

## **LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.**

Black River Beach House Meeting Room  
1433 Rose Street, La Crosse, WI  
Thursday, January 6, 2011  
7:30 a.m.

**MEMBERS PRESENT:** Steve Doyle, Jill Billings (7:36, exc. 8:47), Don Brenengen (7:42), Vicki Burke, Steve Burgess (exc. 9:03), Dirk Gasterland, Tara Johnson, Audrey Kader (7:35), Dennis Manthei (exc. 8:45), Steve O'Malley, Michael Richards (7:36), Bill Shepherd, John Wettstein

**MEMBERS EXCUSED:** Gary Ingvalson, Mary Jo Werner

**MEMBERS ABSENT:** None

**STAFF & GUESTS:** Brian Fukuda, Charlie Handy, Margaret Norden, Greg Flogstad, Karl Green, Jenny Kuderer, Sharon Hampson

### **CALL TO ORDER/ROLL CALL**

Chair Doyle called the meeting to order at 7:30 a.m.

### **PUBLIC COMMENT**

None requested.

### **APPROVE MINUTES OF DECEMBER 2, 2010**

**MOTION** by Gasterland/Manthei to approve the Minutes of December 2, 2010.

**Motion carried unanimously.** Billings, Brenengen, Ingvalson, Kader, Richards, Werner excused.

### **CONSIDERATION OF VOUCHERS (VONBRIESEN)**

Brian Fukuda stated that our share of the legal services total \$9,976.50 thus far.

**MOTION** by Manthei/Johnson to approve payment of legal services by Von Briesen.

**Motion carried unanimously.** Ingvalson, Werner excused.

### **SKIPPERLINER INDUSTRIES CHAPTER 128 BUSINESS LIQUIDATION**

Bill Shepherd reported he hopes the Department of Commerce will go along with restructuring the loan. Discussion was held regarding the Town of Campbell's tie-in with the lease.

### **CONSIDERATION OF 7 RIVERS REGION COMPACT**

Brian Fukuda reported that a Compact has been developed by the 7 Rivers Region that addresses 10 principles, including collaboration, competitiveness, and measurement. He suggested that the County take a leadership role and forward a copy of the Compact to all municipalities to encourage them to sign on, as well.

**MOTION** by Johnson/Burke to approve signing the 7 Rivers Region Compact and having the Compact sent to all municipalities in La Crosse County to encourage joining. **Motion carried unanimously.** Ingvalson, Werner excused.

### **REPORT ON REVOLVING LOAN FUND STATUS**

Greg Flogstad reported on the loan fund. There are no delinquencies.

### **RESOLUTION CERTIFYING THAT THE EDA REVOLVING LOAN FUND IS BEING OPERATED IN ACCORDANCE WITH THE RLF ADMINISTRATIVE PLAN**

The Resolution certifies that La Crosse County Economic Development is operated according to U.S. Department of Commerce requirements for revolving loan fund plans.

**MOTION** by Kader/Gasterland to approve the Resolution Certifying that the EDA Resolving Loan Fund is being Operated in Accordance with the RLF Administrative Plan. **Motion carried unanimously.** Ingvalson, Werner excused.

### **EVALUATION OF 2009-10 ECONOMIC DEVELOPMENT FUND GOALS & ACHIEVEMENTS**

Charlie Handy asked to have committee members rate how well goals have been accomplished and email the rankings to staff. They will do a tally for the next meeting.

### **DISCUSSION OF 2011-12 ECONOMIC DEVELOPMENT FUND GOALS & ACTIONS**

Charlie Handy led an exercise about what each member would like to see in La Crosse County in the next 20 years. The following is a partial list of ideas presented:

- Consolidate services, such as police, fire, refuse
- Have fewer than 100 substantiated incidents of child abuse/neglect
- Create metropolitan service areas
- Maximize efficiencies of scale of all county resources
- Have a thriving, diverse, and cutting edge economy
- Have a city administrator
- Have a community theatre that's a regional destination
- Improve housing stock in City of La Crosse
- Have a healthy, thriving city that serves as an anchor for the county
- Have standardized assessment
- Share business recruitment activities
- Map for land use county-wide, rather than by municipality, i.e. ignore municipal boundaries
- Have full employment
- Create 100,000-150,000 new jobs
- Have wage index above the national average
- Be sustainable
- Expand West Salem Business Park with high tech/high paying jobs
- Have 100% graduation rate in the high schools
- Develop speedy transportation
- Create livable communities
- Consider aging population needs
- Have less focus on alcohol for entertainment

Lengthy discussion followed about educating local government decision-makers; compiling a comprehensive list of organizations and their services to identify overlap and gaps to be filled; inventorying infrastructure needs, such as roads, sewer, water, communication; and identifying opportunities for business development and business clusters. The process will be continued at the next meeting.

**NEXT MEETING – FEBRUARY 3, 2011, AT 7:30 A.M.**

### **FUTURE AGENDA ITEMS**

The February 3, 2011, meeting will be a two-hour meeting.

### **ADJOURNMENT**

**MOTION** by Kader/O'Malley to adjourn. **Motion carried unanimously.** Meeting adjourned at 9:12 a.m. Billings, Burgess, Ingvalson, Manthei, Werner excused.

**Approved,** February 3, 2011, Margaret Norden, Recorder