

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