



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD
Thursday, April 9, 2015
City Hall Plaza, Room 108
3:00 p.m.

AGENDA

1. Call to order
2. Approve Board minutes – March 5th and 25th meetings
3. Identify potential conflicts of interest
4. Receive citizen comments
5. Receive updates/reports
 - a. Economic development activities (general)
 - b. Quarterly updates on service contracts:
 - i. MACF/Business Development Director position – Karen Olson
 - c. Housing programs/projects
 - i. Property maintenance standards – Sam Schroeder
 - ii. Rental rating program – Mary James-Mork
 - iii. City Subdivision – Jason Angell
6. Discuss “200 Block” redevelopment
7. 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.
8. Reconvene in open session
9. Action on matters discussed in closed session, if appropriate
10. Set date and time for Strategic Planning session
11. Announce next regular meeting date/time – Thursday, May 7th at 3:00 p.m.
12. 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 March 5, 2015

Present: Meissner, Dickrell, Michalski, Sennholz, Staab, Wagner
Absent: Hendler
Others: Alderperson Earll, Amy Krogman, Jason Angell, Sam Schroeder, Karen Olson

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

Approve minutes – February 12th

Wagner moved and Meissner seconded a motion to approve the February 12th 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

- General updates
 - Jason Angell stated Downtown Master Plan is moving along. Council will approve it at their March 10th meeting. Due to the Maple Avenue Project, the 2nd Street Corridor was pulled out and then brought to the Board of Public Works to be considered. Randy Lueth has been asked to put something together for this project. He is also putting together a proposal if the News Herald lot is made into greenspace. Jason has been contacted by two local developers who may be interested in developing the property.
 - Angie Eloranta was unable to attend the meeting. Angell updated the committee on Main Street Marshfield activities. There is a new nail salon moving into Founder's Square. Jeweler's Palette is concerned about the New Herald's property becoming greenspace. They struggle with parking for their customers. Main Street Makeover has had a couple of applications. The state Main Street Awards was recently held. Circle The Date received an award for best storefront. Working on businesses staying open the third Tuesday of each month, June through September. Their farmer's market for the third Tuesday will run from 2 p.m. – 7 p.m.
 - Karen Olson stated the Business Round Table was recently held. Sales of land up 39%. Strong need for office space. She attended the Governor's Conference in Madison, speakers and topics were good.
 - Jason Angell reported that he and Karen will be with Leadership Marshfield in two weeks for Economic Development Day. They will tour Marshfield Furniture, ODC, and Nasonville Dairy. After the tours they will do small business interviews in the downtown area.

Property Maintenance Standards

Sam Schroeder updated the committee on the current property management standards, who enforces them, and how they are enforced. He also discussed programs available for home maintenance. The committee discussed several options for creating new maintenance standards and what is the best way to get the homeowners involved.

The committee was asked what they would want to focus on:

- Educational approach
- Change in enforcement
- Assistance program

Angell asked the committee to think about how they would like to proceed. This will be discussed at a future meeting.

Rental Rating Program

No report

City Subdivision

Wood County has committed to the project and Angell is currently talking with Marshfield Utilities. One option that has been proposed by the Utilities is that the Utility purchase the property and then sell it to the City. Utility would be looking at a possible 10 year pay back plus 1% interest. The conversation is continuing and the next meeting is March 16th. Angell will be asking the Common Council to make the commitment that they are interested. At another meeting, they will be asked to make the financial commitment.

Presentation of the 2014 Annual Economic Development Report

Angell and Olson presented the 2014 Annual Economic Development Report. 2014 was largely dedicated to housing, including a community wide housing study and needs assessment. In addition, downtown revitalization remained a primary focus.

Announce next Board meeting date/time

Sennholz announced that the next Board meeting will be held on Thursday, April 9th at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no more business before the Board, Meissner moved and Staab seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 4:53 p.m.

Respectfully submitted,
Amy Krogman, Administrative Assistant III

**Economic Development Board meeting
March 25, 2015**

Present: Hendler, Meissner, Sennholz, Staab, Wagner
Absent: Dickrell, Michalski
Others: Angell, Barg, Earll, Knoeck, Olson, Strey

Sennholz called the meeting to order at 3:32 p.m. in Room 108 of the City Hall Plaza.

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.

Discuss request for consideration for the next phase of the Green Acres subdivision

Knoeck presented a request to see if the Board may support waiving the standard curb & gutter requirements for certain new residential streets, where traffic counts are expected to be low, no further extension will occur (cul-de-sacs, for example), etc. Staab suggested an extruded asphalt product as a compromise between ditched streets and curb & /gutter. More research may be needed to decide if and when this approach would be appropriate. Knoeck thanks members for their input.

Wagner moved and Staab seconded the motion to adjourn to closed session in accordance with Wisconsin 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" to consider 2 items: 1) possible sale of land in Yellowstone Industrial Park; and, 2) possible purchase of land for a City housing subdivision. Motion carried unanimously.

The Board reconvened in open session. No action was taken from any closed session items.

Items for future agendas

- From Angell: More direction needed on property maintenance standards project
- From Barg: Unaddressed items from economic development action plan
- From Olson: Quarterly report

Announce next Board meeting date/time

Sennholz announced that the next Board meeting will be held on Thursday, April 9th at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no more business before the Board, Meissner moved and Staab seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 4:44 p.m.

Respectfully submitted,
Steve Barg, City Administrator

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.*

DOWNTOWN MARSHFIELD 200 BLOCK REDEVELOPMENT

REQUEST FOR PROPOSAL

RFP

Are you a business owner or developer looking for an opportunity in Downtown Marshfield? If so, the Marshfield Economic Development Board (EDB) wants to hear from you.

Submission Requirements

- 5 copies of proposals
- Offering price
- Proposed use
- Experience
- Development Team
- Project Budget
- Financing Strategies
- Funding Source
- Income and Expense Analysis
- Preliminary sketch

**Deadline: 3:00 PM
Friday, February 28,
2014**

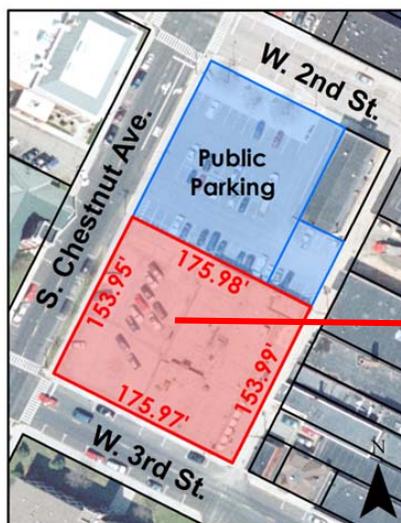
For Additional Information or Questions related to this "Request for Proposals" please contact:

Jason Angell
Director of Planning & Economic Development
Phone: (715) 486-2074
Email: jason.angell@ci.marshfield.wi.us

The area offered for development is approximately 27,000 square feet, with an estimated 153 feet of frontage along West 3rd Street, and 175 feet along South Chestnut Avenue. The property is currently occupied by a single story brick building that will be razed by the City and backfilled in preparation for development. The sale/transfer of property will occur once the City has cleared the site for development.

The subject property is also located within a TIF District. Funding assistance may be available for projects that demonstrate a qualified return on investment. Developers looking for TIF assistance shall clearly identify the amount requested with justifications stated as part of their proposal.

Proposals are due on or before the deadline in an enclosed enveloped labeled "111 West 3rd Street - Proposal." Proposals submitted after the deadline will be rejected.



CITY OF MARSHFIELD

Planning and Economic Development
630 South Central Avenue
PO Box 727
Marshfield, WI 54449-0727
Phone: 715-387-1344
Fax: 715-384-7631