

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.
- 2nd 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 7th, which includes several Marshfield companies. She will attend the ICSC event next week. On October 14th, 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 5th 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