

## Craig, Sondra

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**From:** Elsen, Nikki  
**Sent:** Monday, October 11, 2021 12:22 PM  
**To:** Craig, Sondra  
**Subject:** FW: File this as an objection to rezoning historic building in Riverside Park

**From:** Carla Pena <cttheworldpena@gmail.com>  
**Sent:** Friday, October 8, 2021 4:35 PM  
**To:** Elsen, Nikki <Elsenn@cityoflacrosse.org>  
**Subject:** File this as an objection to rezoning historic building in Riverside Park

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Hello Nikki,

Would you please add this objection letter to the item detail for the 10/14/2021 Common Council meeting agenda. Thank you. See letter below. Carla Pena

Dear Council members,

I ask that you vote “no” to rezoning the Fish Hatchery Building when you meet in October. Unfair, unethical and preferential actions were taken in selecting a renter for the Fish Hatchery Building located in Riverside Park. Rezoning this property for the benefit of only Hatchery LLC has limited the competition. It is unfair to other businesses. This is being rezoned for the benefit of one company. The entire process needs to be done to make it fair.

On February 12, 2021 the Park, Rec and Forestry Department shared the remodeling plans for the first floor of the building with Tiffany Smith in an email prior to the release of the RFP (Request for Proposals). The following day Tiffany discloses in her reply email that she had an in-person discussion with Jim Flottmeyer and Dan from the Park, Rec and Forestry Department in which she states they shared the potential vision and scope of the project. Then in Tiffany’s February 13, 2021 email reply to Jim Flottmeyer, Tiffany states “...could Marty and I still move forward on securing the lease?” Then later in that same email she requests permission to make small modifications to those plans. *Please note; these conversations were held before the release of the RFP and when only the use of the first floor was allowed according to the RFEI (Request for Expression of Interest for the Use and Management of Commercial Space in Property Owned by the City of La Crosse, La Crosse, WI) . Also note that no reply to Tiffany’s questions from the Park, Rec and Forestry was included in the Open records requested*

*documents. And when Tiffany said "still move forward with lease" suggests they were discussing a lease agreement before other companies had an opportunity to review the RFP and reply. This appears to show preference given the Park, Rec and Forestry's insistence on partnering and negotiating with Hatchery LLC prior to the release of the RFI.*

The RFEI was released on July 1, 2019. There was no mention of the use of the second floor under 1.3 Site Development Goals. The original RFEI was sent out via email to 10 organizations in September 2019 with a deadline of March 2020. *The RFEI specifically states, "\*Please note the use and management of the commercial space is limited to the buildings first floor." The RFP was sent out on February 26, 2021 with a deadline of March 26, 2021 with an added bullet point under 1.3 Site Development Goals and Criteria stating that "The second floor will remain structurally unaltered with only upgrades to the mechanical system. Any other updates or changes must be noted in the narrative description."* What caused the Park, Rec and Forestry Department to change their mind in the RFP and allow use of the second floor when the RFEI stated renters could only use the first floor? The act of changing the use of the building to include the second floor appears to be an attempt to limit competition. Now we are rezoning specifically so that the City of La Crosse Park, Rec and Forestry Department can meet the use needs of the Hatchery LLC.

The City of La Crosse Park, Rec and Forestry Department would like to partner with Hatchery LLC. The submittal requirements of the RFP have not been met. A business plan for Hatchery LLC was not submitted. No information on how Hatchery LLC can finance this project was submitted. No letter of commitment to support Hatchery LLC from a financial institute was submitted. *Please note, Hatchery LLC was registered as a business after the deadline to reply to the RFP. The registered agent of Hatchery LLC is Tiffany Smith.* How can the City of La Crosse partner with a company that did not meet the RFP requirements and wasn't even a business during the RFP open reply period? These actions appear to show preference to the owners of Meraki Property (Tiffany Smith) and Property Reliance, LLC (Marty Walleser) who responded to the RFP.

I never would have heard about this if the Park, Rec and Forestry Department could have partnered with a private company that wanted to rent out the second floor for overnight stays and still keep the area zoned the way it was. I have learned quite a bit from this.

I ask that you vote "no" to rezoning the Fish Hatchery Building in Riverside Park. The RFEI and the RFP need to be scratched. The entire process needs to be done over so that is fair.

Thank you for your service to the residents of the City of La Crosse.

Sincerely,

**Carla Pena Pena**  
**832 22<sup>nd</sup> St. S.**  
**La Crosse, WI 54601**