



OFFICIAL NOTICE AND AGENDA

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

Meeting: **ECONOMIC DEVELOPMENT**
Date/Time: **Tuesday, January 3, 2017 at 5:00 p.m.**
Location: **Council Chambers, 1st 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 11/15/16 and 12/06/16
- 3 Discussion and Possible Action on the Request to Amend the Development Agreement for the Property at 901 East Thomas Street
- 4 Discussion and Possible Action on the Amendment to the Parking/Sublease Agreement for the Wausau Center Mall
- 5 **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 Request to Amend the Development Agreement for the Property at 901 East Thomas Street
 - } Discussion and Possible Action on the Amendment to the Parking/Sublease Agreement for the Wausau Center Mall
- 6 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary

Adjournment
Tom Neal (Chair)

This notice was posted at City Hall and emailed to the media on 12/28/16

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

Time and Place: The Economic Development Committee met on Tuesday, November 15, 2016 at 5:30 p.m. in the Council Chamber at City Hall, 407 Grant Street, Wausau

ED Members Present: Lisa Rasmussen, Tom Neal (C), Romey Wagner and Pat Peckham
Peckham arrived at 5:08

Others Present: Chris Schock, Brad Lenz, Travis Lepinski, MaryAnne Groat, Mayor Mielke, Anne Jacobson, Media and other interested parties

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 5:45 p.m.

PRESENTATION OF THE CITY OF WAUSAU COMPREHENSIVE PLAN

Lenz introduced Dennis Lawrence from North Central Wisconsin Regional Planning Commission who went through a PowerPoint presentation on the comprehensive plan.

PRESENTATION OF THE CITY OF WAUSAU WAYFINDING PLAN

Lenz said we received an updated wayfinding plan from Corbin. He went over a PowerPoint presentation that highlighted the wayfinding plan.

PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA

No public comments were made.

DISCUSSION AND POSSIBLE ACTION ON THE AMENDMENT TO THE DEVELOPMENT AGREEMENT FOR THE PROPERTY AT 1300 NORTH RIVER DRIVE

Schock said we need to amend the completion date in the development agreement for WOW. Greenwood gave an update on the progress and changes going on at WOW. He said they hope to open December 15, 2016 and the patio has been enlarged from 2000 square feet to over 8000 square feet. Other changes include the addition of grey horizontal siding. The murals on the exterior walls will have to wait until spring.

Rasmussen motioned to extend the completion date on the building until January 15, 2017 and allow the murals to be done as soon as possible in spring but no later than June 1, 2017. Wagner seconded and the motion carried unanimously 4-0.

DISCUSSION AND POSSIBLE ACTION ON THE PROPOSALS RECEIVED FOR THE PROPERTY AT 411 WASHINGTON STREET

Wayne Johansen from HOM Furniture gave a brief overview of the RFP they submitted. HOM Furniture has 16 locations and the company is debt free. They plan to do 9-12 million dollars in sales here and have jobs that pay about \$38,000.00 in gross wages. Dan Olson and Nathan Woodworth from Micon Cinemas spoke about the RFP they submitted to the City. They said the area is under screened and the plan to add 10 screens and provide a different experience than what is locally provide now. Average ticket prices are \$6-\$7 and they plan to sell 400,000 tickets a year.

No action was taken; discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON THE AMENDMENT TO THE PARKING AGREEMENT FOR THE WAUSAU CENTER MALL

Schock said we need to amend the parking agreement so we can modernize the parking and do some surface work. We hope to bring a formal term sheet to a future meeting; currently it's still in the works.

No action was taken

DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET

Schock said we are still working with David Hummer and hope to have a more definite proposal firmed up soon and we will bring it to a future meeting.

No action was taken

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL ACQUISITION OF THE PROPERTY AT 1707 MERRILL AVENUE

Discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL ACQUISITION OF PROPERTY AT 101 NORTH 72ND AVENUE

Discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL ACQUISITION OF PROPERTY AT 411 WASHINGTON STREET

Schock said we are currently working with Sears for the acquisition of 411 Washington Street.

DISCUSSION AND POSSIBLE ACTION ON STRATEGIES RELATED TO POTENTIAL TAX INCREMENT FINANCE PLAN CHANGES AND/OR PLAN CREATION FOR THE PROPERTY AT 411 WASHINGTON STREET

Wagner made the comment regarding why we should change the TID plan when there is one proposal that will put money directly into the general fund.

No action was taken discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON WAIVING THE CITY'S RIGHT TO PURCHASE PROPERTY IN THE WAUSAU BUSINESS CAMPUS IN ORDER TO ALLOW THE TITLE TRANSFER OF 7333 STEWART AVENUE FROM WESTSIDE WAREHOUSING OF WAUSAU, LLC TO WESTSIDE REALESTATE, LLC

Schock said this transfer is between the same owner just switching LLC's. This is a formality because of deed restrictions we have in the Business Campus. There were comments made as to how to change this policy so a business doesn't need to ask use for permission just to change names. Peckham asked for staff to bring a recommendation within three months to address this issue.

Peckham motioned to waive our right to purchase 7333 Stewart Avenue. Rasmussen seconded and the motion carried unanimously 4-0

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 POTENTIAL ACQUISITION OF PROPERTY AT 411 WASHINGTON STREET**

***DISCUSSION AND POSSIBLE ACTION ON STRATEGIES RELATED TO POTENTIAL TAX INCREMENT FINANCE CHANGES AND/OR CREATION FOR THE PROPERTY AT 411 WASHINGTON STREET**

***DISCUSSION AND POSSIBLE ACTION ON THE PROPOSALS RECEIVED FOR THE PROPERTY AT 411 WASHINGTON STREET**

***DISCUSSION AND POSSIBLE ACTION ON THE AMENDMENT TO THE DEVELOPMENT AGREEMENT FOR THE PROPERTY AT 1300 NORTH RIVER DRIVE**

***DISCUSSION AND POSSIBLE ACTION ON THE AMENDMENT TO THE PARKING AGREEMENT FOR THE WAUSAU CENTER MALL**

***DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET**

***DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL ACQUISITION OF THE PROPERTY AT 1707 MERRILL AVENUE**

***DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL ACQUISITION OF PROPERTY AT 101 NORTH 72ND AVENUE**

Rasmussen motioned to go into closed session. Peckham seconded. Roll call was done; all members were present except Joe Gehin. Wagner left during closed session at 7:45 p.m.

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

Rasmussen motioned to move into open session. Peckham seconded and the motion carried unanimously 3-0.

No action was taken on closed session items.

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL RELEASE OF A REQUEST FOR PROPOSALS FOR THE PROPERTY AT 120 SCOTT STREET

Schock said we are on track to release the RFP for 120 Scott Street. We didn't want to release too many RFP's all at once but now he thinks it's timely to release it. Peckham asked if we could add 10 points for the use of clean energy or green building practices. He suggested taking 5 points from each of the first 2 items on the score sheet and adding 10 points at the end for clean/green building.

Peckham motioned to release the RFP for 120 Scott Street with the change of adding 10 points for clean energy/green building practice. Rasmussen seconded and the motion carried unanimously 3-0

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL RELEASE OF A REQUEST FOR PROPOSALS FOR THE PROPERTIES LOCATED AT THE 400 BLOCK OF SOUTH FIRST AVENUE

Schock informed the committee that the next Wausau Soup will be held at the former Westside Battery in January and we will release the RFP around the same time.

No action was taken as Schock just updated the committee.

DISCUSSION AND POSSIBLE ACTION OF THE POTENTIAL RELEASE OF A COOPERATIVE REQUEST FOR PROPOSALS FOR THE PROPERTIES AT 17TH AVENUE AND WEST STREET

Schock said we are ready to release the cooperative RFP for 27+ acres.

Rasmussen motioned to release the RFP. Peckham seconded and the motion carried unanimously 3-0.

ADJOURN

Peckham motioned to adjourn. Rasmussen seconded and the motion carried unanimously 3-0.

The meeting was adjourned at 8:20 p.m.

Respectfully Submitted,
ECONOMIC DEVELOPMENT COMMITTEE
Tom Neal, Chairperson

ECONOMIC DEVELOPMENT COMMITTEE

Time and Place: The Economic Development Committee met on Tuesday, December 6, 2016 at 5:00 p.m. in the Council Chamber at City Hall, 407 Grant Street, Wausau

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

Others Present: Chris Schock, Brad Lenz, Travis Lepinski, MaryAnne Groat, Mayor Mielke, Anne Jacobson, Eric Lindman, Gary Gisselman, Sherry Abitz, Dennis Smith, Media and other interested parties

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 5:00 p.m.

PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA

Elizabeth Fields spoke in favor of the Micon theater proposal for the former Sears but would like to have both proposals for downtown. She said a theater would help drive traffic downtown compared to a furniture store. She read many comments from downtown businesses that are in favor of the theater proposal.

Mark Craig spoke in favor of the Micon proposal saying it will help drive downtown business with retail, office and residential included.

Tyler Vogt also spoke in favor of the theater. He said his customers and employees all talk about how great the downtown would be with a theater.

APPROVAL OF MINUTES FROM 9/6/16, 9/15/16 AND 10/20/16

Neal asked for the word unanimously to be removed from the 10/20/16 minutes for 1707 Merrill Ave vote that was 4-1.

Peckham motioned to approve minutes. Gehin seconded and the motion carried unanimously 5-0

DISCUSSION AND POSSIBLE ACTION ON THE MASTER PLAN FOR THE BUSINESS CAMPUS EXPANSION

Representatives from Becher Hoppe and R.A. Smith National went over a map of the Business Campus expansion and explained why it is laid out the way it is. Peckham asked if there would be any land that is not buildable but could be used for a dog park. Neal asked if some of the ponds could be visually pleasing so they could be used by the employees of the businesses that are located there.

Rasmussen motioned to approve the plan as a conceptual design of the master plan. Peckham seconded and the motion carried unanimously 5-0.

DISCUSSION AND POSSIBLE ACTION ON THE TAX INCREMENT FINANCING REQUEST RECEIVED FOR THE PROPERTIES AT 2307 AND 2401 NORTH THIRD STREET

Schock introduced Mark Macdonald who presented his vision for the redevelopment of the vacant properties into a clubhouse, office and storage facility for the Wisconsin Woodchucks as it is adjacent to Athletic Park. Macdonald is requesting a reverse or pay-as-you-go TIF which would allow him 75% of the available increment created by his \$1mil minimum investment in the redevelopment of the property for a term of 10 years not to exceed \$95,000.

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

DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET

Schock said we are still working with David Hummer and hope to have a more definite proposal firmed up soon and we will bring it to a future meeting.

No action was taken

DISCUSSION AND POSSIBLE ACTION ON STRATEGIES RELATED TO POTENTIAL TAX INCREMENT FINANCE PLAN CHANGES AND/OR PLAN CREATION FOR THE PROPERTY AT 411 WASHINGTON STREET

Discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON THE PROPOSALS RECEIVED FOR THE PROPERTY AT 411 WASHINGTON STREET

Discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON THE AMENDMENT TO THE PARKING AGREEMENT FOR THE WAUSAU CENTER MALL

Schock said we are working with Mid-America and a plan is forth coming hopefully in January.

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 STRATEGIES RELATED TO POTENTIAL TAX INCREMENT FINANCE PLAN CHANGES AND/OR PLAN CREATION FOR THE PROPERTY AT 411 WASHINGTON STREET**

***DISCUSSION AND POSSIBLE ACTION ON THE PROPOSALS RECEIVED FOR THE PROPERTY AT 411 WASHINGTON STREET**

Rasmussen motioned to go into closed session. Peckham 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. Rasmussen seconded and the motion carried unanimously 5-0

Peckham motioned to have City staff pursue the Micon proposal and bring a completed development agreement to a council meeting in the near future. Rasmussen seconded and the motion carried unanimously 5-0

DISCUSSION AND POSSIBLE ACTION ON THE AMENDMENT TO THE DEVELOPMENT AGREEMENT FOR THE PROPERTY AT 1418 NORTH FIRST STREET

Schock said that MetroPlains has been awarded HOME funds. Because of the time it took for the approval process they are looking to have the closing pushed back to June 1, 2017 and the completion date pushed back as well.

Peckham motioned to approve the amendment to the development agreement. Gehin seconded and the motion carried unanimously 5-0.

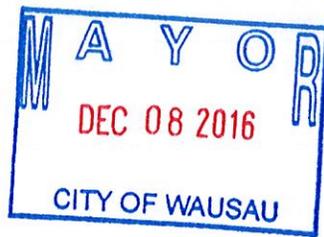
ADJOURN

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

The meeting was adjourned at 7:00 p.m.

Respectfully Submitted,
ECONOMIC DEVELOPMENT COMMITTEE
Tom Neal, Chairperson

12/8 Hand delivered by Don Zamzow.



Bull Falls Brewery, LLC
901 East Thomas Street
Wausau, WI 54403
715-842-2337



December 8, 2016

Mayor Robert B. Mielke
Wausau City Hall
407 Grant Street
Wausau, WI 54403

Dear Mayor Mielke:

Thank you for discussing this item with us. Accordingly, we are coming to you with a request for our brewery as outlined below.

Request:

Bull Falls Brewery requests to have the term of its loan with the City of Wausau extended 5 years longer than the original term of 10 years.

Reason:

The reduction in the monthly payments will allow additional cash flow for continued operating profitability as the craft brew industry faces market over saturation.

The resultant reduction in our monthly payments will improve our cash flow situation helping us to continue operating profitably in the current market environment.

Factors:

Bull Falls Brewery has always been focused on growth; hence, the system in our brewery expansion was designed to accommodate demand in our local 13 county core market with a projected increase. It was also designed to handle growth from surrounding markets within Wisconsin and nearby adjoining states.

While the local core market and our community have enthusiastically accepted our Bull Falls products, most of the surrounding territories are not familiar with it, so this anticipated growth is not materializing as quickly as we had planned. As a result, we are readjusting our cost and expense structure to more closely reflect our existing market requirements.

Included in this strategy is the request to lower our required debt payments as it is going take longer to develop the outlying markets than we anticipated, we are also working with our bank and the SBA to structure our loan terms to give us the flexibility to work within this slower growth structure. That is why we are coming to you with this request.

The National Beer Market:

Craft brewers like Bull Falls are fighting for shelf space at the store and handle space at the bar. The last decade has seen unprecedented rapid growth in craft breweries in the U. S. where craft beer volume has grown from under 4% to over 12% of total beer sales in 2015. The number of craft breweries has grown to a current level of over 4000 in the country, each brewery producing a variety of styles numbering in the 10s of 1000s. The industry as a whole is beginning to undergo a re-alignment that will probably continue for 2 or 3 years. The breweries that produce a high quality product and have a loyal local following will thrive and survive.

Bull Falls Brewery:

Bull Falls Brewery is now entering its 10th successful year; having started in 2007 in Wausau. Bull Falls has enjoyed great popularity of its products in Wausau; our local core market. Bull Falls Brewery has become an integral part of the Wausau community participating and contributing in many local causes and adding another destination for Wausau visitors.

While the early growth seems to have leveled off to we are making inroads into Eastern Wisconsin and Minnesota.

Bull Falls Brewery is committed to the Wausau area and plan to be a fixture in this community for years to come.

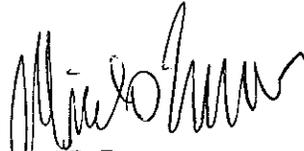
Sincerely,



D.D. Zamzow

Bull Falls Brewery, LLC

715-842-2337



M.D. Zamzow

Cc: Chris Schock, Planning, Community and Economic Development