



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**ECONOMIC DEVELOPMENT BOARD**  
**Tuesday, November 10, 2015**  
**City Hall Plaza, Room 108**  
**3:00 p.m.**

**AGENDA**

1. Call to order
2. Approve minutes
  - a. September 28<sup>th</sup> “2<sup>nd</sup> Street Development” Subcommittee Meeting
  - b. October 1<sup>st</sup> Regular EDB Meeting
  - c. October 14<sup>th</sup> “200 Block” Subcommittee Meeting
3. Receive citizen comments
4. Identify potential conflicts of interest
5. Review and approve 3<sup>rd</sup> Quarter reports from MACCI/MACF and Main Street Marshfield
6. Review and approve 2016 Facade Improvement Program documents
7. Presentation and discussion of conceptual plans for “200 Block” redevelopment
8. 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. 2<sup>nd</sup> Street Development
  - d. Recreational Opportunities
9. Economic development activity updates
10. 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 the closed session is to consider an offer to purchase for property located within TIF District # 7.
11. Reconvene to open session
12. Action on matters discussed in closed session, if appropriate.
13. Announce next meeting date and time: Thursday, December 3<sup>rd</sup> @ 3:00 PM
14. 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**  
**“2<sup>nd</sup> Street Development Subcommittee” meeting**  
**Sept. 28th, 2015**

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

The meeting was called to order at 8:04 AM at Marshfield Utilities Board Room.

The meeting discussion focused the space required to redevelop the 2<sup>nd</sup> Street and City Garage Area. It was determined via the Downtown Master Plan that a 3 story, 80 room hotel would need approximately 2 acres. A pool would need around 6 acres. The area is over 10 acres. The committee also discussed a possible relocation site for the City Garage.

After our discussions, we agreed that the next step would be to have a consultant draw up some conceptual plans.

The next meeting date will be decided later, dependent on discussion at the EDB meeting. The meeting adjourned at 9:00 AM

Respectfully submitted,

Angie Eloranta  
Executive Director of Main Street Marshfield

## **Economic Development Board meeting October 1, 2015**

Present: Dickrell, Michalski, Staab, Trussoni, Wagner. Buttke arrived at 3:09 p.m.  
Absent: Meissner, Sennholz  
Others: Angell, Barg, Eloranta, Knoeck, Olson. Mayor Meyer arrived at 3:29 p.m.  
Angell left at 4:32 p.m.

Michalski called the meeting to order at 3:03 p.m. in Room 108 of the City Hall Plaza.

### **Approve minutes (3 sets)**

Trussoni moved and Dickrell seconded a motion to approve 3 sets of minutes as follows:

- Regular Board meeting – September 1, 2015
- 2nd Street Development Subcommittee meeting – August 28, 2015
- “200 block” Subcommittee meeting – September 22, 2015

Motion carried unanimously.

### **Citizen comments**

Michalski 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.

### **2015-2016 EDB priority items**

- Housing: Nothing new since last meeting on ACE project. Angell will reconvene the subcommittee soon to discuss the future of the City subdivision project.
- EDC: The team recently met with Jim Sheriff. It appears that our goal should be to develop a 501(c)(3) organization (EDC) capable of performing urban revitalization, historic preservation, and/or affordable housing. After that, we could follow-up to create a CDFI.
- 200 block redevelopment: The team discussed options, including bandshell, splash pad, skating rink, etc., and Randy Lueth will be preparing a sketch of what may be possible on this site. The team will review this preliminary plan at its next meeting later in October.
- 2<sup>nd</sup> Street redevelopment: The team continued to discuss possible opportunities for the northwest portion of downtown, including the Public Works garage area. This item will soon be sent to the full EDB for further review and to identify next steps. After some discussion, the EDB asked that Olson feel out possible opportunities with developers, and directed that this item otherwise be placed “on hold” for now.
- Recreational opportunities: This team has not met recently, so there’s nothing new to report at this time. Considerable discussion took place on why we can’t seem to get other entities to attend a meeting on recreation planning, and how we might get a “summit” pulled together to begin this discussion. Members will work to identify possible representatives from each of the appropriate organizations/groups.

Dickrell moved and Staab seconded a motion to adjourn to closed session under Chapter 19.85(1)(e) of Wisconsin Statutes to review 2 offers for the redevelopment of 2 separate sites located within TIF District #4. Motion carried unanimously and the Board adjourned into closed session at 4:05 p.m.

The Board reconvened into open session at 4:32 p.m. No action was taken on either of the two closed session items.

### **Updates**

- Olson noted the MACCI/Main Street/City ad in “Focus” magazine, along with the “heavy metal bus tour” planned for October 7<sup>th</sup>, which includes several Marshfield companies. She will attend the ICSC event next week. On October 14<sup>th</sup>, there will be an event in connection with UWSP called “Partnering Campus to Community”, which will include a community tour with local sponsors.
- Eloranta mentioned the “Pop-up shop” program, which provides an opportunity for potential businesses to try out our market. They will be tenants of some downtown property owners for Thursday-Sunday for a short time during the holiday season, with the hope that a long-term business may result.
- Meyer reported that the City will soon seeking proposals for redevelopment of City Hall Plaza, with the intent that the City would perhaps purchase and move into the Forward Financial building.

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

Michalski announced that the next Board meeting would be held on Thursday, November 5<sup>th</sup> at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no more business before the Board, Staab moved and Dickrell seconded the motion to adjourn. Motion carried unanimously. Michalski adjourned the meeting at 4:52 p.m.

Respectfully submitted,  
Steve Barg, City Administrator

**Economic Development Board**  
**“200 Block Subcommittee” meeting**  
**October 14, 2015**

Present: Tammy Meissner, Angie Eloranta, Aaron Staab, Bill Sennholz, and Jason Angell

Others Present: Randy Lueth, Dan Knoeck, and Adam Hocking

Absent: Bob Trussoni

The meeting was called to order at 8:00 AM in the 6<sup>th</sup> Floor Conference Room – City Hall.

Lueth presented the revised conceptual plan for the 200 Block Redevelopment. Changes made to the plan were based upon the comments received at the last meeting and the melding of different elements from the first 3 concepts.

Overall the Committee liked the plan, while noting just a few minor changes – the flag poles would be moved along the Chestnut “entrance” to allow vehicles to enter the park from this area; the concrete parking area along the alley-way would be colored concrete entirely and not just every other stall; a different location will need to be identified that allows for vehicles to properly approach the drop-off boxes.

The current plan provides approximately 3-5 additional parking stalls from what currently exists on the site. With that being said, the Committee recognizes the need for parking in the downtown and to support this type of plan. It was agreed that as the plan continues to move forward that we also identify future parking lot areas/improvements that can be incorporated into the surrounding areas – next to the Police Station; redevelopment of the 2<sup>nd</sup> Street area between the Baltus Station and SJ Miller Park; and possibly other locations.

Lueth will make the minor adjustments to the plan and bring all 4 concepts to the November 10<sup>th</sup> EDB meeting for a discussion involving the entire Board.

The meeting adjourned at 9:05 a.m.

Respectfully submitted,

Jason Angell  
Director of Planning & Economic Development



# City of Marshfield Memorandum

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TO: Economic Development Board  
FROM: Jason Angell, Director of Planning & Economic Development  
DATE: November 10, 2015

RE: Summary of Agenda Items

### **3<sup>rd</sup> Quarter Reports – MACCI & Main Street**

Karen and Angie have submitted their 3<sup>rd</sup> Quarter reports for your review and consideration. Based upon previous quarterly reports I have asked both ladies to prepare the written reports and be prepared to address any questions board members may have. Please note that neither lady is planning to give a formal presentation.

*Requested Action: Receive and place on file the 3<sup>rd</sup> Quarter reports for both MACCI & Main Street*

### **2016 Façade Improvement Program**

Angie and I have worked together to draft the program description and application requirements for the 2016 Façade Improvement Program. The majority of the language remains the same from years past, however we have added language that allows improvements made to the back of buildings to also be included.

Once approval has been granted, staff will prepare a mailing that will be distributed to all property and business owners within the downtown to announce the program. Materials will be made available starting the 1<sup>st</sup> of the year.

*Requested Action: Approve the 2016 Façade Improvement Program documents*

### **“200 Block” redevelopment conceptual plans**

At the meeting, Randy Lueth will present the conceptual plans that have been developed in working with the Subcommittee members. The Subcommittee that worked to prepare the conceptual plans has identified one preferred option that they will discuss with the rest of the members during the meeting. If the entire Board agrees upon a final conceptual plan, staff requests that time be spent discussing how plan should be presented within the community.

*Requested Action: Identify the preferred conceptual plan and provide direction on next steps.*

### **Closed Session**

Materials related to the closed session will be distributed under a separate cover.

## MACCI/MACF 2015 Third Quarter Economic Development Report

### Business Attraction/Marketing

- Focus on Marshfield magazine completed and being distributed.
- Developed marketing sheets for potential redevelopment areas in the community to be distributed to developers and realtors.
- Represented Marshfield opportunities at ICSC (Int. Council of Shopping Centers) event in Chicago; 5 good leads secured.
- Participated in community visit to Baraboo, WI. to assess their business mix, ED efforts/organization structure, marketing efforts.
- Partnered with MainStreet to visit Stevens Point community businesses for possible expansion opportunities.

### Business Creation/Entrepreneurial:

- Participated as a “Shark” for Pittsville High School business class Shark Tank event.
- Twelve clients assisted with business start-up or expansion.
- Participate in monthly SCORE meetings and development of billboards to promote their services and businesses assisted.
- Participated in WDAC’s (Wis. Downtown Action Council) Downtown summit in Wis. Rapids.

### Business Retention/Expansion:

- Two retentions completed.
- One business visit with pertinent information shared.
- Assisted with and attended ribbon cuttings (DiLuccas, Heritage Estates, Safford-Martin Dental) and business after 5 events for networking.
- Assisted with Business After 5 on the Farm at Seehafer’s Creamery.
- Participated in WEDA Fall conference focusing on succession planning for businesses.
- Participating in Regional supply chain meetings to develop a database and workshop of Central Wisconsin businesses.

### Workforce:

- Resume sharing/ distribution for spousal opportunities.
- Assist and participate in many local & regional workforce programs: Pathway Partners Board, RETAIN- regional talent development, Workforce Paradox committees, meeting with individual businesses needing workforce, etc.
- Assisted with coordination and attended Campus to Community event with Stevens Point students showcasing our community and future workforce opportunities.
- Participated in meeting with Marshfield Door/Masonite staff and HR candidate to promote community highlights and opportunities.
- Participating in monthly planning meetings for X-treme X-ploration event in February.
- Assisted and supported NCWWDB’s Heavy Metal tours in Marshfield.

### Real Estate:

- Update properties on state website; keep available properties inventory to assist clients.
- Work continues with City/EDB/MBRT to identify re-development areas on South side of community and possible business opportunities (areas being marketed).



## 2015 3rd Quarter | Economic Development Report

### Business Retention Visits within BID District

- Common themes during my visits...
  - Façade and Back alley improvement program: discussing the interest, what the application process will be, etc.
  - Parking: Issues with parking and other business owners/employees.
    - Right now, yearly permits are only given out in January. Speaking to business owners, I have found out that this has deterred some from getting their parking passes mid-season because they would have to pay the monthly rate.
  - Hiring/Staff Issues: the main businesses being affected by these issues are restaurants and the theater.

### Business Consultations

- Met with the retail businesses to discuss Small Business Saturday (Nov. 28<sup>th</sup>) and how to attract clientel downtown

### Business Recruitment/Community Visits

- Chippewa Falls for a Main Street Director's Training
  - Met with a potential candy shop in Chippewa Falls, they are looking to expand. I showed them Kandy Girl, but the timing isn't exactly right. They should be ready next summer to reconsider.
- Stevens Point for Recruitment Visits
  - Habibi's Gyros
  - Polito's Pizza (they have multiple locations and are looking for more; will follow up with them soon)
  - Grazies (their manager was very open to discussing expansion opportunities. We will reach back out to him in a couple months)
- Pop Up Shop
  - Reached out and spoke to numerous small businesses about the Pop Up Shop. The Pop Up Shop would give them an opportunity to test out the market in Marshfield with no risk. Brown Barn in Chippewa said they would for sure do it next year, but would need at least 4 months to prepare. Family Traditions out of Eau Claire was also interested for next year. Several local businesses that are currently working at farmers markets or out of their homes, were also interested. The biggest issue for most people interested was staffing the hours. Fun Factory out of Rheinlander was very interested, but needed to find someone to run it for him. After a few follow ups, it doesn't look like it will work out for him this year. Emy J's out of Stevens Point would be interested in the future,

he is a Marshfield native. Right now they just don't have the time to make it happen.

- We have 3 confirmed for our Pop Up Shop to open up on November 19<sup>th</sup>. It goes til December 20<sup>th</sup>. The shops include a bakery, a jewelry shop, and a refurbished furniture shop/unique gift shop. Location is 401 S. Central Avenue.
- We list all of our available properties on our website & TV PowerPoint to solicit new businesses. Photos were added to attract viewers.
- Visited Black River Falls for a Director's Training; visited with some of the shop owners on our break.

### **Promotional Handouts:**

- Downtown Directory
- Event flyers
- Downtown Dollars – Co-operative advertising, referral marketing effort
  - Businesses really likes these. Will work on doing more in January.

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

- Coffee with Main Street is still being held the 1<sup>st</sup> and 3<sup>rd</sup> Thursday of each month.
- Property Owners Meeting – 3<sup>rd</sup> one being held Nov. 5th
- Business and Bagels was in September - Series 1: A Focus on Internal Sales Development Presented by Tri-Media Owner Branden Bodendorfer
  - Low attendance, will look into how we can make it more valuable to business owners.

### **Special Events**

1. *Downtown Trick or Treating – over 900 kids!*
2. *Holiday Parade - November 19th*
3. *Small Business Saturday – Nov. 28<sup>th</sup> from 10am – stores close.*
4. *Reindeer Day - December 12<sup>th</sup>*
5. ***Hot Chocolate 5k - December 12<sup>th</sup>***
6. *Wagon & Buggy Rides – Nov. 19<sup>th</sup>, Nov. 28<sup>th</sup>, Dec. 18<sup>th</sup>*

### **Downtown Master Plan items:**

- Social Media Assistance – looking for another Intern to offer this service again in the Spring; we helped 10 businesses during the summer
- Updated Design Guidelines
- Downtown Banners – will be replacing our current banners next year. These new banners will be representative of our downtown with key words such as Play, Dine, Shop, Explore, Enjoy.
- Façade Improvement Program/Back Alley Renderings



### **50/50 Façade Improvement Program Application**

Please provide information on your proposed project in as much detail as possible. Your signature below indicates your or your firms' intent to apply for matching grant assistance funding and that you have read and understand the program description.

Applicant(s) Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Property Owner(s): \_\_\_\_\_

Project Location: \_\_\_\_\_

Scope of work to be undertaken (can attach contractor estimates, if available):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe the positive impacts your project will bring to Marshfield:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total cost of project improvements: \_\_\_\_\_

Amount of matching grant assistance requested: \_\_\_\_\_

Number of commercial tenant spaces within the building and square footage of each:  
\_\_\_\_\_  
\_\_\_\_\_

Number of residential tenant spaces within the building and the square footage of each:  
\_\_\_\_\_  
\_\_\_\_\_

Estimated timeframe for project completion: \_\_\_\_\_

Should your project exceed your estimated project cost, do you have the working capital to complete the project in its entirety? \_\_\_\_\_

**Additional Information – REQUIRED**

The following materials will need to accompany your application in order to be considered for matching grant assistance funding:

- If you are not the property owner, a signed letter from the property owner must accompany this application acknowledging their consent and understanding of the proposed project.
- Complete detailed list of project revenues and expenses.
- Two bids from qualified contractors detailing the cost of the work to be done.
- Drawings detailing all of the work to be completed as part of the project.
- A description/sample of project materials and colors.
- Proof of insurance.
- Must be current on all real estate and personal property taxes.
- No outstanding amounts owed to the City of Marshfield.

This program is intended to finance high-quality improvements that will improve the appearance and character of downtown Marshfield. The program is not intended to finance routine repairs or maintenance that would be required under existing building codes or that does not contribute to the character of downtown Marshfield.

I certify that the information contained within, and attached hereto, this application is correct and accurate to the best of my knowledge.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**\*Complete applications and all supporting documents are to be delivered to Main Street Marshfield, Inc.**

**Main Street Marshfield, Inc.  
139 South Central Avenue  
Marshfield, WI 54449  
(715) 387-3299**



## **DOWNTOWN MARSHFIELD 50/50 FAÇADE IMPROVEMENT PROGRAM DESCRIPTION**

The purpose of the 50/50 Façade Grant is to provide a resource to help businesses and non-residential building owners with their revitalization efforts to stimulate exterior building improvements in a targeted area.

The basis for the award and approval of Façade improvement financial assistance under the program will be the following design guidelines. These guidelines can help you make design decisions for your restoration or rehabilitation, your new structure, or your new building addition. They also are intended to maintain the character and spirit of Downtown Marshfield and to make your project a success.

### ***Grant Program***

For 2016, **\$75,000** has been designated as funds for façade improvements within TIF #4. The intent of the grant is to restore the buildings in the area and to promote Marshfield as a pedestrian friendly area.

### ***Eligible Properties***

- All properties that are located within the boundaries of TIF #4
- The applicant must be the property owner or a tenant with written permission from the property owner;
- The project must meet all state and local building codes and zoning requirements;
- All façade improvements must follow the principles and guidelines of the Marshfield City Code, Downtown Master Plan, and the Main Street Marshfield Design Guidelines to ensure compatibility with the existing downtown, and help to create a uniform and coordinated streetscape that is attractive and functional;
- Priority will be given to rear façade where entrances are accessible and visible from Public Right of Way or/or public parking lot.

### ***Ineligible Properties***

- Properties that the principal use is residential
- Properties that are tax exempt
- Properties with any outstanding fees or taxes owed to the City of Marshfield

### ***Improvements***

#### ***Eligible***

- Restoration and rehabilitation of your back alley exterior wall(s).  
Examples include:

- Back Entrance Wall
- Signage
- Doors and windows
- Wall treatments (painting, acid washes, etc.)
- Details (light fixtures, awnings, etc.)
- Building additions that meet local building codes and zoning requirements and the principles and guidelines of the Program.

*Ineligible*

- Interior improvements, fixtures and furnishings, or roof repair, not visible from the street;
- Removal of architecturally significant features;
- Purchase of property;
- Inventory or operating capital;
- Any activity completed prior to receiving final approval of grant funds;
- Properties exclusively used as residences.

***Historic Buildings***

All structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings, that are an integral element of a historic streetscape, should reflect and complement the character of the surrounding area to the greatest extent possible.

***“Buy Local”***

Whenever possible, Applicants are strongly encouraged to use local contractors to complete all tasks associated with their renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

***Award Reimbursement***

Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements. All necessary government approvals, building permits, and taxes are not eligible for reimbursement.

Projects approved for grant assistance will be required to submit a written request to release the funds upon completion of the entire project. Copies of all invoices and receipts related to the façade improvements must accompany the request for release of funding. Invoices and receipts shall clearly explain the related work (i.e. \$ for square feet of brick cleaning).

The Program Design Committee reserves the right to refuse reimbursement in whole or part for work that:

- Does not conform to the program design guidelines.
- Do not conform to the proposal submitted with your application and authorized by the Team.

- Are not completed within 1 year from the date the project was approved for funding.

### ***How to Apply***

To be considered for matching grant assistance, please complete the attached façade application and deliver to Main Street Marshfield at the address listed below. Only applications that contain all required information will be considered for funding.

All applications for assistance will be reviewed by the Program Design Committee to determine the project's compliance with the specific standards contained within this Program Description as well as with other components of the Downtown Master Plan and Design Guidelines.

The Program Design Committee will begin their review of all requests as they are received, and determine which project or projects best meet the Program's objectives. The Committee may then interview the applicant(s) to determine which project(s) will receive matching grant funds to support their proposed project. Following their review, the Committee will notify the applicant(s) of their decision to approve or deny the request.

If your request for financial assistance is approved, you will receive a written notice of the Committee's decision detailing: the amount of funding approved, any terms and/or conditions of the approval, as well as how the funds will be released.

## **Application Reviews:**

First review of applications will begin March 1<sup>st</sup>

**Main Street Marshfield, Inc.  
139 South Central Avenue  
Marshfield, WI 54449  
Phone: (715) 387-3299**