



## OFFICIAL NOTICE AND AGENDA - REVISED

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

**Meeting:** **ECONOMIC DEVELOPMENT**  
**Date/Time:** **Wednesday, July 13, 2016 at 4:30 p.m. - REVISED**  
**Location:** **Board Room, 2nd Floor, City Hall**  
**Members:** Tom Neal (C), Romey Wagner, Pat Peckham, Joe Gehin (VC) and Lisa Rasmussen

### AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Approval of Minutes from 3/24/16 and 5/3/16
- 3 Discussion and Possible Action on the Potential Release of a Request for Proposals (RFP) for a Master Plan for Business Campus Expansion (Arlon Schmidt Property)
- 4 Discussion and Possible Action on the Potential Release of an RFP for the Property at 120 Scott Street
- 5 Discussion and Possible Action on the Potential Release of an RFP for the Property at 309 McClellan Street
- 6 Update on Cooperative RFP for Potential Projects
- 7 Discussion and Possible Action on the Proposals Received for Marketing and Communication Services
- 8 Discussion and Possible Action on Riverlife Branding

Adjournment  
Tom Neal (ED Chair)

**This notice was posted at City Hall and emailed to the media on 7/7/16**

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Thursday, March 24, 2016 at 4:30 p.m. in the 2<sup>nd</sup> Floor Boardroom at City Hall, 407 Grant Street, Wausau

ED Members Present: Lisa Rasmussen and Romey Wagner

Others Present: Travis Lepinski, Chris Schock and Mayor Tipple,

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**

There was not a quorum so the meeting was never called to order.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE  
Bill Nagle, Chairperson

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Thursday, May 3, 2016 at 4:30 p.m. in the 2<sup>nd</sup> Floor Boardroom at City Hall, 407 Grant Street, Wausau

ED Members Present: Lisa Rasmussen, Romey Wagner and Tom Neal (C), Joe Gehin (VC) and Pat Peckham

Others Present: Anne Jacobson, Ann Werth, Chris Schock, Mayor Mielke 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**

Neal noted there was a quorum and called the meeting to order at approximately 4:30 p.m.

### **SELECT A CHAIRPERSON AND VICE CHAIRPERSON FOR 2016-2018 TERM**

Rasmussen nominated Tom Neal for chairperson. Wagner seconded and the motion carried unanimously 5-0

Wagner nominated Joe Gehin for vice chairperson. Rasmussen seconded and the motion carried unanimously 5-0

### **ESTABLISH REGULAR MEETING DATES AND TIME FOR 2016-2018 TERM**

Rasmussen motioned establish regular meet time and date for the first Tuesday of the month at 5:00 p.m. Peckham seconded and the motion carried unanimously 5-0

### **APPROVAL OF THE MINUTES FROM 3/8/16, 4/7/16 AND 4/18/16**

Wagner motioned to approve minutes. Rasmussen seconded and the motion carried unanimously 5-0.

### **DISCUSSION AND POSSIBLE ACTION ON POTENTIAL CLARIFICATIONS TO THE DEVELOPMENT AGREEMENT WITH COMPOSITE ENVISIONS**

Rasmussen motioned to direct staff to continue completing and execute the amended agreement, to include the City's first right of refusal. Staff also needs to execute a subordination request and approve the lease to be transferred between Composite Envisions companies. Wagner seconded and the motion carried unanimously 5-0.

### **DISCUSSION AND POSSIBLE ACTION ON THE PROPOSED ACQUISITION OF 415 SOUTH FIRST AVENUE**

No action was taken. Werth said we should discuss acquisition in 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**

#### **\*DISCUSSION AND POSSIBLE ACTION ON THE PROPOSED ACQUISITION OF 415 SOUTH FIRST AVENUE**

Rasmussen motioned to go into closed session. Gehin seconded. Roll call was done; all members were present.

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

Peckham motioned to move into open session. Gehin seconded and the motion carried unanimously 5-0

No action was taken.

#### **DISCUSSION AND POSSIBLE ACTION ON THE PROPOSALS RECEIVED FOR MARKETING AND COMMUNICATION SERVICES**

No action was taken only discussion was done. This item will be placed on a future agenda to be discussed further.

#### **DISCUSSION AND POSSIBLE ACTION ON RIVERFRONT BRANDING**

No action was taken only discussion. Schock showed the committee different design ideas. Some of the ideas will be taken back to Adrenaline to further explore options. Rasmussen suggested that we narrow the choices down to three then ask for outside feedback.

#### **DISCUSSION AND POSSIBLE ACTION ON THE METRO ECONOMIC DEVELOPMENT STRATEGY**

Schock informed the committee that things are finally coming together on the Metro Strategy. It is a proactive approach to building bridges between communities. The ask is for ten thousand dollars from each community to fund the project.

Wagner motioned to join the consortium and continue moving the strategy forward. Rasmussen seconded and the motion carried unanimously 5-0.

#### **DISCUSSION AND POSSIBLE ACTION ON ECONOMIC DEVELOPMENT TRAINING**

No action was taken only discussion was done.

Schock told the committee about training that the WEDA puts on called ED 101. The cost is about \$800 and he would like the whole council to attend it. Rasmussen said there is other training that the council will do also, and the best way to fit it in is to have a workshop.

#### **UPDATE ON THE HMONG DIALOGUE PROJECT**

Schock said he just got back from Vietnam and had meetings with the Consulate there to help us make connections. This will strengthen our partnership with the Hmong Chamber and community.

#### **ADJOURN**

Wagner motioned to adjourn. Gehin seconded and the motion carried unanimously 5-0.

The meeting was adjourned at 6:00 p.m.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE  
Bill Nagle, Chairperson

# City of Wausau

## Legend

- Area of Interest (AOI)
- Municipal Boundary
- Right of Way
- sManhole
- sGravityMain
- wMain
- Parcel
- Index Contour
- Index Depression
- Swamp
- Wetland DNR (<2 Acres)
- Wetland DNR (>2 Acres)

## Symbol / Texture

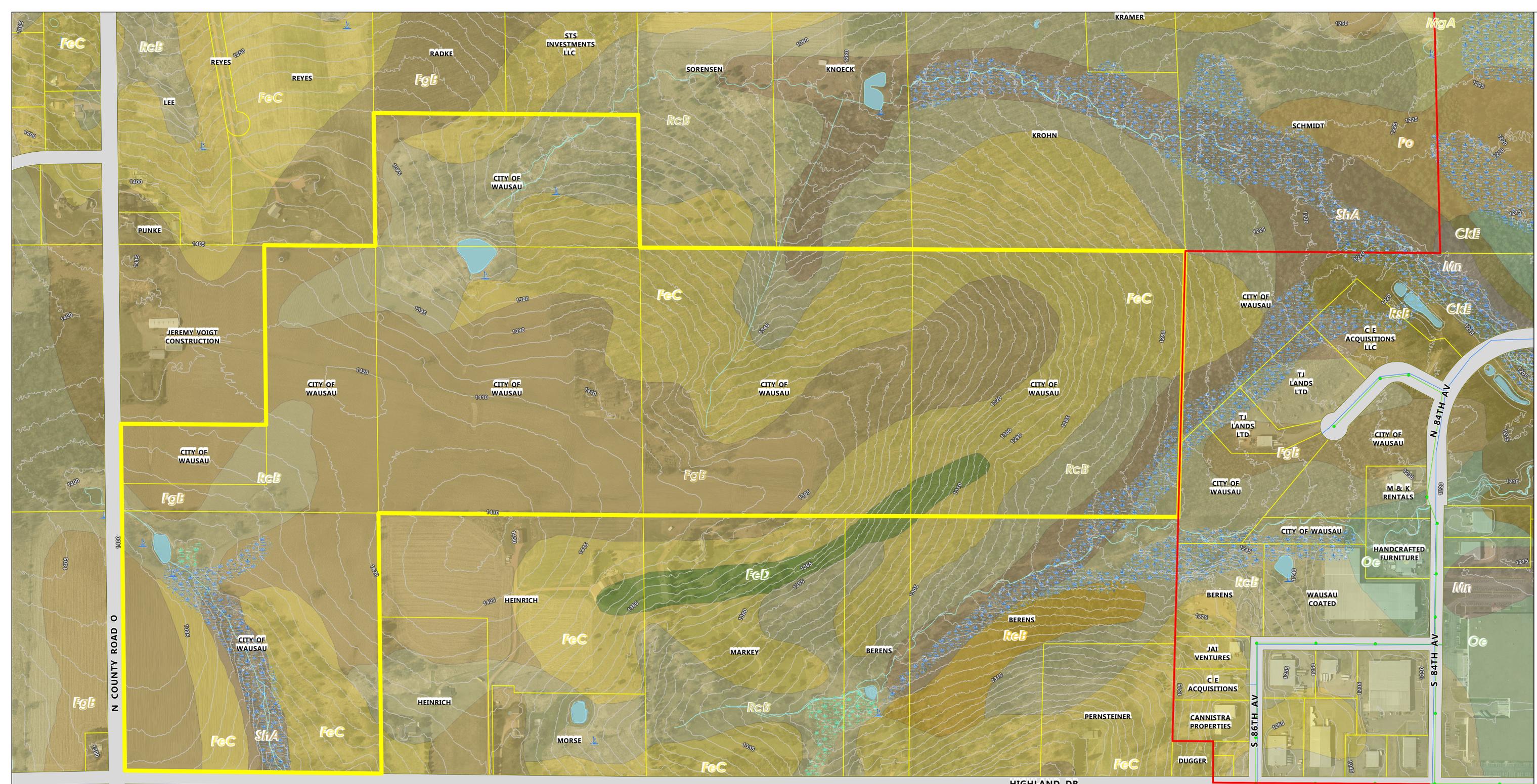
- CkE / sandy loam
- FeC / silt loam
- FeD / silt loam
- FgB / silt loam
- MgA / loam
- Mn / sandy loam
- Oe / loam
- Po / sandy loam
- RcB / silt loam
- ReB / silt loam
- RsB / silt loam
- ShA / silt loam

NOTES:  
 1. DUPLICATION OF THIS MAP IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE CITY OF WAUSAU ENGINEERING DEPT.  
 2. THIS MAP WAS COMPILED AND DEVELOPED BY THE CITY OF WAUSAU AND MARATHON COUNTY GIS. THE CITY AND COUNTY ASSUME NO RESPONSIBILITY FOR THE ACCURACY OF THE INFORMATION CONTAINED HEREIN.  
 3. PARCEL FEATURES DEVELOPED AND MAINTAINED BY MARATHON COUNTY.  
 4. CONTOUR FEATURES DEVELOPED FROM APRIL 2015 LIDAR.  
 5. AERIAL PHOTO TAKEN APRIL 2015.



City of Wausau  
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 gis@ci.wausau.wi.us

Date: 06/02/2016



MUSYM	GROUP	SEPTICS	PERM	SLOPE	TEXTURE	MAP_UNIT_NAME	SLOPE_PERCENT	DRAINAGE_CLASS
CkE	0	y	n	E	sandy loam	Chetek sandy loam	15-30	somewhat excessively drained
FeC	3	y	n	C	silt loam	Ferwood silt loam	6-12	well drained
FeD	4	y	n	D	silt loam	Ferwood silt loam	12-20	well drained
FgB	1	y	n	B	silt loam	Ferwood-Rozelville silt loams	2-6	well drained
MgA	2	n	y	A	loam	Meadland loam	0-3	somewhat poorly drained
Mn	0	n	n		sandy loam	Minocqua sandy loam	0-2	poorly drained and very poorly drained
Oe	2	n	n		loam	Oesterle loam	0-2	somewhat poorly drained
Po	2	n	y		sandy loam	Flower sandy loam	0-2	somewhat poorly drained
RcB	2	n	y	B	silt loam	Rietbrock silt loam	1-8	somewhat poorly drained
ReB	0	n	n	B	silt loam	Rietbrock silt loam, stony	1-8	somewhat poorly drained
RsB	1	y	y	B	silt loam	Rosholt silt loam	2-6	well drained
ShA	0	n	y	A	silt loam	Sherry silt loam	0-3	poorly drained and very poorly drained





**From:** Elizabeth Knight [<mailto:elizabeth@aplombpr.com>]  
**Sent:** Friday, June 10, 2016 2:23 PM  
**To:** Christian Schock  
**Subject:** Follow-up to proposal

Hi Chris,

Per our conversation, here is some additional context related to my plan for the PR project:

Our original proposal presented our strategy for the initial groundwork. Research, development of story angles and pitches, and outreach to identified journalists/editors. From there, we will find out whether journalists are indeed interested in our pitch and how they want to proceed with developing the story. In my experience, journalists will want the story packaged in one of three ways:

1. They want total control. We plant the seed and they manage the creative process, including interviews, photos, writing and final layout and design for their publication.
2. They want some control. We develop the story and provide suggested copy and pictures (or they may send a photographer). They revise and manage final layout and design for their publication.
3. They want no control. We develop the article, provide images and final print ready designed files for inclusion into their publication.

Without first doing the outreach though, we have no way of knowing how each journalist is going to want to work with us. Once we get through all of the initial groundwork as presented in the proposal, we'll have a much better idea of where we stand and what additional creative is needed to support placements. In the event a publication wants print ready files, we do have a designer (Lisa) in-house that manages all of our design elements. I did not include her time in my initial proposal because at this point, we don't know if it will be necessary. And at the same time, I was not sure whether the city had someone in-house that would do layout and design or if you'd want to outsource that to us. We are certainly open and available to assisting with any or all of those details, should they become necessary. On that same note, if Lisa's involvement with the project does become necessary (over and above some basic packaging for our initial pitches), that will mean we have a story placement which will justify any additional investment needed.

As for pictures, we'll definitely want to include images with our pitches. This was one of the details I wanted to talk through assuming our initial proposal was accepted. I'm not sure if the city has a photographer they contract with or whether you already have sample pictures that might be appropriate for supporting our pitches. In the event you do not have any images or a photographer and we are not able to produce the desired pictures ourselves, we have worked with a local photographer in the past and would rely on her skills to produce any required images. Are images available for some of the story angles you are considering or would we be starting from ground zero? If nothing is available, I'd want to talk budget for the project. If small, it may make sense to try to do the first images to support our initial pitches ourselves. The publications will then tell us whether they want professional images or if they'll send their own photographer.

I hope this answers your questions. If I can provide any additional information or clarification, please don't hesitate to reach out.

Thank you,  
Elizabeth

PS: For the case study sample I provided with my initial proposal (A tree's journey), GLTPA requested article copy and images from us. We worked with foresters to develop the story, wrote it, and used images provided by Kretz Lumber Company.

Elizabeth Knight  
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OPTION 1



OPTION 2



OPTION 3



OPTION 4



ORIGINAL CRANE



TEXTURED CRANE