



Meeting Minutes  
Economic Development Commission

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Thursday, August 28, 2014

8:30 AM

3rd Floor Conference Room

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**Call to Order, Roll Call**

The Mayor called the meeting to order at 8:30 AM.

**Present:** 9 - Audrey Kader, Richard Swantz, Francis J. Formanek, Peg Jerome, Tim Kabat, Terry Hicks, Chong Cher Lee, David Morrison, Debbie McKenney

**Approval of Minutes**

Kader made a motion, seconded by Jerome, to approve minutes from the August 6th, and August 12th meetings. Motion passed unanimously.

**Agenda Items:**

**1. TIF analysis and recommendations**

Staff provided an update of the status of the report.

**2. [14-0936](#)**

Resolution approving the contract extension for the TIF Analysis and Recommendation Report.

**Attachments:** [Amended Resolution](#)  
[Dir. Finance Ltr 9-3-14](#)  
[EDC Recommendation 8-28-14](#)  
[Contract](#)  
[Resolution](#)

**Motion by Jerome, seconded by Kader, to amended the Resolution approving the contract extension for the TIF Analysis and Recommendation Report and to pay expenses from TID funds. Motion passed unanimously.**

**3. [14-0964](#)**

Resolution approving the Term Sheet and Developer's Agreement with the Charmant Hotel, LLC.

*(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to formulate & update negotiation strategies and parameters. Following such closed session, the Committee and/or Council may reconvene in open session.)*

Attachments:     [Resolution](#)  
[EDC Recommendation 8-28-14](#)  
[BPW Letter 08-25-14](#)  
[EDC Recommendation 8-13-14](#)

City Attorney gave an overview of the term sheet for the Charmant Hotel incentive. Discussion about tracking part time and full time jobs. Full time job equals 2080 jobs per week. If the Commission would like to include part time jobs in the Development Agreement, then the Commission should define the minimum number of annual hours for a part time worker. It was noted by the Commission, that tracking jobs is valuable yet cumbersome administratively. Motion by Jerome, seconded by Lee, to go into closed session. Motion by Jerome, seconded by Lee, to go into open session.

Motion by Jerome, seconded by Kader, to amend the term sheet by adding a requirement that all FTE positions be held for a minimum of ten years. Motion passed unanimously. Motion by Jerome, seconded by Kader, to approve the term sheet as amended. Motion passed unanimously.

**4. Review and recommendation for Mainstreet Center**

This item was referred to the next meeting.

**5. Review and recommendation for Red Cloud Enterprises**

Staff reviewed the application and provided a background information. Wanders and Borsheim (applicant) presented on anticipated uses within the redevelopment site, including a medical facility, pharmacy, market rate housing, grocery store, senior housing, and a small business park. Low-income housing may be developed as well, pending the results from a WHEDA application requesting low-income tax credits from the State. Those results should be known in November. Pharmacy footprint is estimated to encompass 13,000 square feet, and the grocery development would be similar to a discount type of grocery business.

Kader asked about the "brewery lofts" and the applicant noted that they have discussed this potentiality with the brewery to develop two top floors. Morrison asked about drive-thru capabilities of the pharmacy, bids for construction, and site plan densities. McKenney asked about the number of commercial development that are firm commitments. The applicant replied that they have two commitments. The applicant would lease the commercial space, except for the medical facility, which will be a condo. Lee asked about green space on the site. The applicant replied and confirmed that enhanced green space would be landscaped around the housing component(s). Morrison asked, why are the apartments so costly to build. The applicant responded by saying the issue is the low revenue per square foot that is driving this incentive request, rather than the cost to build.

Motion by Kader, seconded by Jerome, to go into closed session. Motion passed unanimously. Morrison, seconded by Jerome to go into open session. Motion passed unanimously.

Staff noted that this application includes two asks, one for site improvements (retaining wall \$200,000, fill compaction to 95% \$90,000, wetland mitigation \$50,000, and an interior road \$600,000) and one for market rate housing (\$2,900,000). The Council has already approved site preparation items from the TID 16 project plan.

Motion by Morrison, seconded by Formanek, to deny the \$2.9M incentive request and the interior road, to approve the retaining wall, compaction of soil to industry standards, and wetland mitigation. Motion passed unanimously.

### Next Meeting Date/Agenda Items

September 25, 2014  
8:30 AM  
3rd Floor Conference Room

### Adjournment

Motion by Lee, seconded by Morrison, to adjourn. Motion passed unanimously.

*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.*