

LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

County Administrative Center, Room 3220

Thursday, July 7, 2011

7:30 a.m.

MEMBERS PRESENT: Steve Doyle, Don Brenengen, Steve Burgess (7:37 a.m.), Vicki Burke, Dirk Gasterland, Gary Ingvalson, Tara Johnson, Audrey Kader, David Lange (for William Shepherd), Dennis Manthei, Steve O'Malley, Michael Richards, John Wettstein

MEMBERS EXCUSED: Jill Billings, Gary Ingvalson, William Shepherd, Mary Jo Werner

MEMBERS ABSENT: None

STAFF & GUESTS: Brian Fukuda, Margaret Norden, Greg Flogstad, Jim Speropulos, Jenny Kuderer, Bud Miyamoto, Larry Kirch, Anastasia Penchi

CALL TO ORDER/ROLL CALL

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

PUBLIC COMMENT

None requested.

APPROVE MINUTES OF JUNE 2, 2011

MOTION by Gasterland/Manthei to approve the Minutes of June 2, 2011. **Motion carried unanimously.** Billings, Burgess, Ingvalson, Werner excused.

SKIPPERLINER LOAN REPAYMENTS UPDATE

Steve O'Malley reported that there was no significant change since the last report. The Town of Campbell is making progress with lease renewal.

PARK PLAZA UPDATE

Charlie Handy reported that a sewer main upgrade is progressing. When completed, the existing pumping facility can be demolished and that space added to the total area available for development. Handy reported that they continue to negotiate and strategize about a joint marketing effort with Waterplace One. The DOT has approved the City's plans to install a "Welcome to La Crosse" sign on the site.

APPROVE TERMS FOR HOUSING REVOLVING LOAN FUND TERMS

Charlie Handy summarized the discussion held at the June 2, 2011, meeting about the requirement for homeowners to live within a certain radius of their workplace to be eligible for a loan for a lot in Meadow Park Estates. He said that staff recommended a seven to 10 mile radius of Meadow Park to the homeowner's work site, which would then take in the Lakeview Business Park. They also recommended future expansion of the loan fund to be available to any resident of La Crosse County who wishes to purchase a home within two miles of their workplace. Staff would first promote Meadow Park lots. **MOTION** by Kader to approve a loan fund within two miles of work for the entire county failed for lack of a second. Steve O'Malley recommended revisiting the expanded area at a later time, and focusing on Meadow Park for the present. **MOTION** by O'Malley/Burke to approve the 7-10 mile term for the Housing Loan Fund in Meadow Park Estates. **Motion carried unanimously.** Billings, Ingvalson, Werner excused.

UPDATE ON JOINT CITY-COUNTY HOUSING TASK FORCE

Charlie Handy reported that the Joint Housing Task Force is studying trends in the City of La Crosse housing market and their effect on the County and the region. They are focusing on Karl Green's housing study. They are still studying data, and have no policy recommendations yet.

SALE OF LOTS IN MEADOW PARK (ROCKLAND)

Copies were provided of the Resolution that will be considered at the meetings of the Public Works and Infrastructure and Executive Committees. The Resolution authorizes the advertising and selling of lots in Rockland at minimum appraised value of \$17,000-\$18,500. Charlie Handy pointed out that the 5% sales commission, which was approved by the Economic Development Fund, was included in the Resolution. The 5% commission would be available to any realtor. Anastasia Penchi, broker for Coulee Community Realty, explained that her brokerage is associated with CouleeCap, and specializes in unique projects that are of interest to low and middle income buyers. She provided a broker plan, and stated the plan includes listing properties on the Multiple Listing Service, and featuring them on their website, social media outlets, and newsletters. **MOTION** by Burke/Johnson to recommend to the County Board approval of the Resolution Re: Approval of Phase II Sale of Vacant Lots in Meadow Park Estates. **Motion carried unanimously.** Billings, Ingvalson, Werner excused.

APPROVAL OF AMENDMENTS TO LA CROSSE INTERNATIONAL BUSINESS PARK PROTECTIVE COVENANTS

Charlie Handy reported that a business owner request has been made for two amendments to the covenants in the La Crosse International Business Park to allow vehicle and equipment sales and to allow one pylon sign. Handy explained that without the covenant amendment, the interested business will seek another location. A Resolution will be considered at the meetings of the Public Works and Infrastructure and Executive Committees. Staff asked for a recommendation from the Economic Development Fund Board to present to those committees and the County Board. Lengthy discussion followed regarding the current covenants that allow only monument signs, and the need for consistency with other businesses that have abided by the sign covenants, while also giving consideration to the number of jobs the new business would create, and the Economic Development Fund Board's charge to facilitate smart growth. Larry Kirch, City Planner, suggested a broader discussion about the long-term vision for the industrial park. Both the La Crosse City Council and the County Board will need to approve amendments.

MOTION by Burke/Wettstein to recommend the County Board approve the Resolution Re: Approval of Amendments to La Crosse International Business Park Declaration of Protective Covenants with the following conditions:

- Delete "Allow one pylon sign not to exceed forty-five (45) feet in height and one hundred fifty (150) feet in size on lot 10" in the Now Therefore Be it Resolved paragraph;
- Make contingent upon City of Onalaska and City of La Crosse approval.

Motion carried 11-1. Billings, Ingvalson, Werner excused; Kader opposed.

DEMOLITION OF COUNTY FARM BUILDINGS AND POTENTIAL SALE OF 1 ACRE

Brian Fukuda and Jim Speropulos showed photographs of three buildings on the County Farm that are in disrepair and present a liability issue for the County. Demolition of the buildings will need to be done at some point to clear land for development, and there will also be asbestos, heating tunnels, and a well to be

abandoned that will require attention. The building site is included in the TIF project plan, but at present there is no revenue from development to reimburse the TIF. Because of the potential liability and the blight that is visible to potential developers, it could be advantageous to proceed with razing the buildings nonetheless. The Public Works and Infrastructure Committee will consider demolition at its July 11, 2011, meeting. **MOTION** by Manthei/Johnson to recommend removal of all three buildings. **Motion carried unanimously.** Billings, Ingvalson, Werner excused.

NEXT MEETING – AUGUST 4, 2011, AT 7:30 A.M.

FUTURE AGENDA ITEMS

None suggested.

ADJOURNMENT

MOTION by Kader/Manthei to adjourn. **Motion carried unanimously.** Meeting adjourned at 8:40 a.m.

Approved, October 6, 2011, Margaret Norden, Recorder