

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**August 23, 2012**  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 5:05 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

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

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Kip Golden

OTHERS PRESENT: CDD Keil, PP Homan, Ald. Klein, Dave Wuestenberg, CAHRD Pamela Captain and CT Stoffel. Also present were persons from the Lake Park Villas Phase II Homeowners Association including Pat and Bernie Sandlin, Donald Mayer, Tom and Ellen Maxymek, Larry and Carol Waitrovich, and Mona Boulos.

**C. MINTUES TO APPROVE**

1. **Minutes of the May 1, 2012 Redevelopment Authority Meeting**

Motion by Bob Stevens, seconded by Kim Vanderhyden to approve the May 1, 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. DISCUSSION**

1. **Marketing Strategy**

PP Homan reviewed the activities that had been undertaken by Ark Media to develop the branding and positioning of the Lake Park Villas residential and commercial development. Interviews had been conducted with the commercial and residential brokers as well as with residents of the homeowners association and businesses in Lake Park Square. These interviews were used to characterize the development and its residents and to formulate profiles of prospective buyers and to create a position statement. Next steps will involve developing the associated Lake Park website marketing materials.

Discussion was held regarding the amount budgeted for Ark Media and what remains. The cost and content of a proposed video and power point template (\$8,000 and \$1,600, respectively) and the venues for these media were also discussed.

2. **Lot Sale Activity Report**

a. **Residential**

PP Homan summarized a report prepared by Amy Rockwell of Coldwell Banker. The properties have been listed on the MLS and there have been five inquiries and 120 web site hits, but no offers have been received.

**b. Commercial**

PP Homan summarized a report from Elizabeth Ringgold of Grubb/Ellis – Pfefferle. The properties are listed on Loopnet and emails have been sent out to numerous brokers and individuals informing them of the availability of the lots. Elizabeth and Community Development staff have been working with a prospect who is potentially interested in purchasing four lots. A substantial amount of demographic and other property related information has been forwarded to the prospect, and he is formulating a conceptual plan for site development.

**3. TID #12 Update**

PP Homan reported that the Department of Revenue has issued its Statement of Changes in TID Value for TID #12, which showed a reduction in value from the 2011 base year value. This was attributed to the slower than expected installation of infrastructure, which resulted in fewer fully improved lots being assessed on January 1, 2012. The Assessor and Community Development staff will be providing information to the Department of Revenue to re-determine the base value.

Discussion was held on the implications of this situation, since no increment will be available this year to offset expenditures. Comptroller Stoffel indicated that no increment was projected into the 2012 budget. The adjustment to the base value will be reflected in 2013 increment.

**4. Lake Park Villas Phase II Homeowners Association**

CDD Keil stated the documents listed below were provided to the RDA to familiarize members with the homeowners association and the development as the RDA is now the owner of the vacant lots, and is a majority member of the homeowners association. Persons in the gallery requested that a representative(s) of the Phase II HOA participate in re-drafting the covenants.

**a. Restated Protective Covenants**

CDD Keil reported the covenants will need to be amended to remove sections that, since the dissolution of Wisco, no longer apply. These changes will be brought forward at the HOA annual meeting scheduled for September 27.

**b. Restated Bylaws**

**c. Revised Rules and Regulations**

**d. Home Standard Minimums**

**5. Homeowners Association for Outlot 2 Parcel**

CDD Keil stated that a new homeowners association will need to be formed to manage the pond in Outlot 2. Staff has been preparing the covenants and bylaws, which will be presented to the property owners abutting the pond for their consideration.

Discussion was held as to whether the two lots abutting the pond in the existing Phase II HOA should be included in the new HOA as well.

**F. ACTION ITEMS**

**1. Disposition of Garage**

CAHRD Captain reported on the status of the garage. An agreement has been reached with JLKP wherein they agreed to release their ownership claim if the city would pay the delinquent taxes on the property. CDD Keil stated that there is some uncertainty as to how the land in the vicinity of the garage may be developed pending a decision on extending a street from Lake Park Square, etc. He also reported that there is interest by several residents in the Phase II HOA to lease the garage for storage. No action was taken, however, a report will be made at the LPV Phase II HOA annual meeting.

2. **Removal of Silos**

CDD Keil stated that the removal of the silos was a stipulation in the development agreement with ponds of Menasha. A quote of \$1,500 was received to raze the structures (this did not include trucking the debris). Several persons in the gallery objected to the removal of the silos. No action was taken.

3. **Redevelopment Authority Representative on Lake Park Villas Homeowners Association**

CDD Keil stated that he had been representing the city on the HOA since the retirement of former City Attorney Jeff Brandt. Since the RDA is now the owner, it should pick a representative. Consensus was that CDD Keil should continue as the representative at least through the Phase II HOA annual meeting.

4. **2013 Budget**

CDD Keil presented a draft budget which included the following:

Expenses

- \$25,000 – RDA Portion of HOA Common Area Maintenance
- \$1,500 – 2,000 - Silo Removal
- \$2,000 – 2,500 – Survey/Engineering for Lot Reconfiguration
- ? Marketing

Discussion was held on what might be a suitable budget for marketing and which venues should be considered. Consensus developed that a marketing budget of up to \$20,000 should be established and that a total budget of \$50,000 for RDA activities should be presented to the Common Council.

Revenues

- ? - Commercial and Residential Lot Sales
- 0 - 2012 TIF Increment
- ? - Garage Lease

Discussion was held on what might be expected for lot sales, but no amount was set. Also discussed was the RDA's obligation to repay the city and how that would be handled if the revenues were insufficient. Comptroller Stoffel explained that no funds are expected to be received from the RDA in the city's 2013 budget. In the future, debt payments would need to be deferred if revenues are insufficient.

5. **Reconfiguration of Lots**

CDD Keil stated that the lots in proximity to the roundabout at Fountain Way and Georgetown Place will need to be reconfigured due to relocation of the street to the north, and the pending abandonment of the roundabout.

**G. ADJOURNMENT**

Motion by Linda Kennedy, seconded by Gail Popp to adjourn at 7:07 p.m.

The motion carried.

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