

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**January 18, 2012**  
**MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 5:04 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

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

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Linda Kennedy

OTHERS PRESENT: CDD Keil, PP Homan, Dave Wuestenberg and Ald. Chris Klein

**C. MINUTES TO APPROVE**

1. **Minutes of the November 7, 2011 Redevelopment Authority Meeting**

Motion by Ald. Jim Englebert, seconded by Kip Golden to approve the November 7, 2011 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)

1. Ald. Klein commented on risks associated with RDA involvement in the development of spec houses and the potential effects on the existing homes by changing building restrictions.
2. Dave Wuestenberg provided information about a FVTC building trades training program under which a home is constructed by students – he will look into the details and report back to the RDA.

**E. COMMUNICATION**

1. **None.**

**F. DISCUSSION**

1. **Update on Land Transactions**

CDD Keil reported that the land transactions between the city, RDA and the developers had been completed. The transfer of the lots in the LPV Phase II Homeowners association from the city to the RDA is imminent.

**F. ACTION ITEMS**

1. **Consideration of Proposals – Lake Park Villas and Lake Park Square Real Estate Brokerage and Marketing Services**

PP Homan summarized the proposals that were received and presented the results of the scoring that the RDA members had assigned to the proposals.

Discussion ensued on the evolution of the LPV development as related to past marketing efforts and perceived constraints.

The criteria used by the in evaluating the proposals were:

- Understanding of the existing development as related to the marketing strategy
- The vision for the development going forward
- The qualifications of the firm and individual brokers as marketers, and the capacity of the firm to effectively carry out the proposed marketing strategy
- The compensation requested and its relationship to the media and methods of marketing contained in the proposal
- The proposed or potential for synergies among firms to jointly market the development

After considering these and related factors, the consensus was to interview the following firms:

- Coldwell Banker The Real Estate Group, Inc. – Rockwell & Werth
- Coldwell Banker The Real Estate Group – Ripley & Krueger
- Grubb & Ellis /Pfefferle
- Remax 24/7 Real Estate, LLC

There was also consensus that the committee would meet on Wednesday, January 25 at 5:00 PM to interview the above firms.

## **G. ADJOURNMENT**

Motion by Gail Popp, seconded by Kim Vanderhyden to adjourn at 6:11 p.m.

The motion carried.

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