

## **JOINT CITY-COUNTY OF LA CROSSE HOUSING TASK FORCE**

**January 10, 2012**

**Administrative Center Room B190**

**MEMBERS PRESENT:** Rick Staff, Steve Nicolai, Mathias Harter, Tara Johnson (arr. 1:27 p.m.), Nancy Gerrard, Audrey Kader, Todd Mandel, Michael Richards, Marvin Wanders (arr. 1:12 p.m.), Tina Wehrs

**MEMBERS EXCUSED:** Jill Billings, Doug Farmer, Wayne Oliver, Sara Sullivan

**OTHERS PRESENT:** Steve O'Malley, Brian Fukuda, Jason Dillaber, Andrew Londre, Amy Peterson, Nate Patros, Maureen McCaulum, Joan Mueller, Betsy Bloom, Terri Pavlic

### **CALL TO ORDER**

The meeting was called to order at 1:05 P.M.

### **APPROVAL OF MEETING MINUTES OF DECEMBER 13, 2011**

**MOTION** by Richards/Nicolai to approve minutes of the December 13, 2011 meeting of the Joint City-County of La Crosse Housing Task Force. **Motion carried unanimously.** (Billings, Farmer, Johnson, Oliver, Sullivan, Wanders excused)

### **UPDATE ON EXIT 3 RESOLUTION**

Steve O'Malley gave an update and distributed a resolution regarding funding of a study of Exit 3, which was an idea coming out of brainstorming in a Housing Task Force meeting. This would be a way of looking at expanding the amount of redevelopment along Exit 3 at the entrance to the City of La Crosse and the City of Onalaska. The DOT is scheduled to redo Exit 3 in 2013, so the study would be very timely. They have agreed to develop a revised scope of work to prepare 2 options for realignment of the interchange to accommodate economic development along the waterfront. The local cost of the study is \$50,000 to be divided among the LAPC, City of La Crosse, City of Onalaska and County of La Crosse.

### **STRATEGY SURVEY RESULTS**

Brian gave a Powerpoint on the results of the 7 surveys that were returned from the Housing Task Force members.

Top 10 Housing Task Force Strategy Options

1. Better education and enforcement of codes and standards
2. Better enforcement of laws
3. Reinvest La Crosse
4. La Crosse Neighborhood Partnership
5. Private Equity Group
6. Replacement Housing Program
7. Neighborhood Commission
8. Guerilla Landscaping
9. Landlord and Rental Licensing
10. Community Reinvestment REIT

This will help staff draft the final section to be inserted into the plan.

### **REVIEW COMPLETE DRAFT OF HOUSING TASK FORCE REPORT**

There should be some provisions that allow for smaller housing related TIF assistance of some form. Some felt that getting a TIF and Economic Development Policy was a high priority to be recommendations in our report.

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The committee also felt it was a high priority to look at ways to try to get landlords and municipalities to be on the same side of enforcement issues through following up on any problems and good communication.

Page 18 – “Transportation Amenities” - Audrey felt that there is a need for more attractive routes getting to and from work on a 15 min. loop bus. Larry Kirch indicated that the City has had firms come into look at our system, and plan a better system, but nothing was ever done. One recommendation was to build upon the building blocks to enhance transit system and reference the transit study already been done.

Page 6 - figure 5 – the term “economically disadvantaged” was questioned. It was felt that this term should be defined more clearly.

Page 8 – in the opening paragraph under “Tax Rate Disparities” – would like to see a reference there of some kind – either site a reference or supporting information.

Page 32 - The illustration is missing.

Housing Task Force members need to review the plan thoroughly and get back to staff with suggestions. Staff will then incorporate the survey results and comments/suggestions into the final draft and e-mail it out to the committee for final recommendations from the task force for review prior to the next meeting on January 31<sup>st</sup>.

The Neighborhood Revitalization Commission is a logical choice to carry on with the HTF’s goals and recommendations. Their next meeting is January 23<sup>rd</sup>. We are hoping to have a final meeting of the Housing Task Force before then. This will then be forwarded to the City Council and the County Board, along with the Neighborhood Revitalization Commission.

**NEXT MEETING: Jan. 31<sup>st</sup> at 1:00 p.m.**

## **FUTURE AGENDA ITEMS**

- Focus on Section D

## **PUBLIC COMMENT**

Jason Dillaber commented on the discussions regarding rental property issues and holding landlords accountable. He questioned whether or not there was anything in our report that mentions many single family properties converting into rentals (it is addressed).

Andrew Londre thought the report should be more up front instead and very direct instead of beating around the bush.

## **ADJOURN**

There being no further business, **MOTION** by Kader/Richards to adjourn the meeting at 2: 35 p.m. **MOTION** carried unanimously.

The above minutes may be approved, amended or corrected at the next meeting.

**Recorded by Terri Pavlic**