

Economic Development Committee
Tuesday, May 31, 2016 – 4:30 p.m. - City Council Chambers

Members present: Morack, Steinhorst, Tate, Faucher, Shaw, Asman, Johnson, Schirpke and Bishop. O’Connell excused.

Also present: Mayor Henke, Administrator Hager, and Bill Zeinert.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Tate to adopt the agenda. Carried unanimously.
2. Over these past two months, the Committee has met with Bill Zeinert from the firm My Marketing Director to begin a digital marketing effort to promote the City. The first phase of the project is the message development process. Bill will be interviewing approximately 20 people regarding economic development matters in the community. The results of the interviews will be utilized to develop a relevant and complete message. Follow-up interviews will be conducted and utilized to create final video versions of our message that we want to market digitally. Bill will keep the Committee informed of his progress.
3. The Committee spent considerable time determining how best to approach interviewing members of our local business community. A number of scenarios were considered and a number of example questions to be utilized in the interview process were discussed. A “mock” interview process was conducted utilizing Committee members Bill Bishop and Gordy Schirpke. What the Committee is trying to accomplish with implementation of this interview process, among other beneficial results, is to find where we can exploit the positives of our local economy and attempt to fix the negative matters. For the next Committee meeting members agreed to develop their own sample interview questions and be prepared to conduct another “mock” interview session, this time with Committee member John Faucher.
4. The status of the “shark tank” project was reviewed with Kitty Johnson. In short, this project is a grant process where businesses that have been in operation for two or more years can apply for assistance to expand their sales. The successful applicant would get twelve months of assistance including marketing analysis, accounting assistance, financial planning and legal assistance along with a grant of \$1,000 to help expand their business. A copy of the entry form was distributed with the agenda. The deadline for submission of an application is June 30th. The Committee thanked Kitty for her work on this undertaking.
5. The Economic Development Committee Subgroup reported to the Committee regarding the results of their May 27th meeting. A summary of the notes from this meeting was distributed and reviewed.
6. The Committee reviewed Kent’s memo and his recent activities.

7. Todd Hutchison will be attending the next Committee meeting in June. Mark Hogan, Secretary and CEO of The Wisconsin Economic Development Corporation will be our guest at the July meeting.
8. Gary Laeyendecker from Commercial Associates was in contact with Kent. Gary represents the owners of the Premier Partridge Drive apartments. The owner of the apartments was so impressed at how fast the new apartments fill up that they are considering building a second phase of three more twelve-unit apartments just to the west of the current apartments. The Committee reviewed the preliminary proposal and agreed with Administrator Hager's recommendation that the City agree to extend utilities and provide a "rural" class extension of Partridge Drive. The City did not contribute any incentive for the first phase of three buildings. Our Assessor values the first phase at approximately \$2 million. This development alone will represent about \$16,600 in new taxes a year to the City. If phase two is built, then this number doubles to \$33,200 a year. Jeff Bodoh estimates that extending the utilities and the road would cost approximately \$125,000, so pay-back to the City would be less than four years. A motion was made by Steinhorst and seconded by Faucher to recommend to City Council that City Administrator Hager be authorize to negotiate an agreement with the developer to have the City provide water, sewer and road extensions in the dedicated right-of-way not to exceed \$125,000 in cost to serve the proposed development and in turn for the developer to build three more twelve-unit apartments just west of the first series of three newly built twelve-unit apartment buildings. Motion passed unanimously.
9. There being no public comment, the meeting adjourned at 6:20 pm.

Kent Hager
City Administrator