

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