

LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

County Administrative Center, Room 3220

Thursday, March 3, 2011

7:30 a.m.

MEMBERS PRESENT: Steve Doyle (exc. 8:30 a.m.), Jill Billings, Vicki Burke, Don Brenengen (7:34 a.m.), Dirk Gasterland, Tara Johnson, Audrey Kader (7:36 a.m.), Dennis Manthei, Steve O'Malley (7:36 a.m.), Michael Richards (exc. 8:25 a.m.), Mary Jo Werner, John Wettstein

MEMBERS EXCUSED: Steve Burgess, Gary Ingvalson, Bill Shepherd

MEMBERS ABSENT: None

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

CALL TO ORDER/ROLL CALL

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

PUBLIC COMMENT

None requested.

APPROVE MINUTES OF FEBRUARY 3, 2011

MOTION by Manthei/Werner to approve the Minutes of February 3, 2011. **Motion carried unanimously.** Brenengen, Burgess, Ingvalson, Kader, O'Malley, Shepherd excused.

GOALS/ACTIONS FOR 2011-12

Brian Fukuda presented a draft of 2011-12 goals under the categories of jobs, blight, and housing, and outlined the proposed education, support, and action for each. Mary Jo Werner questioned language that was taken from the ordinance that states the Economic Development Fund may provide support to initiatives such as festivals. Chair Doyle explained that the term festivals could include the Collaboration Conference, and asked to have Corporation Counsel look into deleting the reference to festivals. John Wettstein suggested adding timeframes. The item will be held over 30 days to allow staff time to receive email suggesting timeframes from committee members.

PRESENTATION ON CITY OF LA CROSSE TIF #14

Larry Kirch, City Planner, City of La Crosse, reported on TIF #14, which encompasses the Gundersen Lutheran neighborhood, and includes the County's 4th and Jackson property and housing rehabilitation projects. The housing rehabilitation projects were to be funded by an estimated \$250,000 per year in investments from the City's capital improvements budget; however, that funding has typically not been approved, so TIF #14 is not performing per initial projections as far as housing rehabilitation is concerned. He reviewed the other TIF's in the city, and explained that another portion of TIF #14 was done to help Gundersen Lutheran build their ramp. He gave details of plans for other neighborhood revitalization projects in the TIF district, such as Habitat for Humanity homes, streetscaping, Hood Park improvements, walking trail improvements, neighborhood identification signs, traffic calming, billboard removal, and alley pavings. He reviewed how TIF's are paid off, and explained that the TIF manager position at City Hall has been vacant and there is no current direct staff administration on TIF projects. He also cited a need for multi-family housing design review and code enforcement. There was further discussion about TIF financing and using TIF's for neighborhood revitalization.

UPDATE ON PROPERTY AT 4TH AND JACKSON

Brian Fukuda provided background on the 4th & Jackson property. In 2007, the City and County issued a joint RFP to seek a developer of commercial space and owner-occupied condominiums, but received no responses due to the glut of similar properties on the market, and difficulties with gaining financing. Fukuda reported that the only inquiries have been about building rental housing. He presented the following options:

- Advertise the property for sale according to Wis. Stats. 75.69
- Sell the property to the City of La Crosse
- Hold the property for more favorable conditions

Discussion was held about possible uses for the property and looking at investing in the entire neighborhood. General consensus of the committee was to wait for a better market and opportunity, and to bring back the item in six months.

MARKETING OF MEADOW PARK ESTATES IN ROCKLAND

Brian Fukuda reported that of the 55 lots that comprise Meadow Park Estates, 11 are now posted for sale. CouleeCap has purchased four lots, and their fifth purchase is pending. They have built four houses, and sold two. He asked to allocate \$500 for signage and landscaping, and to set a commission amount to realtors who sell the lots. **MOTION** by Kader/Burke to approve \$500 for signage and a 5% commission to realtors. **Motion carried unanimously.** Burgess, Ingvalson, Shepherd excused.

SKIPPERLINER INDUSTRIES CHAPTER 128 BUSINESS LIQUIDATION

Brian Fukuda reported that discussions have continued with the new owner, who is earnest about assuming the debt. Results of an on-line search of Noel Jordan's personal assets were distributed for information only. John Wettstein suggested that such information could be useful to have for any loan applicant.

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

FUTURE AGENDA ITEMS

ADJOURNMENT

MOTION by Gasterland/Kader to adjourn. **Motion carried unanimously.** Burgess, Doyle, Ingvalson, Richards, Shepherd excused. Meeting adjourned at 8:55 a.m.

Approved, April 28, 2011, Margaret Norden, Recorder