



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**ECONOMIC DEVELOPMENT BOARD**

**Thursday, September 1, 2016**

**City Hall Plaza, Room 108**

**3:00 p.m.**

**AGENDA**

1. Call to order – Chairman Sennholz
2. Approval of minutes:
  - a. August 2, 2016 – 2017 Budget meeting
  - b. August 11, 2016 – EDO meeting
3. Consider amending proposed 2017 Budget to include additional funding requests by Main Street Marshfield
4. Community Square Project
  - a. Review and approve a “Request for Proposals” (RFP) for final design services
  - b. Update on fundraising activities
5. Continue Economic Development Organization discussions – Redevelopment Resources
6. 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  
August 2, 2016**

Present: Buttker, Dickrell, Meissner, Wagner, Staab, Meissner,  
and Sennholz  
Absent: Trussoni and Martin  
Others: Meyer, Angell, Krogman

Chairman Sennholz called the meeting to order at 3:01 p.m. in Room 108 of City Hall.

Angell presented the following 2017 budget request:

			2016 Adopted Budget (1)
<b>Requesting Organization</b>	<b>Wages &amp; Benefits</b>	<b>\$61,470</b>	\$68,855
DS	Director - 120 hrs; City Planner - 60 hrs.	(\$5,470)	
MACFI	Business Development Director	(\$56,000)	
	<b>Office Supplies &amp; Expenses</b>	<b>\$4,650</b>	\$28,000
DS	Printing and advertising costs	(\$1,000)	
MACFI	Marketing/Promotion/Advertising & Materials	(\$3,650)	
	<b>Professional Services &amp; Projects</b>	<b>\$142,500</b>	\$140,100
EDB	Downtown Façade Improvement Program	(\$50,000)	
MACFI	Entrepreneurial Development	(\$500)	
MACFI	Workforce Dev. Initiative (Heavy Metal, others)	(\$2,500)	
MACFI	Business Development Director	(\$500)	
EDB (2)	Special projects	(\$50,000)	
EDB (3)	Community Square	(\$39,000)	
	<b>Travel, Training &amp; Dues</b>	<b>\$12,275</b>	\$12,850
DS	Director - WEDA Conf.	(\$650)	
DS	Director - Trade Show	(\$1,000)	
MS	Executive Director	(\$750)	
MACFI	Professional Development	(\$3,775)	
MACFI	Prospect/Client Visits & Trade Shows	(\$5,600)	
MACFI	Regional & County Development	(\$500)	
	<b>Misc. or Other</b>	<b>\$17,500</b>	\$17,500
MS	Flower Power	(\$5,000)	
City	Job Service Center	(\$12,500)	
	<b>TOTALS</b>	<b>\$238,395</b>	\$267,305

*(1) 2016 Budget shown is what the EDB and Council originally adopted. The figures shown do not include adjustments that have been made since adoption.*

*(2) The funding for "Special Projects" is requested to help address unexpected projects/requests that come up every year. Prior to funding being released from this portion of the budget, the full Board would need review and approve the individual request. Funds from this area could also help to support the efforts of creating an EDO.*

(3) Additional funding will need to be pulled from the EDB's "205" reserve account to satisfy the EDB's commitment to the project. This additional funding will need to be done through a separate budget resolution and approved by the Common Council.

Meissner moved and Dickrell seconded a motion to approve the 2017 budget as presented.

**Motion carried**

With no other business before the Board, Staab moved and Dickrell seconded a motion to adjourn. Motion carried. Sennholz adjourned the meeting at 3:41 p.m.

Respectfully submitted,  
Amy Krogman  
Administrative Assistant III

## **Economic Development Board meeting August 11, 2016**

Present: Buttker, Dickrell, Meissner, Sennholz, Wagner. Staab arrived at 3:06 p.m.  
Absent: Martin, Trussoni  
Others: Barg, Olson, Kristen Fish/Mary Rajek (Redevelopment Resources)

Chairman Sennholz called the meeting to order at 3:02 p.m. in Room 108 of City Hall.

Wagner moved and Buttker seconded the motion to go 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." for the purpose of reviewing and discussing 2 items: 1) development agreement for project located in TID #7; and 2) loan modification for No Limit Manufacturing. Motion carried. The Board adjourned to closed session at 3:03 p.m. (Present: Buttker, Dickrell, Meissner, Sennholz, Wagner, Barg, Olson. Staab arrived at 3:06 p.m.)

Meissner moved and Dickrell seconded the motion to reconvene in open session. Motion carried.

Meissner moved and Dickrell seconded the motion to approve an extension of the current monthly payments for the No Limit Manufacturing loan through January 2017, subject to the understanding that if final payoff cannot be made at that time, this loan would need to be reviewed. Motion carried.

### **Discuss possible creation of an Economic Development Organization (EDO)**

Fish and Rajek led discussion of creating an EDO. They reviewed the Beaver Dam case, where it was found that proper separation did not exist between the City and an economic development organization was created. The key is that the organization must serve more than one "client", and the City should not provide more than 30% of the organization's funding, preferably less than 10%, and its focus should be projects/activities not normally done by the City. Efforts should be made to keep clear separation between the 2 entities.

Discussion took place on which model to pursue under 501(c) of the IRS code, and in the end, members agreed that 501(c)(4) would appear to be the best fit for our needs. .

After much discussion about potential board members of the new EDO, it was agreed that to refocus our efforts, since the EDB taking a lead role in establishing the initial Board of Directors may be seen as blurring the separation from the City that we wish to maintain. It was agreed to publicize interest in creating this new organization, and to invite anyone interested to attend the Board's next meeting, when this idea will be presented and further discussed. Hopefully this will generate interest from others and maybe lead to identifying potential members of the board of this entity. (Publicity will be through various methods, including local newspapers, MACCI, etc.)

Members agreed to cancel the August 25<sup>th</sup> Board meeting and hold the next EDB meeting on Thursday, September 1, 2016 at 3:00 p.m. The meeting will take place in the first floor conference room of City Hall, or the lower level of City Hall (Council chambers), if more space is necessary.

With no other business before the Board, Wagner moved and Dickrell seconded a motion to adjourn. Motion carried. Sennholz adjourned the meeting at 4:34 p.m.

Respectfully submitted,  
Steve Barg, City Administrator



# City of Marshfield Memorandum

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TO: Economic Development Board Members  
FROM: Jason Angell, Director of Development Services  
DATE: September 1, 2016

## **2017 Budget Amendment – Main Street Marshfield funding**

As the Board is aware, Angie was out on maternity leave during the 2017 Budget development process. Although Main Street was able to complete the majority of their budget prep in her absence, there were still some things that did not get carried all the way to the finish line. Immediately upon Angie's return to the office she contacted me to get an update on how the EDB budget process went and to see what was all submitted on behalf of Main Street. It was at that time we discussed the additional funding requests that were intended to be submitted for EDB funding consideration.

Included within your packet is the full 2017 funding request by Main Street Marshfield. On August 2<sup>nd</sup>, the EDB approved a total funding for Main Street of \$5,750. The funding request that you are being asked to consider would increase the total funding request to \$12,250, a difference of \$6,500. Should the EDB decide to award the additional funding (entirely or partial), staff would recommend that the adjustments to the budget be made by reducing the amount of funding being allocated to "Special Projects".

A revised 2017 EDB budget has also been included for your consideration that incorporates the additional funding requests and how the budget would appear if approved in full.

## **Community Square Project**

*Request for Proposals (RFP)* – staff is currently in the process of finalizing a draft RFP for final design services for the Community Square project. The purpose of this RFP is for the City to be able to identify firm(s) that can assist us in the preparation of the final construction and engineering drawings to not only bid the project but to also construct the project. Please review the RFP prior to the meeting and come prepared with any questions you may have. Staff will be asking the EDB to make a formal motion to the Board of Public Works to authorize the release of the RFP, subject to any changes or modifications either board feels is necessary.

The final document was not ready at the time the meeting packet was sent out, but will be delivered to EDB members prior to the meeting for their review and consideration.

*Update on Fundraising* – members of the Fundraising Campaign Committee will provide the EDB with a general update on the status of the campaign during the meeting.

### **Continue Economic Development Organization Discussions**

Kristen and Mary from Redevelopment Resources will be on hand to continue our discussions regarding the possible formation of an economic development organization to help further advance economic development efforts within Marshfield. Materials related to this discussion will be provided to members during the meeting.

**2017 Budget Request for EDB/City Funding**

July 7th, 2016 @ 3pm

Requested by: Main Street Marshfield

	EDB/City Funding	Total Organization Budget	Other Funding
<b>PROGRAMS</b>			
Flower Power	\$8,000	\$8,000	Volunteer Faciliation Through MSM
Recruitment Visits	\$1,000	\$2,000	\$1000 (MSM)
<i>Quarterly Visits to surrounding communities to encourage expansion to Marshfield (Marketing Materials, Mileage, Etc.)</i>			
Pop Up Shop	\$1,750	\$3,500	\$1750 (MSM)
<i>Store Decals (\$1500), Recruitment Advertisting (\$1000), Promotion of Pop Up Store (\$1000)</i>			
Third Thursdays	1,000	3000	\$1000 (MSM) \$1000 (Business Investment)
Downtown Property/Businss Owner Meetings	500	1000	\$500 (MSM)
Postcards, Guest Speakers, etc.			
	-	-	
<b>TOTALS</b>	\$12,250	\$17,500	

## EDB Approved 2017 Budget for EDB Funding

			2016 Adopted Budget (1)
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MACFI	Workforce Dev. Initiatives (Heavy Metal, others)	(\$2,500)	
MACFI	Business Development Director	(\$500)	
EDB (2)	Special projects	(\$50,000)	
EDB (3)	Community Square	(\$39,000)	
	<b>Travel, Training &amp; Dues</b>	<b>\$12,275</b>	\$12,850
DS	Director - WEDA Conf.	(\$650)	
DS	Director - Trade Show	(\$1,000)	
MS	Executive Director	(\$750)	
MACFI	Professional Development	(\$3,775)	
MACFI	Prospect/Client Visits & Trade Shows	(\$5,600)	
MACFI	Regional & County Development	(\$500)	
	<b>Misc. or Other</b>	<b>\$17,500</b>	\$17,500
MS	Flower Power	(\$5,000)	
City	Job Service Center	(\$12,500)	
	<b>TOTALS</b>	<b>\$238,395</b>	\$267,305

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**PROPOSED AMENDED - EDB 2017 Budget for EDB Funding**

			2016 Adopted Budget (1)
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MACFI	Business Development Director	(\$56,000)	
	<b>Office Supplies &amp; Expenses</b>	<b>\$4,650</b>	\$28,000
DS	Printing and advertising costs	(\$1,000)	
MACFI	Marketing/Promotion/Advertising & Materials	(\$3,650)	
	<b>Professional Services &amp; Projects</b>	<b>\$139,250</b>	\$140,100
EDB	Downtown Façade Improvement Program	(\$50,000)	
MACFI	Entrepreneurial Development	(\$500)	
MACFI	Workforce Dev. Initiatives (Heavy Metal, others)	(\$2,500)	
MACFI	Business Development Director	(\$500)	
MS	Pop Up Shop	(\$1,750)	
MS	Third Thursday	(\$1,000)	
MS	Downtown Property/Business Owner Mtgs.	(\$500)	
EDB (2)	Special projects	(\$43,500)	
EDB (3)	Community Square	(\$39,000)	
	<b>Travel, Training &amp; Dues</b>	<b>\$12,525</b>	\$12,850
DS	Director - WEDA Conf.	(\$650)	
DS	Director - Trade Show	(\$1,000)	
MS	Executive Director	(\$1,000)	
MACFI	Professional Development	(\$3,775)	
MACFI	Prospect/Client Visits & Trade Shows	(\$5,600)	
MACFI	Regional & County Development	(\$500)	
	<b>Misc. or Other</b>	<b>\$20,500</b>	\$17,500
MS	Flower Power	(\$8,000)	
City	Job Service Center	(\$12,500)	
	<b>TOTALS</b>	<b>\$238,395</b>	\$267,305

1. Reduced "Special Projects" by \$6,500
2. Add \$1,750 for "Pop Up Shop"