

**MINUTES**  
**GREEN BAY ECONOMIC DEVELOPMENT AUTHORITY**  
**Wednesday, November 19, 2014**  
**4:30 PM**

**ROLL CALL:**

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

Staff present: W. Townsend, Economic Development Department; D. Lindstrom, Planning Department; Ald. Dave Nennig; News Media

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

**APPROVAL OF MINUTES:**

Motion was made by M. Vogel to approve the minutes of the June 11, 2014 EDA meeting and seconded by M. Borlee. Motion carried.

Motion was made by D. Hillman to approve the minutes of the May 14, 2014 EDA meeting and seconded by M. Vogel. Motion carried.

**OLD BUSINESS:**

1. Discussion and action for approval of payment for two way finding signs that were repositioned on Hwy 43. (Referred back from Council meeting on May 20, 2014). W. Townsend stated that the two way finding signs were approved by the EDA at the May 14, 2014 meeting and then referred back from Ald. Nicholson at the Common Council meeting on May 20, 2014 meeting. Ald. Nicholson wanted a closer evaluation by the EDA prior to sending it back to Common Council. The final price was negotiated down to \$25,000 from \$31,000.

Ald. De Wane stated that he checked with the DOT and they had made an error on a sign which was cancelled but was already produced. The City is going to have to pay \$25,459.82. Motion made by M. Borlee to make a payment for \$25,459.82 to the DOT for two way finding signs, seconded by D. Hillman. Motion carried.

2. Continue discussion on University Heights Commerce Center and the vision/marketing strategy to promote it. W. Townsend gave an update that an ad went into Insight Magazine in August, there is a new University Heights Commerce Center brochure, and the City of Green Bay's website is being updated with photos. Wendy stated the City was able to secure a billboard monument sign between Algoma Rd. and Church for half price because the City of Green Bay is a nonprofit entity.

## **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) Motion made by M. Borlee to table this item until next month, seconded by Ald. De Wane. Motion carried.
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) Motion made by M. Borlee to table this item until next month, seconded by Ald. De Wane. Motion carried.
3. Change title of existing Project and Program Manager to Senior Business Development Specialist and add an additional Business Development Specialist. Motion made by M. Borlee to table this item until next month, seconded by Ald. De Wane. Motion carried.
4. Discussion on the University Avenue Corridor Brownfields Redevelopment Plan and Resolution of Support. D. Lindstrom previously emailed the University Avenue Corridor Brownfield Redevelopment plan and presented the plan to the EDA. D. Lindstrom gave a power point presentation on the draft plan which consisted of these elements:
  - Introduction – University Avenue Corridor extends 4 miles from the East River (downtown) to University of Wisconsin-Green Bay including a mix of commercial and industrial properties. The study was facilitated by the City, consultants and the community.
  - Existing Conditions – Green space and floodplains consist of Bay Beach ponds, East River, Baird Creek and the Olde North floodplain area. Land use consists of meat packaging and processing facility, institutional uses, multi and single family, and commercial. The transportation, pedestrian & bike analysis need improvements and recommended for roadway and bike/ped facilities. Five Brownfield Catalyst Sites were also discussed.
  - Goals & Objectives – Goals consisted of encouraging a profitable, positive and safe environment by redeveloping the corridor, support the existing business climate and target new land uses to fill and improve vacant and underutilized sites, strengthen interaction among developers, business owners, residents, leverage existing public & private catalyst projects
  - Market Assessment/Economic Position – Housing market, Retail market, Office market

- Land Use Plan – Overall corridor concept, pedestrian connections & improvements, Webster Gateway, Elizabeth Street, Clement Street Gateway, VA Clinic/Tillman area, University Gateway
  - Action Plan – Topics: land use, placemaking through urban design, transportation, parks & trails, business development, retention and branding, brownfields remediation, catalyst sites, public comment, public input, community input
5. Brownfield Committee discussion – W. Townsend stated when she was at a meeting in Chicago with D. Lindstrom, a couple of municipalities had the Brownfields discussion on the agenda as a standing item. The City would like to develop Brownfields properties and can offer grants.

Wendy explained that if Brownfields happened as City owned property, which could be addressed by the RDA. If something is not a City owned property, it could fall under the EDA.

Anybody involved in our community can log onto the City's website and answer 5 questions about a property that could be a brownfields site. The City would identify the property and investigate and then either EDA or RDA could talk about that property.

The EDA discussed that this is Economic Development and the City has a grant for Brownfields. The board is all in favor of doing what they can in the Brownfields.

6. Department report
- There is a lot of interest in the redevelopment of the Tillman Nursery site
  - There is a development agreement in the process with JBS
  - ED is working on applying for a \$1,000,000 grant for the demolition of the Packerland Packing/JBS property and redevelopment
  - Working on development around the East Town Mall
  - Focusing on University Heights
  - Working on recruitment and retention visits
  - Metreau Housing unit will be breaking ground in December
7. Motion to adjourn made by D. Hillman and seconded by Ald. De Wane. Motion carried.