

Economic Development Committee  
Special Meeting  
Tuesday, May 16, 2017 – 4:00 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Trevor Frank, Kris Plamann, Andrew Dane, Randy Stadtmueller, Ann Hunt, Wally Schmidt, Betty Roberts, Connie Zolkoske, Milt Staskal, Jennifer Grumann, Mike Huzzar, Bill Flease, Chris Bermann, and Maxine Cristy.

1. The meeting was called to order by Chairman Morack at 4:03 pm. The Chairman welcomed those members of the Library Commission that were present.
2. Chairman Morack opened the meeting by giving a brief summary of where the Request For Qualifications process stands for soliciting developers to consider building on the City river front property to include a mixed-use library facility. The City received two replies to the Request For Qualifications. One from Wisconsin Redevelopment, Inc., and the other from a partnership of Short Elliott Hendrickson, Inc. and Stadtmueller & Associates, LLC. At a previous April 25th joint meeting of the Economic Development Committee with representatives from the Library Commission present, it was agreed to invite both firms to be interviewed. Administrator Hager arranged for Wisconsin Redevelopment to be present at a previous May 9<sup>th</sup> meeting. At the meeting today the partnership of Short Elliott Hendrickson and Stadtmueller & Associates are present.
3. Chairman Morack welcomed Trevor Frank, Andrew Dane, and Kris Plamann from the firm Short Elliott Hendrickson (SEH) and Randy Stadtmueller from the firm Stadtmueller & Associates.

Randy Stadtmueller gave a brief explanation of the background of his firm. The company was formed in the year 2000 as a real estate development consulting and investment firm. Most of his firm’s interest has been focused on waterfront projects in the Fox Valley region. Among other projects, his firm has been involved in the Atlas Mill renovation, Neenah North Riverwalk Place, Eagle Flats in Appleton, and the Grand Kakalin in the historic Thilmany Mill in Kaukauna.

Trevor Frank noted that the firm Short Elliott Hendrickson, or SEH, is celebrating their 90<sup>th</sup> birthday this year. They are a design/build firm that has 31 offices located between Denver and Indianapolis. They employ over 800 people. Their local office is located in Appleton. SEH is composed of a world class design and engineering team with proven construction management performance as demonstrated in hundreds of projects for both public and private clients. Locally their firm has been involved in several local library construction projects including the Kaukauna library and the library in Rice Lake. Andrew next addressed the group by explaining how SEH can assist with design plans for the downtown riverfront property. He presented a very preliminary concept plan for the group to consider that divided the property into five different parcels. These parcels would match up with the current grid lay-out of the City. As an example, residential uses

may be appropriate for those parcels closest to the river and on the west and the potential library and commercial uses could be located on the east. Several different design concepts and development alternatives were discussed. Ultimately, the public needs to be involved to create a plan that the community can accept. A financial plan needs to be developed to minimize risk and be beneficial for all involved and to create a successful development that we all can be proud of.

It is important to first get a master plan in place for the property as a whole. Market research will have to be conducted to determine what the local economy will call for as far as types of residential uses and commercial uses. A financial plan will have to be undertaken to determine the level of private investment likely available and what public financial resources may be available such as tax increment financing and possible grant funding.

The group responded to several questions from the audience and the members of the Economic Development Committee. Discussion on the plans for a library as a joint use were further considered along with potential sizing of a new library facility. It was noted that we are building for today but we need to focus on what will be the use of the land over time and as far out as 100 years. Change requires time and public participation. It is valuable to have a team effort and a plan in place that the public can support. The riverfront property has many attributes. Mr. Stadtmueller was somewhat surprised that the property has not already been developed but noted that development of this property is probably more complex than people would expect. The Kaukauna library project took eight years to accomplish. It is easy to imagine the full development of the property but there are many financial constraints along with regulatory constraints that have to be met.

How to fund the pre-development work will have to be negotiated between the developers and the City. How do we both fit into the end game will have to be determined. Some goals will have to be mutually agreed to.

The Committee thanked all involved for sharing his insights. The Committee will consider how to proceed at the regular monthly Economic Development Committee meeting scheduled for Tuesday, May 30<sup>th</sup> at 4:30 pm. Everyone present in the audience was encouraged to attend as well as members of the general public.

4. The meeting adjourned at 5:25 pm.

Kent Hager  
City Administrator