

## **Economic Development Board meeting May 5, 2016**

Present: Buttko, Dickrell, Martin, Meissner, Sennholz, Trussoni, Wagner

Absent: Staab

Others: Barg, Eloranta, Olson

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

### **Approve minutes – April 7<sup>th</sup>**

Meissner moved and Trussoni seconded a motion to approve the April 7<sup>th</sup> EDB minutes as presented. Motion carried.

### **Welcome new member – Andy Martin**

Members welcomed Andy Martin to the Board, replacing Al Michalski. Martin owns and operates Innovative Machine Specialists.

### **Elect chairperson**

Buttko nominated Sennholz for chairperson. With no further nominations, Wagner moved that nominations be closed and a unanimous ballot cast for Sennholz. Motion carried.

### **Elect vice-chairperson**

Meissner nominated Dickrell for vice-chairperson. With no further nominations, Buttko moved nominations be closed, and a unanimous ballot cast for Dickrell. 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.

### **Review City's proposed mission and vision statements**

Members reviewed draft mission/vision statements now under consideration by the City Council. No concerns were raised, but Dickrell suggested and members agreed, to request that the word “enduring” be added before “values” on the first list of the vision statement.

### **Discussion and possible action on 2015-2016 EDB priorities**

- **Housing**: No specific report was given, but general discussion occurred on whether the City should continue giving assistance to new rental housing projects. Wagner requested that the Housing Subcommittee meet again soon. It was also suggested that Donna Rozar be invited to a future EDB meeting to address what CAP does or can do for us, and to ask Mary James-Mork to attend. Other issues raised included downtown apartments, keeping open lines of communication with the County and others on bringing back the city housing subdivision in another form, (assisting in development of “infill” lots), requesting the GIS coordinator to prepare a “blighted areas” map, and asking the Police Department to work with landlords to emphasize issues like tenant screening.

- Economic development corporation: Sennholz advised that not much has occurred since the last Board meeting. He's working on a plan to create a Board of Directors for the proposed new entity and looking at opportunities for possible EDC projects.
- Downtown redevelopment: It was reported that a proposed agreement between the City and Marshfield Area Community Foundation (MACF) to establish a fund for donations to the Community Square project will go to Council this month. Efforts to pull together a fundraising team are ongoing. Barg asked about using local cable TV for promotion, but members want to hold off until plans are further along.

### **Economic development activity updates**

- Eloranta noted that Main Street and the City have partnered to provide an additional \$40,000 for the façade program, with efforts are being made to get applications for rear entrances, if possible. The downtown parking team is reviewing a wide variety of ideas, and a survey of downtown business owners/managers is being conducted. May 25<sup>th</sup> is the deadline for the July 1 Pop-Up Shops applications. The condition of downtown properties was discussed; staff was asked to have the building inspector check for deterioration of structures on the 300 block. It was also noted that a recent News Herald article provided positive PR on efforts to extend hours of downtown businesses, and with 3<sup>rd</sup> Thursdays about to start, positive momentum is occurring.
- Olson updated everyone on the latest ICSC event, and mentioned a presentation by Bill Schofield at the last Marshfield Business Roundtable, where he discussed how central Wisconsin, and Marshfield in particular, is viewed by potential developers.
- Barg reported on some recent TIF projects, including Kohl's, new housing by MHS, Draxler, and the "incubator" development, and provided a brief status report on the economic development portion of the Council's strategic planning process.

### **Announce next Board meeting date/time**

It was agreed to hold the next meeting on Thursday, June 2<sup>nd</sup> at 3:00 p.m. in Room 108 of the City Hall Plaza. Sennholz cannot attend, but Vice-Chair Dickrell will run the meeting.

With no other business before the Board, Buttke moved and Wagner seconded the motion to adjourn. Motion carried. Sennholz adjourned the meeting at 4:25 p.m.

Respectfully submitted,  
Steve Barg, City Administrator