

Economic Development Board meeting January 3, 2013

Present: Meissner, Michalski, Wagner, Wolf, Hendler
Absent: Dickrell and Sennholz
Others: Steve Barg, Amy Krogman, Jason Angell, Karen Olson, Denise
Sonneman, Keith Strey, Mary James-Mork, Bill Penker, and Kristen Fish

Michalski called the meeting to order at 3:05 p.m. in Room 108 of the City Hall Plaza.

Approve minutes – December 6, 2012

Motion by Wolf, second by Hendler to approve the December 6, 2012 minutes as presented. Motion carried.

Conflicts of interest

No members indicated that they had a conflict of interest with anything on the agenda.

Citizens comments

Barg stated he received a letter from Rob Nikolai which stated he wants the board to keep his development in mind when discussing economic development.

Update on economic development activities

Main Street Marshfield will be holding a cupcake competition. Winner will receive \$500. If they open a bakery in the downtown area they will be eligible for \$4,500 in grant money.

Jason Angell reported on the façade program. Two applications have been approved. One is for Crabby Dave's and one is for the old Bows and Boards building.

Steve Barg reported the sign code review is starting.

Update on the strategic action plan process

Kristen Fish reported that Mike Morrissey has been to Marshfield twice meeting with people. Mike and Dave Pawlisch met regarding infrastructure. Pawlisch and Deb Erslund are working on market research.

The focus groups were discussed. RSVPs are coming in slowly. Jason Angell will send out the list of names to the committee members. Members were asked to call people to see if they would attend.

Discuss policy for use of funds from former local revolving fund

Keith Strey gave an overview of the history of the Revolving Loan Fund. The city has discontinued both programs. City currently participates in a regional program that was created using grant money. Members discussed CWED and how it differs from WEDAC. Barg suggested this item be placed back on the agenda after the study comes back.

Discuss process to set “benchmarks” to measure effectiveness

The committee discussed what they were looking for in developing benchmarks for the groups who are requesting money. It was decided to create a subcommittee in March or April to look into this issue.

Announce date/time for next Board meeting

Next meeting date will be Wednesday, February 20th, starting at 1:00 p.m. and running through the afternoon. In addition to the regular Board meeting, there will be a 3-hour training session on economic development by Christian Tscheschlok, Executive Director of the Washington County Economic Development Corporation.

With no further business before the Board, Meissner moved and Wolf seconded the motion to adjourn. Motion carried. Sennholz declared the meeting adjourned at 4:30 p.m.

Respectfully submitted,
Amy Krogman, Administrative Secretary