



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Redevelopment Authority

Thursday, July 23, 2020

4:30 PM

Video Conference via Lifesize

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, 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

The meeting was called to order by Chair Adam Hatfield at 4:30pm.

Roll Call

Present: 7 - Andrea Richmond, Karen Dunn, Edward R. Przytarski, Michael Sigman, Adam Hatfield, John Kovari, Cassandra Woodward

Approval of Minutes of July 15, 2020 meeting.

A motion was made by Przytarski, seconded by Richmond, to approve the minutes. The motion carried by voice vote.

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](#)
- A motion was made by Kovari, seconded by Woodward, to allocate \$500 for social media "boosts" to be used at the discretion of the Executive Director. The motion carried by voice vote.
4. [20-1004](#) Consideration and possible action on loan to Scannell Properties, LLC.
- A motion was made by Richmond, seconded by Sigman, to hold a special meeting to approve the final loan documents and to have documents reviewed by the Legal Department. The motion carried by voice vote.
5. [20-1005](#) July 2020 - Monthly update on financials of the Redevelopment Authority.
- Attachments:** [Financials 07-21-2020](#)

Adjournment

A motion was made by Richmond, seconded by Woodward, to adjourn. The meeting adjourned at 6:30pm.

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, with as much advance notice as possible.