



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda - Final

### Redevelopment Authority

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Thursday, July 23, 2020

4:30 PM

Video Conference via Lifesize

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In efforts to reduce the spread of COVID-19, Redevelopment Authority meeting will be conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):

<https://stream.lifesizecloud.com/extension/3286075/0c19151b-3006-4d33-af75-c1d452407a87>

If you wish to speak on an agenda item, you can do so as part of the virtual meeting. Contact the Department of Planning and Development at the email or phone number below so we can provide you with the necessary information to join in. Agenda items approved for public hearing by the committee are open to public comment.

Members of the public who would like to provide written comments on any agenda may do so by emailing [tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org), using a drop box outside of City Hall or mailing the Department of Planning and Development, 400 La Crosse Street, La Crosse WI 54601. Questions, call Andrea Trane at 608-789-8321.

#### Call to Order

#### Roll Call

#### Approval of Minutes of July 15, 2020 meeting.

#### Agenda Items:

1. [20-1001](#) Introduction to Merge Urban Development Group.
2. [20-1002](#) Discussion on financial pro forma for River Point District with Ehlers, Inc.
3. [20-1003](#) Public Relations update from Vendi.  
**Attachments:** [Video approach 07.16.20](#)  
[Social Media Content Calendar 07.21.20](#)
4. [20-1004](#) Consideration and possible action on loan to Scannell Properties, LLC.
5. [20-1005](#) July 2020 - Monthly update on financials of the Redevelopment Authority.  
**Attachments:** [Financials 07-21-2020](#)

#### Adjournment

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

**NOTICE TO PERSONS WITH A DISABILITY**

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*