

Economic Development Board meeting February 12, 2015

Present: Dickrell, Michalski, Sennholz, Staab, Wagner
Absent: Hendler, Meissner
Others: Angell, Barg, Eloranta, James-Mork, Josh Miller, Councilmember Earll,
Matt McLean (Marshfield C&VB), Bob Trussoni (Marshfield Utilities)

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

Approve minutes – January 15th

With one minor correction noted by James-Mork, Wagner moved and Dickrell seconded a motion to approve the January 15th minutes as presented. Motion carried unanimously.

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
 - Angell provided an update on efforts to create an incentive fund for TID #5 before the expenditure period ends on March 25th. Although the timeframe is tight, staff has had excellent cooperation from county officials, bond counsel, and the City Council, and it appears this should be put into place in March.
 - Eloranta reported on the Main Street Makeover contest, and the opportunities this might offer to local businesses. Board members expressed interest in this program, and they asked Eloranta to look at how we may be able to duplicate or expand it on our local level. Regarding changes in the downtown area, she advised that Bottom's Up is closing, Wiggles and Wags is moving to a new location, A Helping Hand is seeking more space, and Back Porch is looking for a buyer. She will attend a Main Street event in Omro on February 17th.
 - Barg commended Angell for a great presentation at the last Council meeting summarizing the success of the façade grant program.
- Hospitality study: Angell noted that the hospitality study has been completed, and a report is available to interested Board members. The study concluded that a new lodging facility with as many as 42 units could perhaps be supported in Marshfield. He reminded Board members that there is no imminent intent to use this report for any specific purpose, but we now have helpful information available if approached with a possible hotel development.
- Housing programs/projects:
 - Sam Schroeder is still working on a draft and researching other communities, and he will make a presentation about property maintenance standards at the March 5th EDB meeting.

- James-Mork advised that she recently met with Angell and Barg, and she is still working on a possible proposal to bring forward a rental rating program. This could be ready as early in mid-March, with a presentation to the Board possibly at the April EDB meeting.
- Angell updated members on progress of the City housing subdivision, noting that presentations have now been made to each of the identified participants, including 2 to the Marshfield Utilities Commission, who is quite interested, but needs to determine what it can support and how this would be structured. The goal is to have commitments by April 1st, so we can begin pursuing land acquisition opportunities this spring.

Downtown Master Plan update

Miller presented and highlighted a draft summary of the proposed downtown master plan update, and he addressed questions, concerns, and comments from the Board. He advised that a public hearing would be held by the Plan Commission on February 17th, and if all goes well, this plan could be accepted by the City Council as early as February 24th.

Other informational items

Barg distributed copies of recommendations from the economic development action plan approved in 2013, asking members to review these recommendations for more discussion at a Board meeting this spring.

Angell stated that the Mayor will make committee appointments in April, after the spring election. The Mayor will be in touch with Board members whose terms are expiring.

Announce next Board meeting date/time

Sennholz announced that the next Board meeting will be held on Thursday, March 5th at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no more business before the Board, Dickrell moved and Wagner seconded a motion to adjourn. Motion carried unanimously. Sennholz adjourned the meeting at 4:43 p.m.

Respectfully submitted,
Steve Barg, City Administrator