

Economic Development Committee
Tuesday, April 24, 2018 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Kopitzke, Schirpke, Faucher, Steinhorst, Bishop (5:02), Myah Henderson, Travis Voight, and Asman. Johnson excused.

Also present: Mayor Henke, Administrator Hager, Alderperson Fred Zaug, Ann Hunt, Christine Cross, Scott Bellile (4:40), Randy Stadtmueller, Trevor Frank, Joe Van Alstine, Lori Van Alstine, Faye Wohlrabe, Dan Froding, Judy McDaniel, Roger Krueger, Alice Gilman, Betty Roberts, Connie Zolkoske, Robert Van Asten, Bill Flease, Ginny Schlais, David Thiel, and Chris Bermann.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Fred Zaug was welcomed as a new City Council member and as a prospective Committee member. O'Connell/Asman to adopt the agenda, approved. Steinhorst/O'Connell to approve the minutes. Passed.
2. Randy Stadtmueller and Trevor Frank were present and updated the Committee on the planning effort for a library and development of the City river front property. Trevor began the presentation by reviewing the new multi-use design which includes 22 two-bedroom and three-bedroom apartments in two stories above the library including underground parking with 33 spaces. To accommodate this residential use, the library footprint had to be increased by approximately 1,000 square feet to a new total of 22,000 square feet. The preliminary construction cost estimates are as follows: parking, \$1.7 million, apartment, \$4.1 million, and the library at \$5.8 million. These costs are very preliminary and do not include any architect or engineering fees nor any furnishings.

Randy began his presentation by noting that we now have three proposals to consider as part of the planning effort for the property. One option is with a stand-alone library. The next option is with a mixed use library with residential. The third option is various levels of development without a library. The mixed use proposal has the benefit of helping make a tax increment finance district work. Randy is now moving into fine tuning the finances for the project. There is a lease option for the library which could include a lease-to-own alternative as well as the City financing the project outright. As discussed previously, given the City capital projects plan, the City will reach the statutory debt limit relatively soon, thus making the use of bonding for construction of the library unlikely. Next week Randy will be meeting with the City's financial consultant to review various financing options that may be available. It was noted that if the lease option is chosen there is not a need to conduct a referendum. Randy addressed some specific questions regarding soil stability on the property, the need to move the sewer interceptor line, and options that may be available for tax credit senior housing.

The next steps in the process are to continue to fine tune the financing for the three options. If there is no referendum involved, then Randy estimates that they could wrap up the plan at the July meeting. The master plan will have to be approved indicating which alternative will be implemented and the TIF district option will have to be settled on. Once again, the finances for the plan selected have to work for both the City and Randy in order to proceed. At this time, no final numbers are available and no final plan has been selected. An observation was made that the library hopes to be able to raise enough funds to pay for the lease option and not require any taxpayer funds for construction. Randy and Trevor were thanked for their presentation. Everyone looks forward to having more specifics to consider at the May Committee meeting.

3. The City had a billboard constructed on north Hwy 45 just east of Crystal Falls in 1996. Last month the Committee asked Administrator Hager to investigate the structural integrity of the billboard and report back to the Committee. A representative from Lamar Signs said that they would replace the backboards before covering it and also put in a safety catwalk. Given the signs location, the individual from Lamar said that they would not be able to get a permit from the State for an off-premise sign and they would not be interested in acquiring it. Committee member Kopitzke will discuss the billboard with the Tourism Commission to get their opinion. Kent will invite the state DOT sign permitting individual to attend a future meeting. Everyone agreed that it would be beneficial to keep the billboard. Chairman Morack asked that everyone come back with some ideas of what they would like the billboard to represent. It was also suggested that we look for partners to assist us with the billboard such as the Shamrock Club, Lions, and others.
4. The Committee reviewed Administrator Hager's report.
5. The next Committee meeting will be held on Tuesday, May 29th, 2018 at 4:30 pm. It is anticipated that Bill Zeinert will be present to update the Committee on our digital marketing program. Allyson Watson, Community Extension Educator with UW Extension will be invited to a future meeting to talk about the retention and attraction of young people to our community. Wendy Baumann with the Women's Entrepreneurship Center in Appleton will be invited to a future meeting as well.
6. There was no public comment.
7. Motion by O'Connell and seconded by Kopitzke to adjourn the meeting. Motion passed. The meeting adjourned at 5:44 pm.

Kent Hager, City Administrator