

ECONOMIC DEVELOPMENT COMMITTEE

Date and Time: Tuesday, November 5, 2019 at 5:15 p.m., Council Chambers

Members Present: Neal, Gisselman, Peckham, Rasmussen and Martens

Others Present: Schock, Jacobson and Marquardt

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

The Economic Development Committee meeting was called to order by Neal at 5:17 p.m.

1# Approval of the Minutes from 10/01/19

Motion by Gisselman, second by Peckham to approve the minutes. Motion passed 4-0, Neal abstained.

#2 Discussion and Possible Action on the Sale of Approximately 1.93 Acres of Business Campus Property Adjacent to the Intersection of 84th Avenue and Enterprise Drive to Diversified Properties, LLC

Schock explained Diversified Properties expressed interest in expanding with additional property. They have purchased property in the past for \$1 and are seeking the same consideration for this purchase. Peckham asked when the project will commence to which Schock replied in the Spring/Summer of 2020. Neal pointed out it is similar to past partnerships. Schock furthered the property is probably best suited as an expansion area due to the wetlands limitations.

Rasmussen asked if the return on investment would be great enough to do this again. Schock explained there would not necessarily be a binding development agreement as it is a straight sale. Rasmussen indicated a desire for the value to be in jobs given the low taxable amount of the project.

Committee agreed by consensus to hold this item pending further discussions with the company.

#3 Discussion and Possible Action on the Proposal Received for Phase 4 Improvements to Athletic Park

Schock pointed out the packet contains the term sheet which includes parking and some analysis. Mark Macdonald reviewed the previous improvement phases. Phase 4 includes \$1.5 million for a) New seats on the first base side; b) Finishing the lighting project in the outfield and c) Renovation of the first base dugout area. The lights will be high-quality energy-efficient and with much less spill. The first base renovations will include 190 premium seats, 2 new small concession stands and an update to the visitor dugout. Construction will begin at the end of the 2020 season and be ready for the 2021 season.

Macdonald explained one of the biggest aspects will be parking due to the loss of spaces previously utilized by the team. He furthered the team is looking for approximately 500 slots to be available for a game. Schock added the City already has plans to partner with Bridge Community in regards to parking possibilities and to continue the trend of having on-street parking in the North Riverfront development area. Macdonald stated the goal is to reduce some of the parking stress off the neighborhood.

Neal stated the proposal passed 4-1 at Park & Rec last night. He further expressed the park is a gem and the City should support its continued growth. Peckham asked about the plan for historic review. Macdonald answered that it will go to Historic Preservation within the next week or so. Peckham also asked for an explanation of a warrant study as referenced in the term sheet. Schock explained it is a civil engineering study to see what signaling is warranted in that area. City's commitment is to do the study.

Peckham asked if there was a handle on what the parking is going to cost. Schock said specifics are not quite ready and won't be until the other future developments are finalized. The parking allocation will also be affected by the property coming to us which could result in close to 150 spaces. Rasmussen suggested purchasing the Wilson-Hurd property explaining due to potential contamination issues, the best use for the property might be a parking lot. She also mentioned the partnership with Macdonald has been great. Gisselman noted 500 parking spaces is a lot and felt the Committee should see exactly where they are. Schock remarked the City is not going to build 500 new spaces but ensure that 500 spaces are always available. Rasmussen suggested marking/stripping spaces on the street for better parking clarity.

Motion by Rasmussen, second by Martens to move the plan forward.

Gisselman asked if this vote included moving construction forward which was affirmed.

Motion passed 4-1 with Gisselman as the dissenting vote.

#4 Discussion and Possible Action on the Proposal Received for the Transfer of Approximately 1 Acre of Property and Associated Infrastructure Upgrades at 101 Devoe Street to Karma Brewing Company

Tyler Vanden Heuvel presented his project for a gastro pub and brewery on one acre of land in the North Riverfront Development area. Vanden Heuvel emphasized he wants to be part of the conversation as a very serious RFP proposal. Schock mentioned Devoe and Winton will need to be updated to include on-street parking. Neal suggested part of our mission is to attract and work with young entrepreneurs such as this and we need to encourage this to every degree. Schock commented the proposal fits well with the City's vision to every degree. The request is for the property and future layout of the infrastructure which will be colored by the other proposals received. Rasmussen asked if the public ask was for the property conveyance and infrastructure only which was affirmed. Rasmussen emphasized this project is down the path the City wants to see and would be a great start to revitalizing that area. Vanden Heuvel suggested the workforce would involve around 20 employees and stated he is also working with MCDEVCO. A timeline was included in the packet. Rasmussen noted there is an excitement for the project.

No action taken.

#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:

Closed Session was not required and no action was taken.

#6 Reconvene into Open Session, if necessary

Closed Session was not required and no action was taken

#7 Discussion and Possible Action on the December Meeting Date

Schock mentioned he is not available for the next meeting scheduled for December 3, 2019. The Committee could hold the meeting anyway, wait for January or plan to have a joint meeting with the Plan Commission on December 17, 2019. Schock expects to have a proposal from Merge, the RFP responses and the planning option for Riverlife Phase 2.

By consensus, the Committee agreed to cancel the December 3rd meeting and to schedule a meeting on December 17, 2019 at 5:00 p.m., plus a joint meeting with Plan Commission on that same day.

Special Instructions or Directives to Staff:

None

Motion by Peckham, second by Martens to adjourn the meeting. Motion passed 5-0.

Adjournment Time: 6:14 p.m.