



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

Economic Development Commission

Thursday, April 26, 2018

8:30 AM

3rd Floor Conference Room

Call to Order

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

Roll Call

Morrison arrived to the meeting at 8:35 a.m. Medinger left the meeting at 9:35 a.m.

Present: 5 - Paul Medinger, Tim Kabat, David Morrison, Debbie McKenney, Martin Gaul

Excused: 2 - Vacant 1, Al Louis

Others present: Robin Moses, Kristine Giornalista, Michael Carlson, Tara Fitzgerald, Kevin Conroy, Caroline Gregerson, Jason Gilman, Sara Olson, Andrea Schnick, Jacob Schimmel, Ann Hlavacka.

Approval of Minutes

A motion was made by Gaul, seconded by McKenney, to approve the April 11, 2018 special meeting minutes. The motion carried 4-0 by voice vote.

Agenda Items:

1. [17-1161](#) Update on Elevate Downtown Facade Program

Robin Moses, Executive Director of Downtown Mainstreet, Inc., provided an update on the program. 24 businesses have applied this year; 3 were not appropriate/eligible and the other 21 are being reviewed. So far 3 have been completed and paid out, many more are in progress, some are pending and some are under review. In 2017, \$100,000 was awarded and in 2018, the program will award \$165,000. Six more applications are anticipated. The program leverages 15-20x the impact of the City investment. Approximately \$3 million in projects have been completed. Mayor Kabat inquired if the selection committee could mentor the northside facade program; Robin noted she would discuss with planning if the committee could serve both groups. Andrea Schnick noted the committee for northside has been formed with North La Crosse Business Association. She also indicated the request for funds was submitted to the CIP for next year.

2. [18-0032](#) Consideration of Tax Incremental Financing Application by Impact Seven for

Garden Terrace.

(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: [Executive Summary](#)
[Garden Terrace revised site plan 4.2.18](#)
[Updated Request Letter 4.2.18](#)

Kristine and Michael from Impact Seven reviewed changes to the project since the last meeting, including updates to the site plan. There will still be 50 units of 1, 2 and 3 bedroom arrangements, parking and a community center on the south half of 800 Kane St. There are coordinating a land swap of the St. James lots they own with the City. They are aiming to break ground in July.

A motion was made by McKenney, seconded by Morrison, that this Resolution be APPROVED for an upfront TIF grant of \$160,000 for an award of \$136,000 after the City's 15% administrative fee with \$36,000 being distributed in 2018 and \$100,000 in 2019 contingent upon the project receiving necessary variances and approval of land swap with Kane Street Gardens and that any other remaining gap in funding be addressed by Impact Seven with the value of the project remaining constant. The motion carried 5-0 by voice vote.

3. [18-0610](#)

Resolution establishing the Minority Owned Business Assistance Program.

Attachments: [Resolution](#)
[Application and Guidelines](#)

Jacob Schimmel, economic development intern, reviewed the program. The funding is already approved in the CIP budget. It will be a grant-based program, with the goal outcome that a grant would help prospective business owners leverage capital and secure loan funding. The program guidelines and application were based on Peoria, Illinois. The SBDC is willing to do an overview with prospective applicants and support them in business plan and project plan development. The grant award winners would need support after selection, as well. Martin Gaul and Debi McKenney recommended the program have an upfront grant option. The commission also wanted the 'furniture and fixtures' moved from the ineligible list to the eligible list. Ann from the SBDC noted this program is for populations of opportunity. A good definition to follow is the DOT's disadvantaged persons. The commission wanted to remove 'as attached to this resolution' to allow staff to make recommended changes while still move forward the resolution to establish the program. Next month the commission will review the modified guidelines and would like a report back on how staff will be promoting the program.

A motion was made by Gaul, seconded by Medinger, that this Resolution be APPROVED AS AMENDED with 'as attached to this resolution' being removed from the resolution and directing staff to modify guidelines as discussed. The motion carried 5-0 by voice vote.

4. [18-0622](#)

Request to add fee requirement for Upper Floor Renovation Loan Program.

Attachments: [Memo to EDC requesting recording fee](#)

A motion was made by McKenney, seconded by Morrison, that a fee requirement for Upper Floor Renovation Loan Program be APPROVED. The motion carried 4-0 by voice vote.

5. [18-0623](#) Request to add fee requirement and job creation deposit for Small Business Development Loan.

Attachments: [Memo to EDC requesting recording fee and job creation deposit](#)

A motion was made by Gaul, seconded by McKenney, that a fee requirement and job creation deposit for Small Business Development Loan be APPROVED. The motion carried 4-0 by voice vote.

Next Meeting Date/Agenda Items

The next meeting is May 24, 2018.

Adjournment

A motion was made by Gaul, seconded by McKenney, to adjourn the meeting. The motion carried 4-0 by voice vote. The meeting was adjourned at 9:40 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, with as much advance notice as possible.