

MINUTES
GREEN BAY ECONOMIC DEVELOPMENT AUTHORITY
Wednesday, December 10, 2014
4:30 PM

ROLL CALL:

G. Sikich, Chair	✓	M. Vogel	Exc.
M. Borlee	✓	D. Hillman	✓
Ald. Tim De Wane	✓	P. Hilgenberg	✓

Staff present: W. Townsend, Economic Development Department; Kim Flom, D. Lindstrom, Planning Department; Ald. Joe Moore; Diane & Don Peters; News Media

Meeting called to order by Chair, G. Sikich at 4:30 p.m.

APPROVAL OF MINUTES:

Motion was made by Ald. De Wane to approve the minutes of the November 19, 2014 EDA meeting and seconded by M. Borlee. Motion carried.

OLD BUSINESS:

1. Continue discussion on University Heights Commerce Center and the vision/marketing strategy to promote it. W. Townsend gave an update that a half page ad was placed into Insight Magazine this past fall. A New North Summit on December 2nd in Sheboygan was attended by W. Townsend and an ad was placed for the University Heights Commerce Center in the Report to the Community which is used throughout the year by New North. The new billboard went up yesterday in the University Heights Commerce Center on Hwy. 54 & 57 southbound between Algoma Rd. and Church.

NEW BUSINESS:

1. Review existing procedure and implement a plan for Community Services and Planning to work with Economic Development to expedite and streamline plan review and permitting. (Request by Ald. Moore) Ald. Moore stated he wanted to know the current procedure and ways to improve the plan review and permitting so Planning and Economic Development can work together and make the process go smoother.

G. Sikich stated the EDA's involvement has been approving the land sales and development proposals in the I-43 Business Center. Planning and Public Works get involved as well. The EDA usually looks at the preliminary proposals as they come in and review how many and what types of jobs created, and look at the

building layouts. The Planning Department reviews the project to make sure it meets the setbacks and design. Public Works will also review the project. The EDA's recommendations are based on final approval from Public Works and Planning. The I-43 Business Center is almost to capacity, the EDA is getting involved in other projects in the City.

Ald. Moore asked once the City has a firm project what can the City do to expedite the process.

G. Sikich stated that the EDA does not get involved with permitting the projects. The EDA gives the overall review and approval and then to Planning and Public Works. There has been a process in place and it has worked in the past.

M. Borlee stated that the EDA is an advisory committee that is appointed by the Mayor and approved by the City Council. The EDA advises and has worked on filling the I-43 Business Center for many years. The EDA is interested in the economic growth of the City and protecting the taxpayers. RDA and EDA would be a better fit together because both committees are doing the same thing. The EDA did a lot of research with businesses, a lot of retention, surveying of businesses and utilization of the data which is in the Comp 22 Plan.

2. Implement a process for Economic Development to report quarterly to the Common Council, similar to the annual report from existing BIDs. (Request by Ald. Moore) W. Townsend stated that the BID district has a reporting process formulated off of the Milwaukee bid program. It is a reporting piece that some of the BIDs on Broadway incorporate already. The report was incorporated to have everyone with uniformity in reporting. The BID districts report on new businesses that tour the area, businesses that move out of the area, business expansion, and how much job creation. The reporting process is currently going to the Planning Department which should be incorporated in Economic Development as well.

G. Sikich requested a copy of this report for the next EDA meeting.

Ald. Moore stated that one of the most important things that he is looking for in the reporting process is equivalency jobs, retention, growth, a need to hire more people and expansion. Once the reporting is obtained, the City can see if there is interest and Ald. Moore would like to see that alderperson involved in that project if it is in their district.

W. Townsend presented the Business Retention Visit report and stated out of the 51 business retention visits, 21 businesses are experiencing growth, 12 businesses are interested in the revolving loan availability and 6 businesses are interested in expanding downtown.

3. Change title of existing Project and Program Manager to Senior Business Development Specialist and add an additional Business Development Specialist. (Request by Ald. Moore) Ald. Moore stated that he feels the Economic Development Department is under staffed and that W. Townsend should get a raise. The population has grown in the City of Green Bay with bigger projects.

There are 2 empty positions in the ED Department currently and all of the positions pay for themselves. He talked to former employees of ED and developers. Ald. Moore suggests that employees could have certain specialties such as: one employee could focus on manufacturing, one medical field/education and another focus on retail. He would like to recommend adding staff to Economic Development and have a minimum of an additional business development specialist in ED. Once the director is hired, that director can be involved in structuring what those specialties would be for each employee.

M. Borlee asked what the current status of the Economic Development Department is as far as staffing. W. Townsend stated there is a director, a business development specialist and a project and program manager currently. Motion made by D. Hillman to refer to the Personnel Committee to add additional staff to the ED Department, seconded by P. Hilgenberg. Motion carried.

4. Discussion and action on the University Avenue Corridor Brownfields Redevelopment Plan and Resolution of Support. D. Lindstrom stated that the City's recommendation is to support the resolution to the Common Council.

G. Sikich stated that there is a lot of information in the University Avenue Corridor Brownfields Redevelopment Plan, with a lot of detail and really well done. He likes the recommendation on the catalyst areas, the VA Hospital, UWGB, multi-family housing included.

M. Borlee was impressed with the engagement that the City obtained from the public and private stakeholders in this process. Motion made by M. Borlee to support the resolution of the University Avenue Corridor Brownfields Redevelopment Plan, seconded by D. Hillman. Motion carried.

5. Brownfield Committee discussion – W. Townsend stated that she would like to keep this item on the agenda every month. There are 5 Brownfield sites identified and 2 developers are interested in the sites.

W. Townsend stated she would like the EDA board to form a subcommittee informally and she will check into the procedure of developing this committee.

G. Sikich stated he would like to be part of a subcommittee.

6. Department report

- Schauer & Schumacher building – 3 showings with one very interested
- Watermark – showed to High Tech company last week
- Larsen Green – inquiry this week with a California based company coming after the first of the year
- New Leaf Market – helping to move their project forward

- One company looking to expand and wants to double. Working with site selector
- Restaurant inquiries – 2 showings, both went well and follow up indicated good feedback
- Metreau – looking to start driving test pilings on 12/16/14
- T-Wall – RDA approved \$200,000 loan to keep City Deck project moving
- Hotel Northland is waiting for the final Section 108 approved from DC
- KI – on budget and on time
- Meyer – reporting to be on track. Capital campaign is in full swing
- Initiative One – They are on track with a March opening planned
- Revolving Loan – 2 inquiries this week. Press release to encourage this program. One start up business and one \$300,000 inquiry for investment of future growth adding 30 new jobs
- ED applied for a \$1,000,000 grant for the demolition of the Packerland Packing/JBS property and redevelopment
- General advertising – Business in Focus Magazine article in 2015

7. Motion to adjourn made by D. Hillman and seconded by P. Hilgenberg. Motion carried.