



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Minutes - Final

### Redevelopment Authority

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Thursday, June 27, 2019

4:30 PM

3rd Floor Conference Room

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#### Call to Order

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

#### Roll Call

**Present:** 6 - Karen Dunn, Edward R. Przytarski, Michael Sigman, Adam Hatfield, John Kovari, Cassandra Woodward  
**Excused:** 1 - Andrea Richmond

*Others in attendance: Andrea Schnick, Jason Gilman, media*

*Michael Sigman left the meeting at 5:30pm.*

#### Approval of Minutes

*A motion was made by Sigman, seconded by Woodward, to APPROVE the minutes of the May 23, 2019 meeting. The motion carried by voice vote.*

#### Agenda Items:

1. [19-0929](#) Consideration and Possible Action on the Public Relations and Marketing work and framework for the website.  
*Jason Gilman gave a recap of the meeting with Vendi held with staff on 6/26/19 which included an update on the plans for the branding session. The RDA members provided comments on the plan and on the current website and social media activity. The RDA would like to see the creation of Facebook, Twitter and Instagram accounts for Riverside North, including a schedule of weekly posts to the sites. They would like to know how Vendi plans to leverage touchpoints/milestones on social media and a protocol for the posts, such as who the gatekeeper, photographer and posters are, for the next meeting.*

2. [19-0927](#) Update and possible action on the Engineering phases of Riverside North.
- Jason Gilman gave an update on the engineering schedule and upcoming staff meetings. Przytarski pointed out that coordination with the private utilities could take longer than a year so he suggested double checking how this will be coordinated and implemented.*
3. [19-0871](#) Resolution authorizing the transfer of funds from Tax Incremental District No. 7 to the City of La Crosse Redevelopment Authority.
- Attachments:** [Resolution](#)
- A motion was made by Przytarski, seconded by Kovari, that this Resolution be APPROVED. The motion carried by voice vote.**
4. **Riverside North Financial strategies/discussion in preparation for joint EDC-RDA Meeting including financial incentives.**
- A Doodle poll will be sent to the RDA and EDC members to determine the date of the joint meeting in which WiRED Properties will also attend. The possible financial incentives and structure of the relationship and management of the TID and development agreements were discussed.*
5. [19-0928](#) Request for Proposals for RDA Financial Services.
- Updates to be made to RFP:  
Add language that the RDA has the right to refuse any and all responses, update scoring criteria.*
- A motion was made by Kovari, seconded by Dunn, that the RFP for Financial Services be distributed in July (after discussed updates are made), with selection in August. The motion carried by voice vote.**
6. [17-1698](#) Update on Redevelopment Authority Financials

## Adjournment

*A motion was made by Przytarski, seconded by Kovari, to ADJOURN. The meeting adjourned at 6:07pm.*

*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.*