

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**February 29, 2012**  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 5:00 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

REDEVELOPMENT AUTHORITY MEMBERS PRESENT: Bob Stevens, Kim Vanderhyden, Ald. Jim Englebert, Gail Popp and Kip Golden

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Linda Kennedy and Susan Schrage

OTHERS PRESENT: CDD Keil, PP Homan, Ald. Klein, Dave Wuestenberg, Ald. Chris Klein, Brad DePasse, Elizabeth Ringgold, Amy Rockwell, Patrick Conner, Karen Schlieve, Lisa Cruz, Jim Weidert and Tom Werth

**C. MINTUES TO APPROVE**

1. **Minutes of the January 25, 2012 Redevelopment Authority Meeting**

Motion by Ald. Jim Englebert, seconded by Bob Stevens to approve the January 25, 2012 Redevelopment Authority meeting minutes.

The motion carried.

**D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA**

(five (5) minute time limit for each person)

No one spoke

**E. COMMUNICATION**

1. **None**

**F. DISCUSSION**

1. **Presentation of Real Estate & Marketing Proposals for Lake Park Area:**

a. **Ark Media Group (5:05 PM)**

Commissioners Discussed:

- Meetings with real estate brokers and other stakeholders.
- Past experience working on real estate projects.
- Process for brand development.
- Content of deliverables.
- Approach to sale of vacant land.
- Proposed budget

b. **Red Shoes PR (5:30 PM)**

Commissioners Discussed:

- Firm's status with regard to exclusive marketing for existing clients.
- Need for and amount of ongoing marketing budget.
- Potential content of promotional video.
- Newspaper as a marketing media.

- Timetable for developing a brand and marketing strategy.

c. **Atomic Tribe (5:55 PM)**

Commissioners discussed:

- Proposal to engage other vendors (such as builders & landscapers) to help support marketing costs.
- The cost for updating/maintaining a web presence.
- The social aspect of social media as opposed to a sales approach.
- Website maintenance.
- The proposed process for and timetable establishing a brand and marketing strategy.

d. **Blue Door consulting (6:20 PM)**

This firm elected not to make a presentation as they felt they didn't have the capacity to complete the work within the proposed timeline.

2. **Discussion of RDA Financial Resources**

CDD Greg Keil reported that the only source of revenue available to the RDA at this time was lot sales. The payments received from developers to this point for land transactions were about \$135,000. Offsetting expenses were mainly commission paid to brokers, and smaller amounts for preparing certified survey maps and other soft costs related to the land transactions. The balance of funds available to the RDA is about \$38,000. The RDA's obligation to the city for repayment on the mortgage on the land transfer is about \$330,000. Although some TIF increment will be generated this year, those funds won't be available until 2013.

Commissioners discussed the need for effective marketing and balancing that against the limited amount of funds available and the RDA's obligation to the city for mortgage payments.

3. **Discussion of Future Progress Reporting for RDA**

PP Kara Homan reviewed the practices of other communities with respect to reporting on RDA activities on the suggested quarterly reporting to the RDA and Common Council regarding the status of marketing efforts, fund balances and other substantive matters. It was the consensus of commissioners that quarterly reporting to the RDA by staff and by Menasha RDA to the Common Council would be appropriate.

## F. ACTION ITEMS

1. **Selection of Preferred Marketing Proposal for Lake Park Development**

Chairman Vanderhyden asked each RDA member and advisor Dave Wuestenberg to offer comments on the presentations that were made by the respective firms.

Following discussion and in consideration of the comments by RDA members, Ald. Jim Engelbert made and Gail Popp seconded a motion to select Ark Media Group to prepare a brand and marketing strategy for the Lake Park Villas area at a cost not to exceed \$22,000, and authorize Chairman Vanderhyden to enter into an agreement on behalf of the RDA for that purpose. The motion carried.

2. **Lake Park Villas Listing Agreement for Coldwell Banker, the Real Estate Group**

PP Homan reported that staff had met with the brokers to review the original listing agreements. Several changes were made to the agreement with Coldwell Banker/the Real Estate Group as a result of these discussions including:

- Elimination of the additional \$50.00 per lot brokerage fee.
- Elimination of the Seller Disclosure Report
- Changing references from the "City of Menasha" to the "Menasha Redevelopment Authority" in the Additional Provisions line of the agreement.
- An increase to the co-brokerage commission.

Motion by Ald. Jim Engelbert, seconded by Bob Stevens to approve the listing agreement with

Coldwell Banker/the Real Estate Group with the addition of bi-monthly reporting to the RDA on sales and marketing efforts, subject to review and approval of the agreement by the City Attorney.

The motion carried.

3. **Lake Park Square Listing Agreement for Grub & Ellis | Pfefferle**

PP Homan reviewed the changes that were made to the original Grubb-Ellis/Pfefferle agreement as follows:

- Changing the reference to covenants and zoning codes on Line 22 of the agreement to “Municipal Code”.
- Adding a list of approved business types as an addendum.
- Bi-monthly reporting to the RDA on sales and marketing efforts.

Patrick Connor from Grubb&Ellis/Pfefferle commented that there would need to be an understanding between the broker and the RDA with respect to the amount of commission owed in the event of a sale with a discounted purchase price.

Motion by Gail Popp, seconded by Ald. Jim Engelbert to approve the listing agreement with Grubb&Ellis/Pfefferle subject to review and approval by the City Attorney.

The motion carried.

**ADJOURNMENT**

Motion by Gail Popp, seconded by Kip Golden to adjourn at 7:55 p.m.

The motion carried.

*Minutes respectfully submitted by Greg Keil, Community Development Director.*