



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Economic and Community Development Commission

Wednesday, March 22, 2023

3:00 PM

Council Chambers

The meeting is open for in-person attendance and will also be conducted through video conferencing. The meeting can be VIEWED by clicking this link (or typing the URL in your web browser address bar): <https://cityoflacrosse-org.zoom.us/j/83768127868?pwd=WUJpRkwzbWpHL0VvckhmRmdxMm5pZz09>
Zoom Meeting ID: 837 6812 7868; Passcode: ECDC23; Dial in (audio only): +1-309-205-3325

If you wish to speak on an agenda item, arrive early to sign up before the meeting begins. If attending virtually and you wish to speak, contact the Department of Planning, Development and Assessment at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing mcginniscaseyd@cityoflacrosse.org, using a drop box outside of City Hall, or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

Call to Order

Roll Call

Approval of Minutes from the February 22, 2023 meeting.

Agenda Items:

- [23-0322](#) Guidelines for Property Sales.
- [23-0343](#) Quarterly update from The Parenting Place on their ARPA-funded childcare agreement
- [23-0318](#) Review and approve adjustment to Retention and Recruitment grant guidelines.
Attachments: [Recruitment and Retention Grant: Proposed Changes](#)
- [23-0344](#) Review and approve loan terms for The Driftless Apartments and Townhomes.
(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 Committees and/or Council may reconvene in open session.)
Attachments: [Approval of TIF Loan – The Driftless Apartments, LLC](#)

Adjournment

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.

Economic and Community Development Committee Members:

Mayor Mitch Reynolds, Barb Janssen, Doug Happel, Colin Walsh, Linda Lee, Gina Miller, & Vicki Markussen.



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Text File

File Number: 23-0322

Agenda Date: 3/22/2023

Version: 1

Status: Agenda Ready

In Control: Economic and Community Development Commission

File Type: General Item

Agenda Number:



City of La Crosse, Wisconsin

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Text File

File Number: 23-0343

Agenda Date: 3/22/2023

Version: 1

Status: Agenda Ready

In Control: Economic and Community Development Commission

File Type: Status Update

Agenda Number:



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Text File

File Number: 23-0318

Agenda Date: 3/22/2023

Version: 1

Status: Agenda Ready

In Control: Economic and Community Development Commission

File Type: Review

Agenda Number:

Financial Support to Child Care Businesses - Retention and Recruitment Stipends

Goal

The goal of this project is to retain existing child care workers and to recruit additional child care workers to fill the empty positions within the city of La Crosse.

Benefits

This program will provide stipends to eligible child care programs to be used for staff recruitment and retention efforts.

Eligibility Requirements

Programs must be a regulated (certified or licensed) child care provider within the city of La Crosse.

Ineligibility Includes:

Programs must be in good standing with DCF (Department of Children and Families) to be eligible for the stipend.

Selection Criteria

Additional funding is awarded to programs that meet the following criteria:

- Serve families who utilize WI shares (child care subsidy)
- Staff salaries are under \$15/hr
- Provide care for children under 2 years of age

- Have classrooms that are either empty or not operating at full capacity due to staffing challenges

Group Child Care Centers

~~Group child care centers can receive a maximum of \$13,000 per location~~ – No maximum amount

Recruitment Stipends	Retention Stipends
\$ 2,000 <u>\$3,000</u> for each empty classroom in the center that is empty due to staffing challenges.	\$5,000 base pay for each center
\$ 1,000 <u>\$1,500</u> for each classroom that is operating under capacity due to staffing shortages	An additional \$1,000 if the center accept WI shares payments
	An additional \$1,000 if full-time teacher qualified salaries are under \$15/hr
	An additional \$1,000 if the center provides care for children under 2 years of age

Family Child Care Providers

~~Family Child Care Providers can receive a maximum of \$1,500 per location~~ – No maximum amount

Retention Stipends
\$500 Base pay for each program
An additional \$100 if the center takes WI Shares Subsidy
An additional \$150 for each child age 0-12 months old
An additional \$100 for each child 12-24 months old
An additional \$50 for each child 2 years and older

School Age Care Programs

Family Child Care Providers can receive a maximum of \$1,500 per location

<u>Retention Stipends</u>
<u>\$1,000 Base pay for each program</u>
<u>An additional \$250 if the center takes WI Shares Subsidy</u>
<u>An additional \$250 if teacher qualified salaries are under \$15/hr</u>

School Age Care Programs

<u>Retention Stipend</u>
<u>An additional \$1,000 if the program is operating under capacity due to staffing challenges</u>

<u>Retention Stipends</u>
<u>\$5,000 Base pay for each program</u>
<u>An additional \$1,000 if the program center takes WI Shares Subsidy</u>
<u>An additional \$1,000 if teacher qualified salaries are under \$15/hr</u>

<u>Retention Stipends</u>
<u>\$5,000 Base pay for each program</u>
<u>An additional \$1,000 if the center takes WI Shares Subsidy</u>
<u>An additional \$1,000 if teacher qualified salaries are under \$15/hr</u>

Eligible Expenses

Staff/provider education and training

Recruitment and retention bonuses for staff/providers

Staff/provider benefits

- child care tuition expenses included

A minimum of 80% of the total stipend received by the center must be spent equitably among the staff in the center.

Distribution Process

Centers must include the following documents to be eligible for the stipends:

- Proof of licensure/certification
- W9 for business

Award of Funds

Upon approval of awarded funds, applicants are required to sign an Acknowledgement of Stipend Spending. This document must be signed prior to disbursement of funds. *A copy of this document is attached*

Required Stipend Reporting:

By the end of the expenditure period or once all stipend funds have been spent, applicants must submit an itemized report to The Parenting Place of all stipend related expenses. The report should include:

- Date of the expense
- Expense description
- Expense amount

A copy of this document attached

Stipend Reporting:

Date of Expense	Description of Expense	Expense Amount

Acknowledgement of Stipend Spending

By signing the Acknowledgement of Child Care Stipend Spending, I accept the responsibility that all money from this stipend will be used for eligible expenses that was specified by the Child Care Stipend program and in compliance with Federal American Rescue Plan Act requirements. I agree to all terms of the Child Care Stipend Program and will be responsible to repay the stipend should it be found the funds were spent in an ineligible way.

Signature: _____

Name and Title: _____

Organization: _____



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Agenda Number:



PLANNING, DEVELOPMENT AND ASSESSMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

Memorandum

March 17, 2023

To: Economic & Community Development Commission

From: Planning & Development Staff

RE: Approval of TIF Loan – The Driftless Apartments, LLC

Per Resolution 23-0205, which was reviewed and recommended for approval by the ECDC and thereafter adopted by the Common Council at the March 9th meeting, a loan for \$550,000 is to be issued to The Driftless Apartments using TID 18 funds. The Resolution also requires the terms of the loan to be approved by the ECDC prior to issuance.

In addition to input from the City's municipal consultant Ehlers, the City's existing Affordable Housing Revolving Loan Fund program and Loan Documentation Manual was used, and/or will continue to be used, to guide negotiations and processing for this loan.

Developer: MSP Real Estate, Inc.

Project Description: This project will create 120 units of affordable/workforce housing units for both seniors and individuals/families to serve a mix of age groups. This project would be the first development in River Point District (specifically located at Zone D), to which the City is targeting for redevelopment, helping to catalyze additional development in this area. The Driftless is made up of five separate buildings.

One building consists of four stories with 100 units of independent senior housing (age-restricted to 55+) above one story of structured parking. This independent senior building has a mix of one-bedroom and two-bedroom units. The remaining four two-story buildings consist of a total of 20 three-bedroom townhome style family units (non-age-restricted) with private entries and 12 structured parking spaces.

Source of Funds: TID 18 funds through revenue sharing from TID 13

ANDREA TRANE, DIRECTOR
TIM ACKLIN, AICP, PLANNING ADMINISTRATOR
JULIE EMSLIE, ECONOMIC DEVELOPMENT ADMINISTRATOR
LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER
JENNA DINKEL, ASSOCIATE PLANNER
LINZI WASHTOCK, PLANNING & DEVELOPMENT ASSISTANT

DIANE MCGINNIS CASEY, COMMUNITY DEVELOPMENT ADMINISTRATOR
JONAH DENSON, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE
VACANT, DEVELOPMENT ANALYST
KEVIN CLEMENTS, HOUSING SPECIALIST
KEVIN CONROY, HOUSING REHABILITATION SPECIALIST
BRIAN SAMPSON, HOMELESS SERVICES COORDINATOR

Terms: The loan will include a simple interest rate of 2% with a maximum term of 20.5 years. Payments of both principal and interest on the loan will be deferred until the project repays its deferred developer fee, although interest will accrue from the date of closing. As currently projected, it will take approximately 10 years for the project to repay its deferred developer fee. Upon repayment of the deferred developer fee, payments on the loan will be made from available cash flow from the project until the loan is repaid. The project will have a 2.5-year construction loan, followed by a permanent loan with an anticipated 18-year term. Thereafter, the developer will need to refinance all existing debt. Any outstanding principal and interest for the City's loan to the developer will be due at the end of the 20.5 year term or upon refinance of project debt, whichever is sooner.

Prior to disbursement of funds, staff will collect the following documents:

- A. Evidence of all secured financing, including terms and conditions
- B. Evidence of available equity funds
- C. Copy of partnership agreement or operating agreement if the applicant is a partnership or limited liability corporation.
- D. Verifiable evidence of site control
- E. Copy of construction cost estimates, construction contract, preliminary bid; and comparable to numbers presented in TIF application
- F. Documentation of the syndication costs (legal, accounting, tax opinion) from the organization/individuals who will syndicate and sell the offering to ensure that the project can support the fees necessary to syndicate/fund project
- G. Agreements governing the various reserves which are capitalized at closing (to verify that the reserves cannot be withdrawn later as fees or distributions)

Staff Recommendation: Approve the above terms and provisions for a loan in the amount of \$550,000.