hall, City Clerk