

## **Economic Development Board meeting May 1, 2014**

Present: Dickrell, Hendler, Meissner, Michalski, Sennholz, Wagner. Staab arrived at 3:25 p.m.  
Absent: None  
Others: Angell, Barg, Olson, Sonnemann. Meyer arrived at 3:09 p.m. and left at 4:20 p.m., Bill Penker

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

### **Elect officers**

- Wagner moved and Dickrell seconded the motion to elect Sennholz as chairperson. Motion carried 5-0, with Sennholz abstaining.
- Dickrell moved and Meissner seconded the motion to elect Michalski as vice-chairperson. Motion carried 5-0, with Michalski abstaining.

### **Approve minutes – April 3<sup>rd</sup> & April 9<sup>th</sup>**

Meissner moved and Dickrell seconded the motion to approve the April 3<sup>rd</sup> and April 9<sup>th</sup> Board meeting minutes as presented. Motion carried 6-0.

### **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 distributed printed copies of the final housing report. He also passed out information describing potential changes to funding for college/technical schools. In addition, he noted that work continues on exploring possibilities for redevelopment of the 200 block of Chestnut Street, although no project is expected in 2014, aside from demolition of the structures recently purchased.
  - Olson stated that the Wisconsin Department of Workforce Development and Department of Transportation secretaries were in Marshfield recently to give updates and hear business concerns. The challenge of funding transportation projects with flat/declining gas tax revenues was among the issues discussed. A site selector panel is being assembled for the ICSC event on August 6-7 to be held in Wausau. Recently, Centergy discussed technology issues, such as “dead spots” in phone service, and applying for seed money to offer loans (\$5,000-\$20,000) to help people start a business (write a business plan, etc.) A preliminary meeting was held to discuss the possibility of Wood County hosting Farm Tech Days in 2018.
  - Sonnemann reported on new businesses locating downtown, including a spa and boutique. She said that the kiosk project at the Clinic is moving forward. And she resigned her position, effective May 16<sup>th</sup>, having accepted a position at Marshfield Clinic.

- Development of Business Incentive Fund – Barg advised it appears that creating a Business Incentive Fund for TIF District #5 is now unlikely, since the City’s bond counsel doesn’t believe this proposal is acceptable under Wisconsin Statutes. Staff and its consultant will research this to see if there’s still a way to make this work.
- Library & Community Center grant applications: Barg reported that Council didn’t authorize submission of 2 grant requests for the Library & Community Center at its April 22<sup>nd</sup> meeting. There isn’t enough time for a CDBG application now, but staff is checking on options for the USDA grant request approved by EDB, in a way that addresses some of the concerns raised by Council members.

**Selection of consultant for Downtown Master Plan Update project**

Angell noted that 3 proposals were received, and the subcommittee interviewed 2 of them on April 29<sup>th</sup>. Each has certain strengths, but in the end, the subcommittee voted 3-2 in favor of Place Dynamics of New Berlin. It was noted that the project budget is \$40,000, and the Place Dynamics quote is \$40,822.

Wagner moved and Michalski seconded the motion to recommend that Council authorize staff to enter into an agreement for services with Place Dynamics, at a cost not to exceed \$40,000. Motion carried 7-0.

**Debrief results from April 9<sup>th</sup> housing meeting, and discuss options to move forward**

After a short discussion, it was agreed to have the recommendations reviewed by a team comprised of Sennholz, Staab, Wagner, and Mary James-Mork, and bring a report to the full EDB at an upcoming meeting.

**Review preliminary draft of job description for Economic Development Specialist**

Following much discussion on the purpose of the proposed new position, and its benefits compared with the current Business Development position housed at MACCI, members agreed to put this item on the next EDB agenda for further review and discussion.

**Review proposed 2015 EDB budget calendar**

Angell highlighted the proposed 2015 budget calendar, focused on the date for submitting budget requests (July 7<sup>th</sup>), and the 3 budget meetings (July 24<sup>th</sup>, August 7<sup>th</sup>, August 21<sup>st</sup>). It was agreed to approve the schedule, subject to changes via e-mail, if any are necessary.

**Announce next Board meeting date/time**

Sennholz noted that the next EDB meeting will be held on Thursday, June 5<sup>th</sup> at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no more business before the EDB, Staab moved and Meissner seconded the motion to adjourn. Motion carried 7-0. Sennholz declared the meeting adjourned at 5:04 p.m.

Respectfully submitted,  
Steve Barg, City Administrator