



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Redevelopment Authority

Wednesday, July 15, 2020

4:00 PM

Video conference via Lifesize

Special Meeting

In efforts to reduce the spread of COVID-19, the Redevelopment Authority meeting will 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://stream.lifesizecloud.com/extension/1271327/e7506959-fe5d-44ac-805c-9016fb33bd90>

If you wish to speak on an agenda item, you can do so as part of the virtual meeting. Contact the Redevelopment Authority at the email or phone number below so we can provide you with the necessary information to join in. Meetings are also open for attendance in person. Agenda items approved for public hearing by the committee are open to public comment.

Members of the public who would like to provide written comments on any agenda may do so by emailing tranea@cityoflacrosse.org, using a drop box outside of City Hall or mailing the Department of Planning and Development, 400 La Crosse Street, La Crosse WI 54601. Questions, call Andrea Trane at 608-789-8321.

Call to Order

Roll Call

Present: 6 - Andrea Richmond, Karen Dunn, Edward R. Przytarski, Michael Sigman, Adam Hatfield, John Kovari
Excused: 1 - Cassandra Woodward

Approval of Minutes

A motion was made by Dunn, seconded by Przytarski, to approve the minutes.
The motion carried by voice vote.

Agenda Items:

1. [20-0956](#) Consideration and possible action on Redevelopment Authority Executive Director job description.

Attachments: [Draft Job Description 06-2020.pdf](#)

Andrea presented the draft job description and noted the discussion to form a subcommittee to review and provide feedback on the job description. Adam asked if there are desiccated hours or if this would be needed. Adam also asked for any feedback from members on the job description. CM Richmond stated it is good, but asked since Andrea Trane has been appointed by the Mayor the Interim Planning Director and whether or not the Job Description should indicate interim director. Adam noted this job description is for the long-term permanent position. John asked if the RDA was approving the description for posting of the position-noting the subcommittee needs to meet first to determine the path working with HR and Legal on a contract. John noted a contract is important given the scope of borrowing funds and suggested over the next two months, the subcommittee and RDA iron it out and have draft language prepared in August (Drafting)-September (Approving), October (Shortlisting Candidates) Nov-Dec, (Selection). Karen indicated the draft looks good and asked how many are on the subcommittee (because there are 4 does this constitute a quorum). Adam suggested the subcommittee meet to establish some goals first, perhaps reporting to the regular RDA meeting in July. John noted the RDA can go into closed session; he also preferred the current structure with the backgrounds of the members. CM Janssen also suggested there be some consideration of the budget. Adam concurred.

John noted the RDA can engage in millions of dollars in redevelopment and borrowing, which requires a CEO able to manage millions of dollars of cash flow-in other cities this is a 6-figure position. The salary needs to be there to be effective. TIF and general fund support needs to be there. A CEO is needed to be successful given the RDA's future.

2. [20-0957](#) Consideration and possible action on River Point District developer term sheets.

Attachments: [Example Term Sheet Draft-Doerflinger.docx](#)

Adam turned the discussion over to Andrea-noting the example of the term sheet from the Doerflinger loan agreement. Andrea noted the term sheet provides some background, what the request is by the developer, what we are looking for -or personal guarantee, increment value, etc.: used to frame the development agreement. Andrea asked if the RDA had any suggestions for format or items to include. Adam suggested one term indicate adherence to the master plan. Karen stated she went through the term sheet and had some questions regarding the level of detail.

Jason suggested expanding the detail and organizing the term sheet by subject matter.

3. [20-0961](#) Update on River Point District Tax Incremental District #18.

Attachments: [TID 18 Project Plan DRAFT v2 6.25.2020.pdf](#)

Adam noted the RDA had been provided with a summary. Andrea explained the process of the TID creation and where we are with TID 18, noting the Joint Review Board's role in review and representation of the taxing jurisdictions, as well as the EDC and Council approval. Andrea noted consultation with Ehlers in creating a new district overlaying TID 12, to extend the life of the TID, noting the existing TID 12 only has 12 years left which is a limiting in debt service, whereas the new TIF allows 27 years of debt service. JRB is meeting July 30 for final approval after the Council approved TID 18 at their July meeting. Andrea also noted several TID's being amended to be contributing TIDs to TID 18. Adam asked if there were any questions. John noted the revenue stream was discounted and why this was done. Andrea noted in consultation with Ehlers, this was suggested as a good move and John concurred. John noted TID 18 is noted to be a 26 million-dollar TID and the infrastructure alone is 22 million, which does not leave the RDA enough for development incentives. Andrea noted Ehlers would be providing a proforma which is a fluid document. Andrea suggested Ehlers be on the call next week. John asked that we ask Blair what we will need to get this project through completion. Andrea also noted after a TID closes, we can extend to use funding for affordable housing. Adam called for other questions, and given none, concurred with Ehlers joining us next meeting.

4. [20-0963](#) River Point District update.

Attachments: [July 2020 update.pdf](#)

Adam went through Blair's update. Andrea noted Blair will be available with Merge Development at the July 23 meeting. John indicated his concern about COVID and market certainty, suggesting we amend the project timeline given the pandemic. John noted the advantages of pushing it out in attracting more investors also. John asked that we engage Blair to discuss amending the timeline given any delays brought about by the pandemic. Given no other comments, Adam also requested the RDA like and share social media posts on the project.

Adjournment

A motion was made by Richmond, seconded by Kovari, to adjourn. The meeting adjourned at 4:50pm.

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.