

Economic Development Board meeting October 9, 2014

Present: Meissner, Michalski, Sennholz, Wagner
Absent: Dickrell, Staab, Wagner
Others: Angell, Barg, Dieringer, James-Mork, Knoeck, Meyer, Schroeder. Matt McLean (Marshfield Convention & Visitors Bureau). Olson arrived at 3:07 p.m. Barg and Meyer both left at 3:45 p.m.

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

Approve minutes – September 11th

EDB14-42 Motion by Michalski, 2nd by Wagner to approve the September 11th meeting 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.

Update on Marshfield Convention & Visitors Bureau (CVB) activities

Matt McLean, Executive Director, gave an update on what the CVB has been working on lately, noting that 2014 has been a terrific year for Marshfield's lodging facilities so far, and that last month's Maple Fall Fest produced an estimated overall economic impact of \$300,000, including \$1,800 in room taxes. On behalf of CVB, McLean said that he looks forward to working with EDB, Main Street, MACCI, and other organizations, to promote tourism and economic growth in Marshfield.

Economic development reports

- General updates
 - Angell noted that the consultant's work is underway on the hospitality study, with the report on the possible need for more lodging expected in December. He attended the recent WEDA conference held in Oshkosh, where the focus was on the site selection process, business retention, and a legislative update.
 - Olson expanded on the WEDA conference, which she also attended; noting that an important area covered was how to properly prepare for site selectors. She also went to an ICSC event in Chicago, where among the contacts made were with representatives from CVS Pharmacies and Panda Express.
 - Dieringer advised that "Jennifer's" is opening soon, where "Beach & Nails" used to be located, and Kandy Girl is closing soon. She is looking at doing a "First Impression" visit with Chippewa Falls, in which people from each city visit the other community and give feedback on what they see. Penny Court renovation should be completed soon, and an Open House will be scheduled shortly after that.

- Downtown Master Plan
 - Angell reported that the September 17th public meeting went well, although attendance was weak. Green space was raised as an issue, along with moving the City's public works garage. The next public meeting will likely be held sometime in November.
- Housing Programs and projects
 - Staff continues to work on developing various programs to advance a variety of housing initiatives. Specific updates will be provided later on in the agenda.
- 2015 City budget process
 - Angell informed the board that the City will begin its budget review process on Monday at 6:00 PM.

Reconsider demolition of property within Yellowstone Industrial Park

Angell and Knoeck informed the members that they have received a request from a business owner that has a possible interest in the former "Gust property". As part of the interest the prospective business has asked if the City would consider holding off on the demolition of the buildings and consider the demolition part of any negotiations related to the property.

After discussing things further, the board directed staff to continue to move toward demolition of the property but to allow the prospective business to prepare and submit a proposal for consideration. If an agreement cannot be reached in the near future, the City would then still be in a position to complete the demolition in the spring of 2015.

Continue discussion on existing property maintenance standards to determine if possible amendments are necessary

Schroeder provided the members with some additional information he has gathered in researching other communities and how they approach property maintenance as well as information/language that currently exists in the City and building codes. After discussing the matter the Board agreed that we should be able to work with the language that exists within our current code(s), but the key will be how we approach enforcement. Angell noted that the current challenge in enforcement is that the building code sections are currently administered under the Building Inspections Division, which is under a different department.

Wagner noted that the recently completed staffing study recommends the Building Inspection Division be moved under the Planning Department and that Administrator Barg has indicated he agreed with this reorganization. Not knowing when/if this reorganization would take place, members expressed an interest in seeing it proceed as soon as possible to help with moving housing initiatives forward.

EDB14-43 Motion by Wagner, 2nd by Meissner to adjourn to 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”, with the purpose to consider possible acquisition of land for future development. Roll call vote, all ayes (time 4:40 p.m.) **Motion Carried**

Present in closed session: Sennholz, Michalski, Wagner, Meissner, and Angell

EDB14-44 Motion by Michalski, 2nd by Meissner to reconvene in open session. Roll call vote, all ayes, (Time 5:18 p.m.)

There was no action on matters discussed in closed session.

Announce next Board meeting date/time

Sennholz announced that the next Board meeting will be held on Thursday, November 6th at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no further business before the Board, Sennholz adjourned the meeting at 5:20 p.m.

Respectfully submitted,

Steve Barg, City Administrator
Jason Angell, Planning & Economic Development Director
Dan Knoeck, Public Works Director