

ECONOMIC DEVELOPMENT COMMITTEE

Time and Place: The Economic Development Committee met on Tuesday, November 3, 2015 at 4:30 p.m. in the 2nd floor Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (C), David Nutting, Lisa Rasmussen and Tom Neal (VC)
Neal arrived at 4:45. Rasmussen arrived at 4:55 and Nutting arrived at 5:20

Others Present: Chris Schock, Travis Lepinski, Maryanne Groat, Anne Jacobson, Keene Winters, Brad Lenz, Mayor Jim Tipple, Nan Giese, Jim Warsaw, Gary Gisselman, Karen Kellbach, Mark Goffin, Coleman Peiffer and the Media

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 and Winters started discussing the Economic Development Strategy before there was a quorum. He said there would be no action taken so we could start the discussion before there is a quorum.

DISCUSSION AND POSSIBLE ACTION ON A METRO WAUSAU ECONOMIC DEVELOPMENT STRATEGY

Peiffer introduced the metro strategy for economic development. Warsaw spoke to the benefits of a joint metro area effort. He said there is a challenge to getting all local municipalities on the same page but he has been working hard and feels the most will buy into this strategy.

Neal motioned to continue working on this strategy with adding something more tangible, it should be like a business plan and have a financial aspect to it. Rasmussen seconded and the motion carried unanimously 4-0.

PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA

No public comments were made.

APPROVAL OF MINUTES FROM 8/25/15 and 10/15/15

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

PRESENTATION ON INTERNATIONAL MOUNTAIN BIKING ASSOCIATION (IMBA) RIDE CENTER DESIGNATION AND THE ASSOCIATED ECONOMIC BENEFITS

Schock informed the committee that there will not be a presentation tonight. A representative will come to a future meeting and give a presentation.

No action was taken on this topic.

DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET (WAUSAU CLUB)

Goffin update the committee on the progress he has made in securing financing and potential tenants for his proposal at 309 McClellan St..

Neal motioned to move forward with the proposal. Rasmussen seconded and the motion carried unanimously 4-0.

DISCUSSION AND POSSIBLE ACTION REGARDING NEGOTIATIONS WITH CBL & ASSOCIATES PROPERTIES, INC., REGARDING MALL REINVIGORATION AND RELATED PUBLIC/PRIVATE PARTNERSHIP, CITY FINANCIAL INCENTIVES AND LOANS AND THE PROJECT PLAN AMENDMENT OF TAX INCREMENT DISTRICT #3

Shock updated the committee on the progress with CBL. He said we are working to alter/update the first proposal. On November 16th there will be a public forum at UWMC for the public to come and ask questions or give their input.

No Action was taken.

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
•DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET (WAUSAU CLUB)
•DISCUSSION AND POSSIBLE ACTION REGARDING NEGOTIATIONS WITH CBL & ASSOCIATES PROPERTIES, INC., REGARDING MALL REINVIGORATION AND RELATED PUBLIC/PRIVATE PARTNERSHIP, CITY FINANCIAL INCENTIVES AND LOANS AND THE PROJECT PLAN AMENDMENT OF TAX INCREMENT DISTRICT #3

Rasmussen motioned to go into closed session. Neal seconded and roll call was done, all members were present except Wagner.

RECONVENE INTO OPEN SESSION TO TAKE ACTION ON CLOSED SESSION ITEMS, IF NECESSARY

Neal motioned to move into open session. Nutting seconded and the motion carried 4-0.

Neal motioned to approve plan and proposal and instruct City staff to draw up WEDC grant. Rasmussen seconded and the motion carried 4-0.

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL PROJECT PLAN AMENDMENT AND BOUNDARY CHANGE FOR TAX INCREMENT DISTRICT THREE

No action was taken.

Staff will go back and change the boundaries of the map and bring it to a future meeting for approval.

DISCUSSION ON FINANCE CHAIR REQUEST ON PROJECTING REVENUE

Discussion was done on how challenging it is to accurately predict possible revenue from future development in Wausau.

DISCUSSION AND POSSIBLE ACTION ON ECONOMIC DEVELOPMENT MARKETING

Schock said we would like to pick a tag for marketing

Neal motioned to use #Wausome and Wausau #Riverlife for marketing tags. Rasmussen seconded and the motion carried unanimously 4-0.

UPDATES:

COUNTY MATERIALS RIVERFRONT CONDOMINIUMS PROJECT

EAST RIVERFRONT RFP RESULTS AND PROCESS

RIVERFRONT BRANDING STRATEGY

PARTNERSHIP AND DIALOG WITH THE HMONG WISCONSIN CHAMBER OF COMMERCE

EMPLOYER LINKED HOMESTEADING PROGRAM - LIVE IT UP WAUSAU

KLEINHEINZ DAIRY BUILDING

Schock gave updates. The condos are having the elevations determine by City staff. We are working to engage the Hmong Chamber and Schock handed out a memo to the committee. Schock asked if there was any tweaks need to the homesteading program, the committee was very happy with the program the way it is. The Dairy building is in a stand still. Schock gave a brief overview of the two RFP's that we received for the East Riverfront.

ADJOURN

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

The meeting was adjourned at 7:15 p.m.

Respectfully Submitted,
ECONOMIC DEVELOPMENT COMMITTEE
Bill Nagle, Chairperson