

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

County Administrative Center, Room 3220

Thursday, November 3, 2011

7:30 a.m.

**MEMBERS PRESENT:** Steve O'Malley, Jill Billings, Don Brenengen, Steve Burgess, Vicki Burke, Tara Johnson, David Lange (for Bill Shepherd), John Wettstein

**MEMBERS EXCUSED:** Steve Doyle, Dirk Gasterland, Gary Ingvalson, Audrey Kader, Dennis Manthei, William Shepherd

**MEMBERS ABSENT:** Michael Richards, Joe Veenstra

**STAFF & GUESTS:** Brian Fukuda, Charlie Handy, Karl Green, Margaret Norden, Greg Flogstad, Jenny Kuderer, Grace Schroeder, Alan Lorenz, John Young, Pat Houlihan

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

Vice-Chair O'Malley called the meeting to order at 7:33 a.m.

### **PUBLIC COMMENT**

None requested.

### **APPROVE MINUTES OF OCTOBER 6, 2011**

**MOTION** by Burke/Brenengen to approve the Minutes of October 6, 2011. **Motion carried unanimously.** Doyle, Gasterland, Ingvalson, Kader, Manthei excused; Richards, Veenstra absent.

### **MISSISSIPPI PARKWAY COMMISSION PRESENTATION**

Al Lorenz, Chair of the Wisconsin Mississippi Parkway Commission, reviewed the membership and purpose of the Commission. He stated they work to preserve and protect the Great River Road. They also promote tourism to make the Great River Road an international attraction, and have had visitors from Japan, Germany, France, Canada, and Mexico. He provided information on the grants they have been awarded for various tourism-related projects and improvements. They have plans to translate marketing materials to foreign languages, and to use social media to attract a younger demographic of tourists. He reported that in 2012 they will be short of marketing funds, and asked to have funds from the Economic Development Fund Board increased from \$1,000 to \$2,000. **MOTION** by Burke/Johnson to increase the contribution to the Mississippi Parkway Commission to \$2,000, and transfer funds from business and industry promotion. **Motion carried unanimously.** Doyle, Gasterland, Ingvalson, Kader, Manthei excused; Richards, Veenstra absent.

NOTE: Tara Johnson, County Board Chair, took the chair.

### **RESOLUTION: RIGHT OF FIRST REFUSAL TO ACQUIRE SCHROEDER PROPERTY ON STATE ROAD 16**

The Resolution states that the Schroeder property is adjacent to the La Crosse County Solid Waste Department. The primary advantage to acquiring the property would be to enable the sale of development sites, which would generate revenue for the Solid Waste Department. The property has an appraised value of \$808,472. The cost of demolition of existing improvements reduces the lot value to \$740,327. The Cities of La Crosse and Onalaska need to be engaged in planning discussions before a purchase recommendation is made. Terms are as follows: Right of First Refusal will be for \$10,000; expiration will occur on December 31, 2012; the \$10,000 will be

applied to the County's purchase price if that occurs before expiration; any other offer to purchase shall start a 30-day period for the County to exercise its right; if the County elects to exercise its right, the purchase shall be \$700,000 or \$1 higher than any other offer. Lengthy discussion was held regarding possible reconfiguring of the entrance to allow private development of parcels, thereby reducing capital expenditure. Brian Fukuda explained how the engineering consultant's plan for the entrance was configured for the safest combination of public access to the business park and truck traffic to the landfill, which would mean a T intersection as far away from Highway 16 as possible. John Young, who is the broker for the property, gave his opinion that a responsible development plan would increase the value of the lots. Charlie Handy stated that having some control gives more options for public works, and also allows more control over what goes on the property. **MOTION** by Burke/Lange to approve the Resolution: Right of First Refusal to Acquire Schroeder Property on State Road 16. **Motion carried unanimously.** Doyle, Gasterland, Ingvalson, Kader, Manthei excused; Richards, Veenstra absent.

#### **EDA GRANT UPDATE**

Brian Fukuda reported that the Economic Development Administration has offered an extension to February 4, 2012, to allow disbursement of the Federal share of the grant award for expansion of the Lakeview Business Park. The Village of West Salem will also have to sign; the bulk of the funds go to the Village, with La Crosse County as the fiscal agent. **MOTION** by Brenengen/Burke to accept the extension to February 4, 2012. **Motion carried unanimously.** Doyle, Gasterland, Ingvalson, Kader, Manthei excused; Richards, Veenstra absent.

#### **PARK PLAZA CHARRETTE PRESENTATION**

Charlie Handy explained the charrette process. He reported that he had work conflicts that prevented him from attending the River Action Council's charrette at its annual conference, and Larry Kirch represented City Planning at the conference. The charrette proposed three plans:

1. Mixed use – commercial and housing;
2. Museum/recreational;
3. Great River field station for research and education.

#### **SKIPPERLINER LOAN UPDATE**

Dave Lange stated that there was nothing further to report since the last update.

#### **NEXT MEETING – DECEMBER 1, 2011, AT 7:30 A.M.**

#### **FUTURE AGENDA ITEMS**

Tax foreclosure properties  
Rockland update

#### **ADJOURNMENT**

**MOTION** by Billings/Brenengen to adjourn. **Motion carried unanimously.**  
Meeting adjourned at 8:51 a.m.

**Approved,** December 1, 2011, Margaret Norden, Recorder