

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Tuesday, March 19, 2013 at 4:00 PM in the Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Jim Brezinski (Chair), Romey Wagner (Vice-chair), Lisa Rasmussen, David Oberbeck, and William Nagle (arrived at 4:03 p.m.)

Others Present: Heather Wessling, Maryanne Groat, Brad Marquardt, Anne Jacobson, Mayor Tipple, Kevin Briquelet Miller, Brandon Leher

In accordance with Chapter 19, Wisc. Stats., notice of this meeting was posted and sent to the Daily Herald in the proper manner. Brezinski noted there was a quorum and called the meeting to order at approximately 4:00 PM.

### CALL TO ORDER AND INTRODUCTIONS

Brezinski welcomed the members and those present for attending the meeting.

### THUNDERLUBE PROJECT (17<sup>TH</sup> AVE), BRIQ'S ICE CREAM (MERRILL AVENUE)

This item was discussed during closed session.

**CLOSED SESSION pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session for the purpose of formulating or entering into recommendations for property acquisition and redevelopment work**

Wagner motioned to go into closed session pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session for the purpose of formulating or entering into recommendation for property acquisition and redevelopment work. Rasmussen seconded, and the motion carried unanimously 4-0 by roll-call vote.

Nagle arrived at 4:03 p.m.

### RECONVENE INTO OPEN SESSION TO TAKE ACTION OF CLOSED SESSION ITEM, IF NECESSARY

Rasmussen motioned to reconvene into open session. Nagle seconded and the motion carried unanimously 5-0.

Rasmussen motioned to approve the development plan for the Thunderlube project at 1610 Sheridan Road with the necessary changes to the development plan. Nagle seconded and the motion carried unanimously 5-0. This item will go to council after funding is approved with Intercity and MCDEVCO sources.

Rasmussen motioned to approve the development plan for Briq's Ice Cream at 1605 Merrill Avenue with the necessary changes to the development plan and the inclusion of 1<sup>st</sup> Right of Refusal for the property at 1707 Merrill Avenue. Nagle seconded and the motion carried unanimously 5-0. This item will go to council on April 23, 2013.

Groat asked Miller what the selling price of 1707 Merrill Avenue would be and the committee members discussed this with Miller.

## **CONSIDERATION: RFP FOR LANDSCAPE ARCHITECT/URBAN DESIGNER FOR THE SECOND AVENUE PROJECT**

Marquardt said that this item was put on the agenda as a draft proposal for a RVP. So far staff is on time with the time frame of June for summer meetings for the project on 2<sup>nd</sup> Avenue and will be part of the 2014 budget.

Oberbeck asked what area this project would be for. Marquardt said the area would be Stewart Avenue to Elm Street and 1<sup>st</sup> Avenue to 3<sup>rd</sup> Avenue, with possible additions.

## **ESTABLISH NEXT MEETING AGENDA ITEMS AND OTHER COMMUNICATION/UPDATE**

Oberbeck said he would like to have a strategic meeting. Brezinski advised that a discussion meeting or an in-service type of meeting could be set up to have a philosophical discussion on the districts. Rasmussen said she is always up for discussion. Wessling said she would survey the group and set up a date and time.

Rasmussen said she has not heard anything lately about the way-finding initiative and would like an update. Wessling said that staff is making headway in the initiative. One grant of \$12,500 is expected and another grant is being applied for, support letters are needed.

Rasmussen reminded the committee there is a county TIF seminar at 212 River Drive on April 23. Groat said the staff would be late to the county meeting at the public hearing regarding the TIF #3 extension is earlier that day.

Nagle said that it may be nice to consider a new TIF for the athletic park and river to incorporate with Mr. MacDonald's ideas. Groat liked the idea. The committee members discussed a new TIF and Oberbeck asked for an update of where all the TIF's stood. Groat said that they are available on the website, but the annual reports haven't been distributed. Oberbeck asked for a running report. Mayor Tipple said that the amount of reports that are being requested from the various alderpersons is being burdensome and the council and public need to be reasonable with the staff. Groat went on the website and showed the committee members various reports.

Wagner left at 5:40 p.m.

## **CONSIDER A PROCEDURE TO EVALUATE DEVELOPMENT AND TIF ASSISTANCE**

Wessling said staff tries to show the committee the property value before and after based on the TIF projects. It has been asked to show the TIF status, any new projects, risk analysis, and life cycle analysis. Rasmussen suggested we don't want to get into a pattern that good small businesses will not want to go city for assistance. Every business venture should be looked at in a case by case basis. Brezinski said this is the discussion that we should have during the next meeting.

Groat said showed an excerpt from budget asked if the committee wants a breakdown whenever a development agreement is being done or on a quarterly basis. Oberbeck answered he would like to know the value of the district, how much is being invested, and what the ratio is to determine if the districts are valuable or not. Groat went over the various TIF reports with the committee members.

## **ADJOURN**

Nagle motioned adjourn. Rasmussen seconded and the motion carried unanimously 4-0.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE

Chairperson  
Jim Brezinski