



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD

Thursday, October 9, 2014

City Hall Plaza, Room 108

3:00 p.m.

AGENDA

1. Call to order
2. Approve meeting minutes
 - a. EDB Regular Board Mtg. – September 11th
3. Identify potential conflicts of interest
4. Receive citizen comments
5. Update on CVB activities – Matt McLean
6. Receive updates/reports
 - a. Updates on economic development activities
 - b. Downtown Master Plan – Public Meeting
 - c. Housing programs and projects
 - d. 2015 City budget process
7. Reconsider demolition of property within Yellowstone Industrial Park
8. Continue discussion on existing property maintenance standards to determine if possible amendments are necessary
9. Adjourn to closed session under 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.” The purpose of the closed session is to consider possible acquisition of land for future development.
10. Reconvene into open session
11. Action on matters discussed in closed session, if appropriate
12. Announce next meeting date
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 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 11, 2014

Present: Ron Dickrell, Bill Sennholz, Ed Wagner and Pete Hendler
Absent: Al Michalski, Tammy Meissner, and Aaron Stabb
Others: Angie Dieringer, Jason Angell, Amy Krogman, Karen Olson

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

EDB14-38 Motion by Dickrell, 2nd by Wagner to approve the minutes from August 21, 2014 meeting.

Motion carried

Conflicts of interest

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

Citizen Comments

None

Economic Development Updates

Angell reported the Downtown Master Plan Informational meeting will be held on September 17th from 5:30 – 7:30 at the Chestnut Center for Arts. The committee was asked to RSVP if they were going to attend.

Dieringer reported that she will be attending Maple Fall Fest to see if any of the vendors would be interested in opening a store in the downtown. She stated that Wibben Photography has moved and Beach Nails is closed. She has done 7 business calls. The parking coupons have not been a solution to the parking problem. This issue is still being looked at. Considering a “First Impression Program” where you swap with another community and rate their downtown.

Olson reported there are several ribbon cuttings coming up in the next month. She has been working with Rita Blenker with businesses that are looking for a building that is in the 10,000 – 30,000 sq. foot range. Businesses have not moved to Marshfield because there are no buildings available.

Status of Housing Program and Projects

Angell stated that He also stated that Josh Miller and Sam Schroeder are working on their projects. They should be ready to report back to the committee in 1 or 2 months. Mary James-Mork is still working on a rental rating program. The City of La Crosse had recently been taken to court and their ordinance was upheld.

2015 Wood County Budget Request

The CEED Committee and Executive Committee have approved our request.

1997 Housing Incentive Program

The committee discussed the Housing Incentive Program from 1997. The committee felt that this is something that they would like to consider reenacting, with changes/updates, to help support our housing initiative. Staff was asked to bring this item back to a future meeting for additional discussion and asked that Dan Knoeck also be present to discuss how the old program worked.

Hospitality Feasibility Study

The City of Marshfield had a Hospitality Feasibility Study completed in the last 90's. When the hotel chains consider building in Marshfield, they only look at the other chain hotels. This will include all hotels in town.

EDB14-39 Motion by Wagner, 2nd by Hendler to contract with HMI, Inc. to conduct a comprehensive market study not to exceed \$8,600.

Motion carried

EDB14-40 Motion by Wagner, 2nd by Dickrell to go into closed session under 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. The purpose of the closed session is to consider possible acquisition of land for future development. Roll call vote, all ayes (time: 3:52 p.m.) **Motion Carried**

Present in closed session: Dickrell, Sennholz, Wagner, Hendler, Angell, Dieringer, Olson and Krogman

EDB14-41 Motion by Dickrell, 2nd by Hendler to go back into open session. Roll call vote, all ayes. (Time: 4:15 p.m.)

There was no action on matters discussed in closed session.

Motion by Hendler, 2nd by Dickrell to adjourn at 4:17 p.m.

Respectfully submitted,
Amy Krogman, Administrative Assistant III

Discussion of Property Maintenance Standards – October 9th, 2014

Background

Discussing the overall housing needs in the community, the EDB expressed an interest in raising the bar for property maintenance standards in a hope to “beautify” the community. With this interest comes the review of our existing regulations, regulations of other communities, and questions of enforcement and financial support.

Discussion

Reviewing the existing City of Marshfield Municipal Codes, there are many enforceable regulations already within our Code. Most of these regulations are based on around the idea of protecting and promoting health, safety, sanitation, and the general welfare of the community. While many of these regulations are not specific, case studies have shown that the idea of “protecting and promoting the general welfare of the community” has held up in court time and time again.

Prior to referring more regulations, staff would like to go back to the start and discuss with the board what problems are visible in the physical world, driving down the street, on paper our code books, and what is the overall goal of the discussion. Below are some discussion points that will hopefully pave a path for us to “beautify” the City of Marshfield.

1. What is the problem that the Board would like to resolve?
 - Is it the design/aesthetics of new construction?
 - Is it design/aesthetics of additions/remodels/repairs?
 - Is it the lack of repairs/maintenance?
 - Is it an overall neighborhood or singular houses here and there?
 - Are there specific blighted areas to focus?
 - Is it the overall issue the property or the structures?

2. What is restricting us from solving the problem?
 - Is it the current regulations?
 - Do the regulations need to be more definite?
 - Should it be Passive or Proactive enforcement?
 - Should staff proactively seek to solve the problem?
 - Is there an end?
 - OR should staff work on a complaint basis?
 - Is enforcement the issue?
 - Method that staff uses to seek compliance?
 - Biasness?
 - Lack of communication between property and staff?
 - Is it a lack of financial support to the owner of the property?
 - Incentives?

- Low to no interest rate loans?
- Grants?
- Other ideas of programs and where to start?

3. Future code amendment

- Should an amendment be made to regulations and restrictions?
- Should an amendment focus on the steps of enforcement?
- Should these standards be located within the Building Code, Zoning Code, or Other?
- Should the City focus on an incentive program?
 - Will people more proactively fix their properties prior to staff requiring it if there is financial support?
- Who should enforce such regulations/incentive program?

How does the City legally go about this entire process keeping in mind the “PROMOTION AND PROTECTION OF THE GENERAL WELFARE OF THE COMMUNITY?”

Please see the attached document that summarizes some of the existing regulations that are found in the Municipal Building Code pertaining to building and premise maintenance.

Notes:

Summary of Existing Enforceable Building Code Regulations Pertaining to Maintenance

- Sec.15-04(1) Whenever the Building Services Supervisor finds any building ... dangerous to life, health or adjoining property by reason of its bad condition, defective construction, ... decay, ... general dilapidated condition or other cause, he shall order ... the building ... to be made safe.
- Sec.15-53(1)(a) It is hereby found that there exist ... premises, (or) buildings, ... , which by reason of their structure, ... , (or) maintenance, ... , affect or are likely to affect adversely the public health, ... , safety, and general welfare. To correct and prevent the existence of such adverse conditions, and to achieve and maintain such levels of residential environmental quality as will protect and promote public health, safety, and general welfare, it is further found that the establishment and enforcement of minimum standards is required.
- Sec.15-53(1)(b) The purpose of this code is to protect, preserve and promote the ... social well-being of the people, to prevent ... communicable diseases, to regulate privately and publicly owned buildings and premises for the purpose of maintaining adequate sanitation and public health, and to protect the safety of people and promote the general welfare ... to all premise and buildings ...
- Sec.15-53(3)(h) No occupant ... shall accumulate rubbish, boxes, lumber, scrap metal, or other materials in such a manner that may provide a rat harborage or a fire hazard ...
- Sec.15-53(4)(e) ... All means of egress shall be kept free and clear of obstruction at all times.
- Sec.15-53(7)(a)
 - Every foundation, roof, exterior wall, door, skylight and window shall be reasonably weathertight, watertight, and dampfree, and shall be kept in sound condition and good repair.
 - All exterior wood surfaces, other than decay-resistant woods, shall be protected from the elements and decay by paint or other protective coverings or treatment.
 - ... Every premises shall be graded, drained, reasonably free of standing water, and maintained in a clean, sanitary, and safe condition.
 - No building shall be so old, dilapidated, or out of repair as to be dangerous, unsafe, unsanitary, ... , or dilapidated or blighted to the extent where ...
(it) offends the aesthetic character or adversely affects the value of the immediate neighborhood or produces blight or deterioration by reason of such condition.
 - Every window, (and) exterior door ... shall be rodentproof and reasonably watertight and shall be kept in working condition and good repair.
- Sec.15-53(7)(b) Every premises should be maintained in a reasonably ratfree and ratproof condition.

- Sec.15-53(7)(d) Every foundation, roof, floor, exterior and interior wall, ceiling, inside and outside stair, every porch, and every appurtenance thereto shall be safe to use ... and shall be kept in sound condition and good repair.