

## **Economic Development Board meeting June 2, 2016**

Present: Buttker, Dickrell, Martin, Meissner, Wagner. (Staab arrived at 3:22 p.m.)  
Absent: Sennholz, Trussoni  
Others: Angell, Barg, Eloranta, Olson

Vice Chair Dickrell called the meeting to order at 3:01 p.m. in Room 108 of City Hall.

### **Approve minutes – May 5<sup>th</sup>**

Buttker moved and Wagner seconded a motion to approve the May 5<sup>th</sup> 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**

Dickrell invited comments from citizens, but no one spoke at this time.

### **Approve contract with SEH, Inc. for grantwriting services (Community Square)**

Angell indicated that SEH has considerable experience writing grants, and they've helped many other Wisconsin communities secure grant funding. He recommended entering into a contract with SEH to submit an application under WEDC's Community Development Investment Grant program, where the City may qualify for a grant of up to approximately \$250,000 for the Community Square project. SEH's fee would be a maximum of \$6,000, with \$3,000 payable upon submitting the application, and the balance due only if a grant is awarded.

Wagner moved and Meissner seconded the motion to authorize city staff to enter into an agreement for services with SEH as outlined in its proposal. Motion carried.

### **Discussion and possible action on matters related to EDB priorities**

- Housing: No update, except that Jeff Sargent of CAP Services will be attending the August 4<sup>th</sup> meeting to advise what they can do for the City in the area of housing.
- Economic development corporation: Sennholz has spoken to local banking leaders, and received positive comments. Angell contacted Kristen Fish of Redevelopment Resources (Wausau), who will provide a proposal by mid-June detailing how she and her company could help us create an economic development corporation.
- Downtown redevelopment: The City and Marshfield Area Community Foundation (MACF) have signed an agreement establishing a fund for the Community Square project. Efforts are ongoing to find someone to lead the capital campaign; however no one has agreed as yet. A meeting was held with a representative of a potential large donor, and that appears positive, maybe for an amount sufficient to warrant naming rights for the entire park. Other naming rights opportunities exist for the bandshell, splash pad, and corner entrances, and these will be actively marketed.

### **Discuss 2017 budget schedule and process**

Angell reminded everyone that the EDB is getting about \$50,000 less revenue this year, due to a significant decrease in the dividend expected from Marshfield Utilities. Without knowing what we might get next year, it's tough to plan for the 2017 EDB budget. Much discussion occurred on budgeting for the Community Square project, and possible outside revenue sources were mentioned. Wagner noted that 3 key items that must have funding in the 2017 budget are the Community Square project, creation of an EDC, and housing initiatives. It was agreed not to add any special meetings for the 2017 budget process, but to stay with regular meetings for now, focusing on the August 4<sup>th</sup> meeting.

### **Economic development activity updates**

- Eloranta provided a façade grant update. Close to \$30,000 in funding remains, and efforts continue to recruit applications for improvements to rear building entrances. A few requests were approved in the last 2-3 months, and those projects are moving ahead. Other applications may soon come forward. Discussion occurred on whether to keep funding the façade grant program, especially as Main Street won't likely be able to contribute funds in 2017, but most members expressed support to continue the program, if possible. The downtown parking team is on hold until they receive a greater percentage (90%, if possible) of completed survey forms. Interest in starting a downtown farmer's market was also mentioned and discussed.
- Olson advised that a Wausau area group is working to schedule another retail event, possibly on September 15<sup>th</sup>. MACCI is actively working on Dairyfest preparations.

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

Dickrell announced that the next meeting will be held on Thursday, July 7<sup>th</sup> at 3:00 p.m. in Room 108 of the City Hall Plaza.

With no other business before the Board, Meissner moved and Martin seconded a motion to adjourn. Motion carried. Dickrell adjourned the meeting at 3:56 p.m.

Respectfully submitted,  
Steve Barg, City Administrator