



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

Economic Development Commission

Thursday, November 17, 2016

8:30 AM

5th Floor Conference Room

Call to Order, Roll Call

The meeting was called to order by Mayor Tim Kabat at 8:31 a.m.

Present: 7 - Richard Swantz, Francis J. Formanek, Tim Kabat, Terry Hicks, David Morrison, Debbie McKenney, Gary Padesky
Excused: 2 - Audrey Kader, Chong Cher Lee

Others present: Mark Schlafer, Jourdan Vian, Andrea Schnick, Sara Olson

Approval of Minutes

A motion was made by McKenney, seconded by Padesky, to approve the October 27, 2016 meeting minutes. The motion carried on voice vote.

Agenda Items:

1. [16-1081](#) Resolution approving Amendment to Tax Incremental Financing District #13 for loan and grant programs within 1/2 mile of the district boundary.

Attachments: [Resolution](#)

A motion was made by Padesky, seconded by Swantz, that this Resolution be APPROVED. The motion carried by voice vote.

2. La Crosse Plow TIF application update

A motion was made by Formanek, seconded by McKenney, to convene in CLOSED SESSION. The motion carried unanimously on roll call vote.

A motion was made by Hicks, seconded by Padesky, to reconvene in OPEN SESSION. The motion carried on voice vote.

3. Update on responses from brainwriting exercise

Andrea Schnick presented the top responses from last month's brainwriting exercise.

The Internet of Everything

-Formulate creative ways to draw people downtown: Bike Fest, discount shopping days,

etc.

- Create a partnership between the business incubator, library, and Co.Mill operations to improve services and efficiency
- Teach business leaders the "internet of everything" and other modern tech advancements

Inclusive Economic Development Policy

- Partner with cultural/diversity groups to identify businesses that could use economic guidance
- Work with higher education institutions to assist with business planning and impact
- Acquire space in local magazines to allow departments to spread information as they see fit

Economic Gardening

- Host a seminar and invite any and all local businesses and city residents to come learn what aid the city has to offer (grants, incentives, etc.)
- Ensure that Start-Up businesses are aware of the resources that the city can provide them and help them select the right programs

Labor Policy

- Address child care and public transportation possibilities
- Create wellness programs for City employees
- Partner with businesses to better promote their employee wellness and quality of life programs

Community Responsibility as a Measurable Return

- Ensure that businesses get recognition for actions that have positive effects on the community
- Amend our TIF application to include requirement for charitable giving, community involvement, public art, transportation/parking, living wage requirement, etc.
- Help companies perform community benefiting activities

Start-Ups

- Unite local experienced businessmen to offer advice to Start-Ups and Entrepreneurs
- Provide tax incentives to Start-Up businesses
- Develop Angel Investors Network

Results

- Partner with existing organizations
 - Launch La Crosse
- Develop new grant programs
 - Minority and women-owned businesses

Next Meeting Date/Agenda Items

The next meeting is December 22, 2016 at 8:30 a.m.

The next agenda will include a La Crosse Plow TIF application update and an update on 800/802 Rose St.

The Commission will check in every other month or so with progress on the brainwriting exercise.

Adjournment

A motion was made by Padesky, seconded by Formanek, to adjourn the meeting. The motion carried on voice vote. The meeting was adjourned by Mayor Tim Kabat at 9:18 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.