



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Minutes

### Economic Development Commission

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Thursday, August 24, 2017

8:30 AM

3rd Floor Conference Room

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#### Call to Order

*The meeting was called to order by Mayor Tim Kabat at 8:30 a.m.*

#### Roll Call

**Present:** 6 - Paul Medinger, Tim Kabat, Terry Hicks, David Morrison, Debbie McKenney, Martin Gaul  
**Excused:** 1 - Al Louis

*Others present: Council Member Marshall, Robin Moses, Brian Reilly, Chris Hubbuch, Stephen Matty, Brenda Buddenhagen, Mark Schlaefer, Valerie Fenske, Caroline Gregerson, Jason Gilman, Andrea Schnick, Sara Olson.*

#### Approval of Minutes

**A motion was made by Hicks, seconded by Medinger, to approve the July 31, 2017 meeting minutes. The motion carried 6-0 by voice vote.**

#### Agenda Items:

##### [17-1161](#)

Update on Elevate Downtown Facade Program

*Robin Moses from Downtown Mainstreet, Inc. was present to provide a quarterly update on the program. 16 applications have been received so far. A few were denied because they didn't meet the program mission. 13 have been funded utilizing \$150,000. This facade grant program has leveraged \$2,700,000 in facade improvements and major renovations. DMI is anticipating more applications to be submitted September 1st, but the available program money is almost gone. DMI hopes to continue partnering with the City to offer this program annually. The awards are \$1000, \$10,000 or \$20,000 depending on the scope of the work. It is a matching grant, so the building owner is also putting forth capital to make improvements. Robin will send data to Planning staff to distribute to EDC.*

##### [17-1162](#)

Annual review of Tax Incremental Financing Districts presented by Brian Reilly, Ehlers

**Attachments:** [TID Summary Report - EDC 8.24.17](#)

Brian Reilly gave a PowerPoint presentation on the status of our Tax Incremental Financing Districts. We have 13 active districts, TIDs 5-17. All of the TIDs have the same Joint Review Boards except TID 9 which overlaps with the School District of Onalaska. There is \$450,000,000 total captured increment value, which is 12% of the City's total equalized value. TIDs 5 and 8 were recently closed. TID 7 amendment is being considered on today's agenda. Please see the attached presentation for all data reviewed.

[17-0966](#)

Resolution approving an Amendment to the Project Plan and Boundaries of Tax Incremental District No. 7, City of La Crosse, Wisconsin.

**Attachments:**    [Resolution](#)  
[Project Plan REVISED 9-1-17](#)  
[Project Plan DRAFT 7-27-17](#)  
[JRB & CPC Resolution](#)  
[CPC Report 7-31-17](#)  
[CPC Recommendation Report 7-31-17](#)

**A motion was made by Gaul, seconded by McKenney, that this Resolution be APPROVED. The motion carried 5-0 by voice vote with Morrison abstaining.**

[17-1123](#)

Development agreement compliance reports and determinations. Closed session pursuant to Wis. Stat., sec. 19.85(1)(g) to confer with legal counsel.

- 210 Jay Street, LLC
- Aguilera, LLC
- Doerflinger's Second Century, Inc.
- 2219 Lofts - Metroplains
- Charmant Hotel
- Duratech

**A motion was made by Gaul, seconded by Medinger, to convene in CLOSED SESSION. The motion carried 6-0 by roll call vote.**

**A motion was made by Medinger, seconded by Gaul, to reconvene in OPEN SESSION. The motion carried 6-0 by voice vote.**

**A motion was made by Medinger, seconded by Gaul, to direct staff to issue payment of \$83,988.50 to Doerflinger's Second Century, Inc. pending successful RDA loan compliance check, to issue payment of \$150,000 to Charmant Hotel pending successful job count verification, and to issue an invoice due of \$12,007.39 to Metroplains for 2219 Lofts pending billboard status. The motion carried 6-0 by voice vote.**

[17-0850](#)

Resolution approving Tax Incremental Financing application for The Hub on 6th.

*(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:** [Proposed Amended Resolution for Reconsideration 9-14-2017](#)  
[Revised Development Agreement 8-20-2017](#)  
[Revised Exhibit G 8-20-17](#)  
[Resolution](#)  
[EDC Recommendation 7-31-17](#)  
[Development Agreement 7-31-17](#)  
[Exhibit A - Legal Description](#)  
[Exhibit B - Executive Summary](#)  
[Exhibit D - Description of Public Improvements](#)  
[Exhibit E - Project Summary](#)  
[Exhibit G - Monetary Obligation Example](#)  
[F&P sign ups 8-3-17](#)

*No action was required or taken. Andrea Schnick provided an informational update that the developer agreement was modified. Common Council will vote on this reconsideration.*

[17-1163](#)

Update on Launch La Crosse website

**Attachments:** [Launch La Crosse website](#)

*In the interest of time, this item was not discussed. This item will be on the next agenda.*

## Next Meeting Date/Agenda Items

*The next meeting is September 28, 2017.*

## Adjournment

**A motion was made by Gaul, seconded by Medinger, to adjourn the meeting. The motion carried 6-0 by voice vote. The meeting was adjourned at 10:05 a.m.**

*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.*