

LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

County Administrative Center, Room 3220

Thursday, February 3, 2011

7:30 a.m.

MEMBERS PRESENT: Steve Doyle, Jill Billings, Vicki Burke, Steve Burgess, Gary Ingvalson (7:36 a.m.), Tara Johnson, Audrey Kader (7:35 a.m.), Dennis Manthei (exc. 8:34 a.m.), Steve O'Malley (7:36 a.m.), Michael Richards, Bill Shepherd, Mary Jo Werner, John Wettstein

MEMBERS EXCUSED: Don Brenengen, Dirk Gasterland

MEMBERS ABSENT: None

STAFF & GUESTS: Brian Fukuda, Charlie Handy, Margaret Norden, Greg Flogstad, Karl Green, Jenny Kuderer, Peter Fletcher

CALL TO ORDER/ROLL CALL

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

PUBLIC COMMENT

None requested.

APPROVE MINUTES OF JANUARY 6, 2011

MOTION by Wettstein/Manthei to approve the Minutes of January 6, 2011. **Motion carried unanimously.** Brenengen, Gasterland, Ingvalson, Kader, O'Malley excused.

SKIPPERLINER INDUSTRIES CHAPTER 128 BUSINESS LIQUIDATION

Bill Shepherd reported that the Town of Campbell is in the process of deciding the terms they will accept.

PLATINUM PRESS LOAN – RMC CHAPTER 11 BANKRUPTCY PLAN

Bill Shepherd reported that the owners are trying to get back in business with a new bankruptcy plan. They have offered amortized payments of \$433.33, which Shepherd recommended accepting. He stated that no response to the offer is the same as accepting.

UPDATE ON THREE COUNTY COMMUTER BUS ROUTE (CRAWFORD, VERNON AND LA CROSSE)

Peter Fletcher, Mississippi River Planning Commission, presented an update on the proposed commuter bus route. They plan to proceed with a 12-passenger bus service with four fixed routes each day, and "flag stops" for passengers in rural areas who live on the route. There will be a guaranteed ride home service. The fare will be \$3.00 one way with transfers available to other public transportation. In 2011, 80% of the funding will come through La Crosse County's Supplemental Transportation Rural Assistance Program (STRAP) grant; 10% (or \$45,000) of service costs must be provided by local funding. Steve O'Malley reported that the County economic development budget includes transportation, and explained that the economic development budget is funded by sales tax, which includes people coming to La Crosse as the regional hub for education, medical care, and shopping. Fletcher reported on pledges received from business and government entities, and his plans for approaching other sources, including both La Crosse medical centers. Discussion was held about live-work patterns for employees, fare rates, and related benefits of commuter service, such as reduced need for parking lots. **MOTION** by Werner/Doyle to match pledges from Gundersen Lutheran and Franciscan Skemp,

not to exceed a total match of \$7,500.00. **Motion carried unanimously.**
Brenengen, Gasterland excused.

EVALUATION OF 2009-10 ECONOMIC DEVELOPMENT FUND GOALS & ACHIEVEMENTS

Brian Fukuda asked for any final comments from the Board; there were no additional comments.

DISCUSSION OF 2011-12 ECONOMIC DEVELOPMENT FUND GOALS & ACTIONS

Brian Fukuda provided a directory of economic development professionals listed by local, regional, state, and federal organizations. There was lengthy discussion that included the following:

- Including other entities on the list, such as educational facilities and municipalities;
- Educating those entities about development activities and needs;
- Identifying service duplication;
- Setting goals that have achievable objectives and identifiable success measurement;
- Having consensus on indicators of success.

Steve Burgess suggested concentrating on blight, jobs, and housing for the next three to four years. Chair Doyle asked to have the Gundersen Lutheran TIF and the property at 4th and Jackson on the next agenda.

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

FUTURE AGENDA ITEMS

Nothing further requested than previously noted.

ADJOURNMENT

MOTION by Billings/Richards to adjourn. **Motion carried unanimously.** Meeting adjourned at 8:54 a.m. Brenengen, Gasterland, Manthei excused.

Approved, March 3, 2011, Margaret Norden, Recorder