



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Community Development Committee

Tuesday, September 13, 2022

4:00 PM

Council Chambers

The meeting is open for in-person attendance and will also 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/2091040/c5d52e74-4bb5-4c01-b9aa-3fbf8677ebf4>

If you wish to speak on an agenda item, arrive early to sign up before the meeting begins. If attending virtually and you wish to speak, contact the Department of Planning, Development and Assessment at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing mcginniscaseyd@cityoflacrosse.org, using a drop box outside of City Hall, or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

Call to Order

Roll Call

Approval of Minutes from the August 9, 2022 meeting.

Agenda Items:

1 [22-1169](#) Request to increase funding for WWBIC's Revolving Business Assistance Loans.

Attachments: [WWBIC.pdf](#)

2 [22-1170](#) Public Service Proposal for 2023-2024.

Attachments: [CDBG Public Service 2023-2024.pdf](#)

3 [22-1171](#) Resolution approving property purchase for affordable housing.

Attachments: [Resolution for Purchase of property.pdf](#)

(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 Committees and/or Council may reconvene in open session.)

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, with as much advance notice as possible.

Community Development Committee Members:

Mayor Reynolds, Barb Janssen, Elaine Yager, Jennifer Trost, Linda Lee, Mike Lemmon, & Tashyra Bernard.



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Text File

File Number: 22-1169

Agenda Date: 9/13/2022

Version: 1

Status: Agenda Ready

In Control: Community Development Committee

File Type: General Item

Agenda Number: 1



Memorandum

To: Community Development Committee
 From: Staff
 Date: September 13, 2022
 Re: **Increase funding for WWBIC’s Revolving Business Assistance Loans**

WWBIC reviewed client’s needs, it has been determined that \$10,000 loans are insufficient. WWBIC is requesting a funding of \$45,000 for 3 businesses to receive a maximum loan amount of up to \$25,000.

From WWBIC

“Just in the last week we have had two individuals in the early phases of their business ownership journey who were turned away from their local bank for business loans. In both cases, it was due to their 'start-up' phase and not having previous year tax returns to showcase profitability. This is where WWBIC can fill a gap and provide this access to capital. We are excited that there is potential for additional funding toward the City of La Crosse Revolving Loan Fund to help bring this additional access.

Before applying for a WWBIC loan, individuals must have a robust business plan including 12 months of cashflow & 3 years of projects. After approval from the loan committee, the client is assigned a small business consultant to work with the client through the lifetime of the loan. This is what differentiates WWBIC - we are there to provide support and ensure the business plan and financials are upheld.”

Staff Recommendation: Staff has consulted with other municipalities and this is consistent with their programs. WWBIC has a proven record of success in other municipalities throughout WI operating this program. In addition, this meets the national requirement of a maximum of \$35,000 per job creation. Staff recommend approval.

ANDREA TRANE, DIRECTOR OF PLANNING, DEVELOPMENT AND ASSESSMENT
 TIM ACKLIN, AICP, PLANNING ADMINISTRATOR
 LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER
 JACK ZABROWSKI, ASSOCIATE PLANNER
 JULIE EMSLIE, ECONOMIC DEVELOPMENT ADMINISTRATOR
 LINZI WASHTOCK, PLANNING & DEVELOPMENT ASSISTANT

DIANE MCGINNIS-CASEY, COMMUNITY DEVELOPMENT ADMINISTRATOR
 VACANT, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE
 TARA FITZGERALD, DEVELOPMENT ANALYST
 KEVIN CLEMENTS, HOUSING SPECIALIST
 KEVIN CONROY, HOUSING REHABILITATION SPECIALIST
 BRIAN SAMPSON, HOMELESS COORDINATOR



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Text File

File Number: 22-1170

Agenda Date: 9/13/2022

Version: 1

Status: Agenda Ready

In Control: Community Development Committee

File Type: General Item

Agenda Number: 2



Memorandum

To: Community Development Committee
From: Staff
Date: September 9, 2022
Re: **Public Service Proposal for 2023-2024**

Consideration of CDBG Public Service funding plan for 2023-2024

1. Should it be a two-year funding plan?
2. Funding Distribution Plan Options:
 - a. Continue to fund maximum awards of \$25,000. Traditionally 10-14 subrecipients
 - b. Targeted Approach - Fund 3-5 subrecipients equally based on priorities identified in the 5-year plan including
 - i. Expand access to licensed child care or early learning opportunities
 - ii. Prevent and end homelessness
 - iii. Alleviate poverty and increase self-reliance (focus on mental health, substance abuse, health care, domestic violence, and youth services)

Note – 3 subrecipients each receiving \$58,300 or 5 subrecipients each receiving \$35,000

- c. Targeted Approach – Fund 3-5 subrecipients based on priorities identified in the 5-year plan based on scoring and project budget needs.
3. Other considerations
 - a. Funding only used for new or expanded services
 - b. Focus on large impact/ results count for future funding
 - c. SMART objectives statement
 - d. Increase demand on administration capacity
 - e. HUD expectation of compliance monitoring and oversight

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Text File

File Number: 22-1171

Agenda Date: 9/13/2022

Version: 1

Status: Agenda Ready

In Control: Community Development Committee

File Type: General Item

Agenda Number: 3

Resolution approving property purchase for affordable housing

RESOLUTION

WHEREAS, the property located at 811 Monitor Street in the City of La Crosse is available for purchase; and

WHEREAS, the 2020-2024 Consolidated Plan identified housing as the largest challenge within the City of La Crosse and 57% (5358) of low-to-moderate income renter-occupied households face a housing burden over 30% of their income; and

WHEREAS, the City Council identified quality affordable housing as a priority for the use of American Rescue Plan Act (ARPA) funding; and

WHEREAS, the property has potential to add 30 affordable housing units within the City of La Crosse.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby approved the purchase of 811 Monitor Street.

BE IT FURTHER RESOLVED by the Common Council of the City of La Crosse that it hereby approves not to exceed \$2,625,000 for costs associated with the purchase, acquisition, improvements and operations from the 2021 ARPA funding received by the City of La Crosse as approved in Resolution #22-0259 for "Investments in housing and neighborhoods and servicing the hardest hit families, including those impacted by homelessness".

BE IT FURTHER RESOLVED that the Mayor, Director of Engineering & Public Works, Director of Finance, Director of Parks, Recreation and Forestry, and the Community Development Administrator are hereby authorized to effectuate this resolution.