

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**October 30, 2013**  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 5:30 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

REDEVELOPMENT AUTHORITY MEMBERS PRESENT: Bob Stevens, Kim Vanderhyden, Linda Kennedy and Ald. Jim Englebert

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Susan Smith, Gail Popp and Kip Golden

OTHERS PRESENT: Chris Klein, John Manki, Ed Kassel, Tom Maxymek, Ald. Becky Nichols, CDD Keil, PP Homan and DAS Steeno

**C. MINTUES TO APPROVE**

1. **Minutes of the June 6, 2013 Redevelopment Authority Meeting**

Motion by Linda Kennedy, seconded by Ald. Jim Englebert to approve the June 6, 2013 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)

Chris Klein: Inquired about CDE status, RDA financial position, status of developer compliance with development agreements and incentive payments, and TIF increment.

Tom Maxymek commented on housing values and stated willingness on the part of the Lake Park Villas Homeowners Association board to work with the RDA to encourage builders/developers to establish a presence within the Lake Park Villas Phase II development.

**E. DISCUSSION ITEMS**

1. **Lake Park Villas Sales and Marketing Update**

PP Homan summarized the past year's marketing activities including the website, signage, direct mail/site event and commercial and residential broker activities.

2. **Developer Incentives**

PP Homan suggested that marketing initiatives should shift from advertising and promotion to attracting builder/developers to Lake Park Villas in order to establish model homes and an on-site marketing presence.

RDA members and LPV HOA board members entered into a wide ranging discussion concerning possible strategies for attracting builder/developers and prospective home buyers. Topics included:

- The price point for homeowners association fees.
- Suspending HOA fees for builder/developers.
- City tax rates and the relationship between assessed and market values.
- Creating model homes at different price points.
- The effect of HOA home standards on home prices.
- Possibilities for using TIF funds for developer incentives

### 3. **Update Redevelopment Projects**

#### a. **Gilbert Site**

CDD Keil reported that the acceleration of incentive payments to the site owners/developers recently approved by the Common Council has enabled the demolition work to proceed more rapidly, with the completion of the demolition work now to be completed by the end of the year. He also reported that the city had receive noticed from the WDNR that it had been awarded Stewardship Grant funds for the construction of the shoreline park. Work on that project will begin in spring of 2014.

#### b. **Steam Plant**

CDD Keil reported that a request for proposals had been released and five entities had responded with statements of interest. It is expected that a decision will be made sometime around the first of the year.

#### c. **205 Milwaukee Street**

CDD Keil stated that after several years of discussions with the city, grocers from the Green Bay area have made an offer to purchase the building formerly operated as Doering's Super Valu. The operators have requested TIF incentives. Staff is expecting to bring a development agreement to the Common Council for consideration in December. If approved, it's anticipated that the renovated store would open before Memorial Day.

## F. **ACTION ITEMS**

### 1. **2014 Redevelopment Authority Budget**

#### a. **Lake Park Villas Homeowners Association**

CDD Keil reviewed the revenues from lot sales and expenditures made by the RDA in 2012 and 2013. He also discussed the TID #12 projections and projected tax increment looking toward the future and how the RDA's obligation to repay the city for the land sale is expected to play out. The proposed 2014 RDA budget was presented in the amount of \$49,003. Major components of the budget were marketing (\$20,000) and the RDA's portion of the LPV HOA common area maintenance (\$25,000). These amounts are the same as what was budgeted in 2013.

Motion by Ald. Englebert, seconded by Kim Vanderhyden to recommend the proposed budget and submit it to the Common Council for approval. The motion carried.

#### b. **Marketing/Developer Incentives**

Discussion occurred under Item E. The consensus was to encourage staff to pursue any incentive package that is necessary to secure an on-site presence by a builder/developer, with the understanding that any specific incentive package would be brought back to the RDA for approval. There was also consensus that the budgeted marketing funds should be primarily directed toward builder/developer incentives.

#### c. **Other**

No discussion.

## G. **ADJOURNMENT**

Motion by Ald. Jim Englebert, seconded by Kim Vanderhyden to adjourn at 7:05 p.m.

The motion carried.

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