

Economic Development Committee
Tuesday, February 27, 2018 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Kopitzke, Schirpke, Faucher, Steinhorst, Bishop, Myah Henderson and Travis Voight. Asman, Johnson, and Tate excused.

Also present: Bob Besaw, Administrator Hager, Ann Hunt, Bill Zeinert, Mark Speirs, Scott Bellile, Debbie Banda and Peter Bernegger.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Chairman Morack introduced our two new student representatives on the Committee, Myna Henderson and Travis Voight. O'Connell/Steinhorst to adopt the agenda. Passed 9-0.
2. Steinhorst/O'Connell to approve the January 30th meeting minutes. Passed 9-0.
3. Mark Spears, Director of the Small Business Development Center from Stevens Point explained to the Committee what his office's mission and vision is. The office is one of twelve located in Wisconsin. They offer no cost, confidential advising and resources along with fee based workshops and conferences. He works with both start up and existing businesses throughout his nine county coverage area. They strive to help businesses of all stages and sizes to achieve success. They focus on five areas of service: start-up, management, finance, growth and marketing. They will work with all businesses no matter how big or small. The Committee thanked Mark for his informative presentation.
4. Bill Zeinert from the firm My Marketing Director addressed the Committee. Bill reviewed the results of our 2017 marketing efforts. Last year there were three videos produced. There is one video remaining to be completed. The three topics previously for this video were job training, the City trail system, and the Public Museum. A motion was made by Bishop and seconded by Kopitzke to continue with our internet advertising at \$850 a month with a \$250 a month management fee for the balance of this year. Motion passed unanimously. Another motion was made by Steinhorst and seconded by Faucher to have an additional video produced regarding the topic of job training. Motion passed unanimously.
5. The Committee discussed possibly advertising in other communities to attract people here using the AllOver Media Marketing options. This is the option where you advertise using what is called in the industry an "indoor billboard." This is done in bathrooms in high traffic business, typically bars and restaurants. No decision was made regarding this topic.
6. Randy Stadtmueller submitted a written summary of where we stand with the riverfront planning for a possible new library and associated private development. Randy and SEH are preparing a presentation to be made to City Council which will include the library design and cost estimates along with a summary of the financing options for the project. They will schedule this presentation upon completion of the Tax Increment Financing

analysis. They will also plan on additional public communications following the City Council presentation. The master planning process will be completed following the Tax Increment Financing analysis. The library construction cost estimate is underway and will be included in the Tax Increment Financing analysis along with the estimated costs of the utility work and residential and/or commercial development. The Tax Increment Financing analysis took a bit longer than anticipated due to personnel changes. The purpose of the TIF analysis is to provide a comparison between public and private library financing options and the financial impact of additional residential and/or commercial development on the site. The results of the analysis will be incorporated into the master plan options. Much more information should be available for the March 27th meeting. Considerable discussion occurred including a question on what happens to the museum in the future.

7. The City had a billboard constructed out on north Hwy 45 just east of Crystal Falls back in 1996. Administrator Hager presented a memo outlining the history of the billboard and the options going forward. The sign could be re-faced, sold, leased, left in place, or torn down. Each alternative has costs and benefits. Administrator Hager recommended that the sign be torn down. After considerable discussion Administrator Hager was directed to inquire with an adjoining business to see if they have any interest in the billboard.
8. Next month the Committee will review the “Business Guide” and plan on further discussion with the Stadtmueller/SEH team.
9. The next Committee meeting will be held on Tuesday, March 27, 2018 at 4:30 pm.
10. There was no public comment. Motion by Steinhorst and seconded by Henderson to adjourn the meeting. Motion passed. The meeting adjourned at 5:58 pm.

Kent Hager, City Administrator