

ECONOMIC DEVELOPMENT COMMITTEE

Time and Place: The Economic Development Committee met on Tuesday, September 2, 2014 at 6:30 p.m. in the 1st Floor Maple Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (Chair), Romey Wagner and Lisa Rasmussen

Others Present: Maryanne Groat, Mayor Jim Tipple, Anne Jacobson, Nan Giese, Ann Werth, Brad Lenz, Coleman Peiffer, Megan Lawrence, Rick LaFrombois, Kevin Fabel, Kristen Fish, Garry Gisselman, Larry Lee, AJ Gordon and Rob Mielke

In accordance with Chapter 19, Wisc. Stats., notice of this meeting was posted and sent to the Daily Herald in the proper manner.

CALL TO ORDER

Nagle noted there was a quorum and called the meeting to order at approximately 6:35 p.m.

Neal arrived at 6:36 p.m.

PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA

No comments were made.

UPDATE ON THE WAUSAU CLUB REDEVELOPMENT (309 MCCLELLAN STREET)

Coleman Peiffer, Wausau Club RFP Selection Committee Member, gave a brief outline of where the project is to date. The committee has met three times to review, discuss and give feedback on the one proposal that was received from Mark Goffin, Elk Creek Architectural. The Committee has asked Goffin to look for other avenues of funding and to provide market reports, which Goffin has done. Staff is looking to bring the proposal to the ED Committee at the September 18, 2014 meeting. One of the main challenges for the Wausau Club will be to make it ADA compliant, an elevator being the main cost. Overall, the selection committee felt their uses were good for the community, but felt the proposal financial commitment request was high.

APPROVAL OF THE MINUTES FROM 7/17/14 AND 7/22/14

Wagner motioned to approve the minutes. Neal seconded and the motion carried unanimously 4-0

UPDATE ON THE BUSINESS CAMPUS TRAIL PROJECT

Lawrence reported that businesses in the Business Campus have asked for a pedestrian trail for their workforce. Staff has been working on the design and in obtaining easements. The initial cost estimate is \$1.6 million for an approximately 5 mile trail done in 2 phases. Trail would be bike and pedestrian compatible, approximately 10 feet wide and available to the public. Rasmussen stated that this would be an enhancement for the Business Campus. Lawrence stated that some of the businesses have concerns about utilities, truck traffic and landscaping.

UPDATE ON THE RIVERFRONT PROJECT

Jay Demma, Stantec, was added to the meeting via phone. Demma stated that data has been collected and the market study was reviewed. Market study showed demand for housing was strong, retail should be more focused on entertainment, office demand will be driven by the natural cycle of downtown demand and that there was not a big demand for hotel space. The website has had about 700 visitors, with 50 or so comments. A public meeting was held in July 16, 2014 with over 100 in attendance and the committee has those results in the packet. The next steps will involve putting together the Implementation Plan which will look at public infrastructure projects, identify spacing of developments, identify tactics for engaging development, financing tools and the regulatory structure. This plan should be ready over the next month or so.

Wagner expressed some concern over the length of time that this project is taking. Demma replied that things could be shovel-ready after the plan is approved. Nagle also indicated a desire start the development process. Neal echoed those statements regarding progress and stated that the concepts seemed to be very similar so we should be able to move development forward and that the project could benefit from a branding effort. Demma pointed out that planning the process is still important, especially for things such parking and regulations. Lenz stated that the plan can be as flexible as we want it to be.

Oberbeck arrived at 7:11 p.m.

Lenz further stated that the remediation portion is starting and that this is really a series of different projects going on with different start and stop dates and that it will be helpful to have criteria to judge and guide development. Rasmussen would like to see the interest and energy in the community continued but felt that planning is a vital aspect. Rasmussen would like to see the renderings out in the community. Committee directed staff to continue with updates, bring vetted developers to meetings and find a name for the project.

PRESENTATION AND POSSIBLE ACTION ON PROPOSED DEVELOPMENT WITH LINETEC (725 SOUTH 75TH AVENUE)

Linetec was represented by Rick Marshall, Andy Joswiak and Chris Menard. Rick Marshall gave a presentation of the third line expansion project. The expansion would cost approximately \$15 million, add about 93 jobs over 4 years and take around 12 months to complete. Wages would start at \$14.40/hour and progress up. According to Marshall, strong market issues are driving this expansion. The request from the State and City is for \$2-3 million. Apogee has looked at the possibility of this line being added in Michigan.

A.J. Gordon, Gordon Aluminum in Schofield, spoke in support of the company and the project, stressing the importance of business partnerships and the continuing rise of all metal businesses in the area.

UPDATE ON NEGOTIATIONS WITH CBL & ASSOCIATES PROPERTIES, INC. (WAUSAU CENTER MALL)

The agreement has not been signed, but an amended offer has been received.

CONSIDER NEGOTIATIONS FOR THE BIDDING ON PROPERTY LOCATED IN THE WAUSAU BUSINESS CAMPUS AT 101 NORTH 72ND AVENUE

There is currently an accepted offer contingent upon the results of the soil borings.

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

***PRESENTATION AND POSSIBLE ACTION ON PROPOSED DEVELOPMENT WITH LINETEC (725 SOUTH 75TH AVENUE)**

***UPDATE ON NEGOTIATIONS WITH CBL & ASSOCIATES PROPERTIES, INC. (WAUSAU CENTER MALL)**

***CONSIDER NEGOTIATIONS FOR THE BIDDING ON PROPERTY LOCATED IN THE WAUSAU BUSINESS CAMPUS AT 101 NORTH 72ND AVENUE**

Motion by Neal, second by Rasmussen to convene in closed session. Roll Call Vote: Ayes: Nagle, Rasmussen, Neal, Wagner and Oberbeck; Noes: 0. Motion carried 5-0.

RECONVENED BACK INTO OPEN SESSION

Motion by Rasmussen, second by Neal, to proceed with the proposed development project with Linetec. Motion carried 5-0. Committee would like this item on the next Finance and Council agendas (rules suspension).

UPDATE ON THE O'MALLEY AUTOMOTIVE GROUP DEVELOPMENT INCENTIVES AT 3405 STEWART AVENUE

There was a snag with the land due to the dog park language. Staff has asked State Senator Petrowski to look into this issue with the DOT and we will hopefully have an answer by Thursday. Wagner wants to know that answer as soon as possible. Lawrence will inform the committee. Depending on the answer from Petrowski, Committee did not feel that it was necessary to bring issue back.

DISCUSSION AND POSSIBLE ACTION ON WAYFINDING REQUEST FOR PROPOSALS

Lawrence stated that there is money in the budget to conduct a wayfinding study. Rasmussen stated that the feedback she receives from the public is that our signage is difficult and that we need to have a plan for what to do in order to create a sense of place. Neal expressed a concern about the cost of the study. Oberbeck felt that we should also focus on getting rid of clutter.

Motion made by Rasmussen, seconded by Oberbeck, to authorize starting the process for a wayfinding study and to bring back the RFP for review. Motion carried 5-0.

DISCUSSION AND POSSIBLE ACTION REGARDING OCTOBER ECONOMIC DEVELOPMENT MEETING IN THE BUSINESS CAMPUS

Staff proposed having the October 16, 2014 Economic Development Meeting at the Entrepreneurial and Education Center with tours at various Business Campus businesses. Rasmussen suggested splitting the tours into small groups and inviting the full Council. Committee agreed that the October 16, 2014 Economic Development Meeting will be at the Entrepreneurial and Education Center at 4:00 p.m.

ADJOURN

Neal motioned to adjourn. Rasmussen seconded and the motion carried unanimously 5-0.

The meeting was adjourned at 9:28 p.m.

Respectfully Submitted,
ECONOMIC DEVELOPMENT COMMITTEE

Chairperson
Bill Nagle