



OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting of: **ECONOMIC DEVELOPMENT COMMITTEE**

Date/Time: **Tuesday, February 2, 2021 at 5:15 p.m.**

Location: **City Hall, Council Chambers**

Members: Tom Neal (C) , Lisa Rasmussen, Sarah Watson, Becky McElhaney and Tom Kilian

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

- 1 Approval of Minutes from 01/05/2021
- 2 Overview of 2020 Wausome campaign metrics from Elizabeth Knight of Aplomb PR.
- 3 Discussion and possible action on an amendment to the 2017 Blenker River East Brownstones Development Agreement for Short Street properties.
- 4 Discussion and possible action on the sale of 1214 North 3rd Street to Aedifix Builds Inc.
- 5 Discussion and direction on affordable housing in Wausau.
- 6 **Updates**
 - 1300 Cleveland environmental testing results - Committee of the Whole on February 23
 - Joint meeting with Finance committee on March 15 to discuss special event fees
 - Date change for April meeting to Wednesday, April 7
- 7 Adjournment

It is likely that members of, and a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau will be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

This Notice was posted at City Hall and emailed to the Media on 01/27/2021

Due to the COVID-19 pandemic, this meeting is being held in person and via teleconference. Members of the media and the public may attend in person, subject to the social distancing rules of maintaining at least 6 feet apart from other individuals, or by calling 1-408-418-9388. The Access Code is **146 402 4465**. Password is **wausau**. Individuals appearing in person will either be seated in the Council Chambers or an overflow room, subject to the social distancing rules. Space available will be on a first come, first served basis. All public participants' phones will be muted during the meeting. Members of the public who do not wish to appear in person may view the meeting live over the internet at <https://tinyurl.com/WausauCityCouncil>, on the City of Wausau's YouTube Channel https://www.youtube.com/channel/UC-Nigpdco_i8sq5FbbJD_aw, live by cable TV, Channel 981, and a video is available in its entirety and can be accessed at https://www.youtube.com/channel/UC-Nigpdco_i8sq5FbbJD_aw. Any person wishing to offer public comment who does not appear in person to do so, may e-mail Sean Fitzgerald at sean.fitzgerald@ci.wausau.wi.us with "Economic Development Committee public comment" in the subject line prior to the meeting start. All public comment, either by email or in person, will be limited to items on the agenda at this time. The messages related to agenda items received prior to the start of the meeting will be provided to the Chair.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6590 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request.

Other Distribution: Media, Alderpersons, Mayor, City Departments

MINUTES

Economic Development Committee

Tuesday, January 5, 2021 at 5:15 P.M. | Neal at 5:15 P.M.

In Attendance

Committee Members Present: Tom Neal (chair), Lisa Rasmussen (via webex), Sarah Watson (webex), Becky McElhaney and Tom Kilian

Others Present: Mayor Katie Rosenberg, Sean Fitzgerald, Patrick Peckham (webex), Brad Lenz, Tammy Stratz, James Wadinski (webex), MaryAnne Groat (webex), Dawn Herbst, Shannon Graff, Debra Ryan, Lou Larson, Anne Jacobson, Chris Norfleet, Ark Rhowmine, Sandy Kelch, Bruce Grau, Gary Gisselman, Tyler Knudson and Keith Sampica

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

Agenda Item #1 – Approval of Minutes from 12/01/2020

Motion by McElhaney, second by Kilian to approve the minutes. Motion passed 5-0.

Agenda Item #2 – Presentation from MCDEVCO, Inc. on Wausau Cares 2020 Grant and loan program for small

This item was put on the table due to the representative not being able to attend meeting.

Agenda Item #3 – Discussion and Possible Action on the issuance of a Request for Proposal (RFP) for Lots #6, #7 and #8 in the north zone of Riverlife

Fitzgerald reviewed the proposed RFP for Lots #6, #7 and #8 in the north zone of Riverlife and explained there has been additional interest in these lots from developers. Fitzgerald requested approval from the committee to issue an RFP for those parcels.

Neal asked if there was language included in the RFP to reflect any past environmental or geologic issues.

Fitzgerald explained there isn't such language in the document but indicated it will be included. Fitzgerald explained there are phase 1, 2 and 3 environmental reports as well as reports on remediation work conducted on the lots. He said the city will make those reports available to prospective developers.

Kilian questioned if the city has an estimate or assumption of what external influences may do to costs, timing and logistics.

Neal responded that each year the cost of building increases regardless of any external influences and he anticipated the cost will likely remain steady or raise at the end of the pandemic because building activity will likely ramp up, increasing demand.

Rasmussen spoke in support of the RFP and stated the sooner the lots are developed and on the tax roll, the better it would be for the city.

Rasmussen recommended a 60-day turnaround for the RFP.

Motion by Rasmussen, second by McElhaney to approve the release of the RFP. Motion passes 5-0.

Agenda Item #4 – Discussion on concept of Community Land Trusts

Kilian presented an overview of community land trusts (CLT):

- Once land is in a community land trust, it is essentially there in perpetuity.
- There can be a mix of public and private participation which would allow residents to be part of the planning and execution of land in their neighborhoods.
- The land is held by the trust resulting in affordable housing in that the potential resident may purchase the home without having to purchase the land.

Neal supported the idea of the city looking into CLTs further and hearing from other communities who have started them to see what their learning curve was like and how they started.

Mayor Rosenberg supported the concept and reached out to Madison for more information. Mayor Rosenberg is curious how they run the public portion of their CLT.

Stratz discussed projects Community Development has worked on where the city has helped.

Rasmussen is interested in learning more about CLTs but cautioned this essentially locks down land use forever and could potentially stop an area from evolving. Rasmussen does not think the municipality can afford to subsidize entire areas.

Agenda Item #5 – Discussion and possible action on the proposal received for Thomas Street Phase 2 Remnant Parcel Housing Development Request for Proposal (RFP)

Fitzgerald explained this was a RFP the Economic Development Committee requested in October 2020 seeking builders for single-family homes on the six parcels the city owns on 100 block of East Thomas Street. One proposal was received by deadline from Tyler Knudson Construction LLC of Wausau. The contractor is proposing to purchase each lot for \$7,500 and build six single-family homes. Each home would be two stories, approximately 1,400 square feet in size and would be built in three phases of two homes each over a one year time.

McElhaney questioned tax revenue estimated in packet. Groat responded the estimated tax revenue for the city for each property after being developed would be about \$1,800.

Rasmussen spoke in support of the proposal. She indicated the proposal offers to purchase the property at a fair price and doesn't request any city participation.

Kilian spoke in opposition to the project. He opposed having a meeting with a controversial subject so soon after the holidays with little time for residents to digest the proposal and respond. He requested time to review the information with his constituents and hold a public meeting. He discussed issues of safety with environmental testing on the properties as well as affordability as it pertains to fit and price on this street.

McElhaney spoke in support of the proposal.

Neal spoke in support of the proposal.

Larson spoke in opposition of the proposal and stated the homes will turn the neighborhood into something it's not due to their price. He also mentioned the impact the price of these homes could have on property assessments for neighboring homes.

Ark Rhowmine, 1211 S. 10th Ave., spoke in opposition of the proposal and agreed there should be a task force to review affordable housing options.

Sandy Kelch, 802 Augusta Ave., spoke in opposition of the proposal and said she believed there is a need for more affordable housing. She did not think the price of the homes in the proposal was affordable.

Ryan spoke in opposition of the proposal. She said Wausau is in need of more affordable housing and this proposal does not provide that for residents. She also said the proposed price is not feasible for this particular neighborhood.

Bruce Grau, 1115 N 10th St., spoke in opposition of the proposal.

Peckham spoke in favor of the proposal. He recommended a task force to look into how to develop affordable housing in the city.

Mayor Rosenberg spoke in support of an affordable housing task force and said she would take this meeting as direction to look into establishing an initiative to address the issue.

Herbst spoke in support of the proposal.

Gary Gisselman, 319 Park Ave., spoke in opposition of the proposal.

Keith Sampica and Tyler Knudson from Knudson Construction discussed how the specifications in the RFP related to the homes being two story and having a two-car garage increase the price of the home. They also discussed the size of the yard and explained these homes allow room for growing families.

Kilian asked the proposers if lowering the size of the proposed homes would lower the selling price and if construction material prices would decrease post pandemic.

Knudson responded that reducing size of the homes in square feet is possible, but would make them less desirable. Additionally, Knudson said his materials supplier indicated he doesn't believe increased material prices will come back down in a post-pandemic market and will become the new normal pricing.

Chris Norfleet, 221 Scott St., spoke in opposition of the proposal.

Motion by Rasmussen, second by McElhaney to approve the proposal from Tyler Knudson Construction LLC. Motion passes 4-1 with Kilian the dissenting vote.

Agenda Item #8 – Updates

- 1300 Cleveland Phase 2 environmental testing report
 - o Fitzgerald explained the environmental testing report was expected to be available in January but will likely be available in February instead. Data is being provided to the Wisconsin Department of Natural Resources for its evaluation of the results.
 - o Neal asked if there would be additional testing needed. Fitzgerald was uncertain of the report's findings at the time.
 - o Kilian stated the DNR told him that property had been rezoned to residential and cleanup standards would be higher if non-industrial zoning remains as is.
- U.S. Economic Development Administration Economic Assistance grant application
 - o Fitzgerald reported the city submitted an application for a grant from the federal government related to the coronavirus providing up to 80% matching funds. The grant outlines \$2.6 million in projects for some of the development of the infrastructure on the space where the mall currently sits. If the city is approved, Wausau could receive \$2.1 million from the federal government with a commitment from the city for a little more than \$500,000. Fitzgerald expects the city will receive a response to the application by early spring.
- Aedifix builds proposals for Riverlife and the Near North neighborhood along North 2nd Street
 - o Fitzgerald explained city staff is continuing to negotiate with the developer in an effort to bring a more refined proposal to the committee for consideration.

Agenda Item #9 – Adjournment

Motion by Kilian, second by McElhaney to adjourn the meeting. Motion passed 5-0.

Adjournment Time: 7:05 P.M.



Q4 2020 CITY OF WAUSAU MARKETING

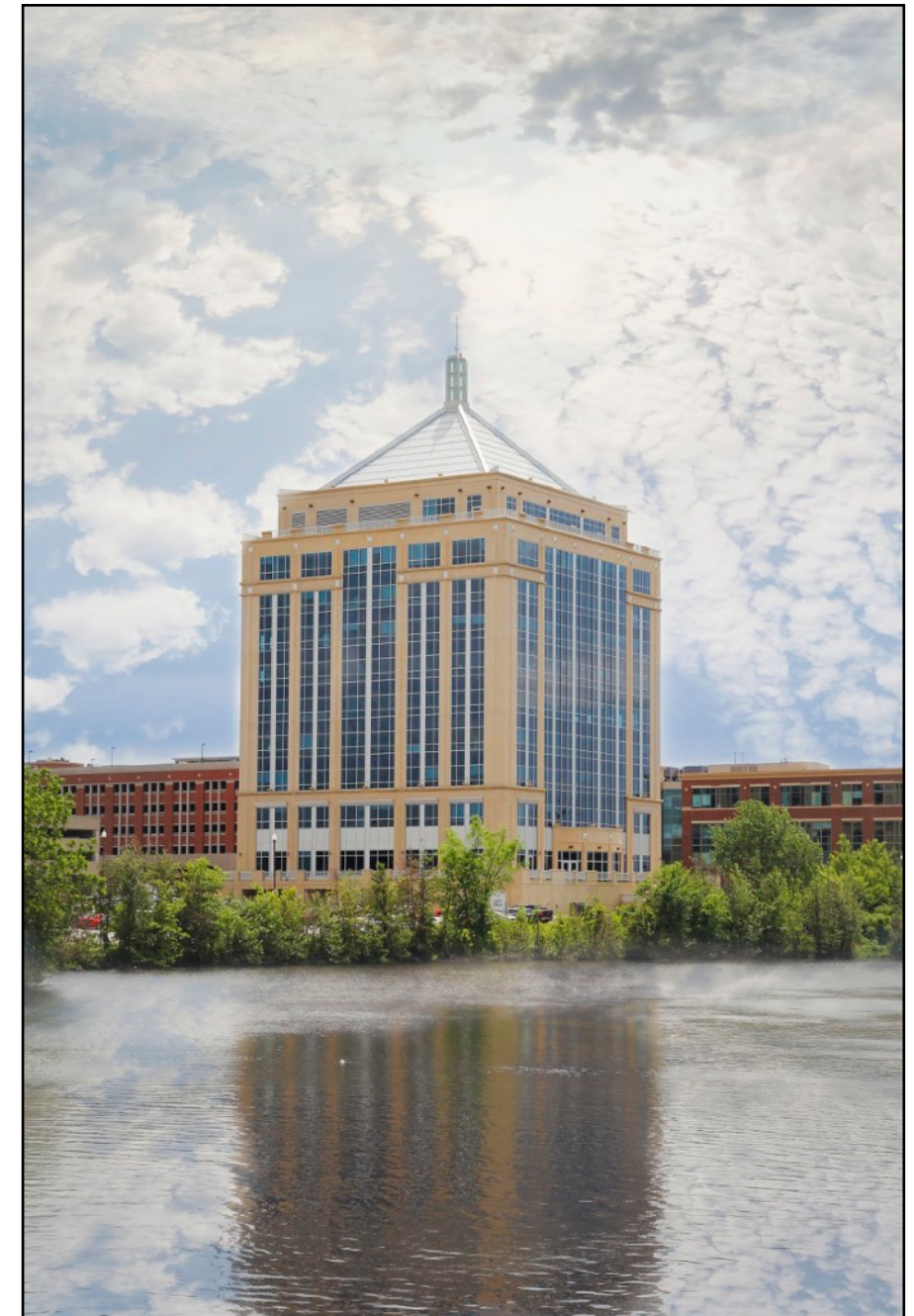
CAMPAIGN SUMMARY

February 2, 2021

Prepared by: Elizabeth Knight, Aplomb PR

OUR GOAL

- Position the City of Wausau as an ideal place to live, work, raise a family, start/grow a business, or retire
- Main tactics used in Q4:
 - Release monthly MWS
 - Social media



MY WAUSOME STORY

- ▶ October: Dr. Wenhui Sun-Oyer (Advanced Dental Professionals)
- ▶ November: Dan and Kimm Weber (Timekeeper Distillery)
- ▶ December: William Harris (MC Board Supervisor and Judicare)



3,306 FOLLOWERS ON FACEBOOK



POST REACH (THOUSANDS)

Post Reach

Create Post

The number of people who saw any of your posts at least once. This metric is estimated.



BENCHMARK
Compare your average performance over time.

Organic

Paid

Post Details


Wausome

Published by Elizabeth Meyer Knight [?] · ★ Favorites · November 20, 2020 ·

Are you familiar with Dan and Kimm Weber's Wausome Story? They opened [Timekeeper Distillery](#) in 2018 and are also leading the charge on The Barrelhouse and Cannery project here in Wausau. Read all about how the distillery came to be and why this city is the perfect place for these community-minded entrepreneurs. [#wausome](#)

Story link: <https://bit.ly/35QuSMo>



Performance for Your Post

6,918 People Reached

471 Reactions, Comments & Shares *i*

345 Like	35 On Post	310 On Shares
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96 Love	9 On Post	87 On Shares
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13 Comments	2 On Post	11 On Shares
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20 Shares	20 On Post	0 On Shares
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512 Post Clicks

21 Photo Views	214 Link Clicks <i>i</i>	277 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details


Wausome

Published by Elizabeth Meyer Knight [?] · ★ Favorites · December 15, 2020 ·

- ✓ Grew up in southern Florida
- ✓ Studied in Michigan and DC
- ✓ Moved to Wausau looking to make a difference
- ✓ Made a difference... [See More](#)


Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

Performance for Your Post

2,373 People Reached

258 Reactions, Comments & Shares [i](#)

162  Like	42 On Post	120 On Shares
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61  Love	10 On Post	51 On Shares
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19 Comments	5 On Post	14 On Shares
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17 Shares	16 On Post	1 On Shares
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305 Post Clicks

13 Photo Views	108 Link Clicks i	184 Other Clicks i
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

WAUSOME.COM PAGE VIEWS TOP 10 (OCT 1 – DEC 31)

Page	Pageviews	Unique Pageviews	Avg. Time on Page
/WausomeStories.aspx	482	397	46.81
/WausomeStories/DanKimm.aspx	236	152	100.77
/WausomeStories/WilliamHarris.aspx	224	119	83.84
/WausomeStories/BonnieLarry.aspx	158	88	58.38
/WausomeStories/DrWenhuiSun-Oyer.aspx	110	75	129.87
/WausomeStories/KevinPorter.aspx	104	84	103.88
/WausomeStories/LocalEntrepreneurs.aspx	95	79	72.39
/WausomeStories/SteveMaryann.aspx	94	68	71.06
/WausomeStories/LoreenRon.aspx	73	50	61.38
/WausomeStories/AyLeeHer.aspx	63	44	57.71

WEB TRAFFIC: Q3 VS Q4 2020

#	PAGE	IEWS	Unique
	/WausomeStories.aspx	131	100
	../TCTeardrops.aspx	120	98
	../RyanGallagher.aspx	56	51
	../BicyclingDestination.aspx	26	23
	../IdealCity.aspx	59	52
	../LoreenRon.aspx	24	22
	../LadaXiong-Vang.aspx	24	21
	../JacquiMiller.aspx	22	20
	../AttractingMillennials.aspx	20	18
	../SteveMaryann.aspx	19	15

TOTAL Q3 PAGES: 697

#	PAGE	IEWS	Unique
	WausomeStories.aspx	492	407
	../DanKimm.aspx	470	378
	../WilliamHarris.aspx	378	268
	../BonnieLarry.aspx	288	205
	../DrWenhuiSun-Oyer.aspx	153	118
	../KevinPorter.aspx	176	153
	../LocalEntrepreneurs.aspx	97	81
	../SteveMaryann.aspx	128	100
	../LoreenRon.aspx	95	72
	../AyLeeHer.aspx	105	82

TOTAL Q4 PAGES: 2,914

FUTURE OPPORTUNITIES

- ▶ Library of stories now built, continue to leverage and share
- ▶ Continue Submit Your Wausome Story campaign
- ▶ Continue engaging social media audience
- ▶ Redesign Wausome.com landing page



Planning, Community and Economic Development

To: City of Wausau Economic Development Committee

From Sean Fitzgerald, Economic Development Manager

RE: Amendment to 2017 Blenker River East Brownstones Development Agreement

Blenker Development LLC signed a purchase and development agreement with the City of Wausau on June 1, 2017 to develop three separate phases of housing on North Third, North Second and Short streets in the River East neighborhood. This project was approved by the City of Wausau Common Council on April 12, 2016 in response to a request for proposal issued by the city in 2015.

Blenker has already completed phases 1 and 2 of the project, which included the 10-unit “Brownstone” condominium development on North Third Street and the 10-unit townhome condominiums on North Second Street, respectively.

Phase 3 of the project includes a 6-unit townhome-style building and a multi-unit garage building along the 100 block of Short Street.

The intention of this amendment is to specifically modify the project commencement date for Phase 3 from June 1, 2020 to May 1, 2021. The project faced unexpected delays stemming from pandemic-related impacts on the construction materials supply chain and a related increase in pricing for those materials that were available. The developer is ready to resume construction on the project and is waiting for the ground to thaw in order to pour the concrete slab for the at-grade foundation.

The developer has also asked to change the name of the entity conducting the Phase 3 development project from Blenker Development LLC to Aedifix Builds, Inc. Both entities include the same principal members but with varying levels of share ownership. This amendment modifies the development agreement assigning Aedifix Builds Inc. as the developer only for Phase 3. Blenker Development LLC remains the developer assigned to phases 1 and 2 of the development agreement.

**SECOND AMENDMENT TO
PURCHASE AND DEVELOPMENT AGREEMENT
(Blenker River East Brownstones)**

THIS SECOND AMENDMENT TO PURCHASE AND DEVELOPMENT AGREEMENT (this “Amendment”) is made as of February ____, 2021 (the “Effective Date”), by and among the CITY OF WAUSAU, a Wisconsin municipal corporation (the “City”); BLENKER DEVELOPMENTS, LLC, a Wisconsin limited liability company (“Blenker”); and AEDIFIX BUILDS, INC., a Wisconsin corporation (“Aedifix”).

RECITALS

WHEREAS, the City and Blenker, as “Developer”, entered into that certain Purchase and Development Agreement with an Effective Date of June 1, 2017 (the “Original Development Agreement”), as amended by that certain First Amendment to Purchase and Development Agreement with an Effective Date of October 29, 2019 (the Original Development Agreement, as so amended, the “Development Agreement”), with respect to certain property located in the City of Wausau, County of Marathon, State of Wisconsin, as more particularly described in the Development Agreement; any capitalized term used in this Amendment but not defined herein shall have the meaning assigned to that term in the Development Agreement; and

WHEREAS, Blenker was unable to commence the Project-Phase III by June 1, 2020, and has requested an extension to the Project Commencement Deadline-Phase III; and

WHEREAS, Aedifix is an affiliate of, and under common control with, Blenker; and

WHEREAS, Blenker and Aedifix desire to have Aedifix own the Phase III Property and to fulfill Developer’s obligations under the Development Agreement with respect the Project-Phase III, and the City is willing to transfer the Phase III Property to Aedifix and accept performance by Aedifix of Developer’s obligations under the Development Agreement with respect to the Project-Phase III; and

WHEREAS, the City, Blenker and Aedifix desire to amend the Development Agreement subject to the terms and conditions herein.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained in this Agreement, the parties agree as follows:

1. Waiver of Default. Blenker hereby acknowledges and agrees that its failure to commence the Project-Phase III by June 1, 2020, constitutes a Default pursuant to the Development Agreement (the “Existing Default”). The City hereby waives the Existing Default, which waiver does not apply in any way to any other existing Default, known or unknown, or any future Default, including, but not limited to, Developer’s failure to commence the Project-Phase III on or prior to the Project Commencement Deadline-Phase III as the Project Commencement Deadline-Phase III is revised by this Amendment.

2. Amendments.

a. Section 1.d. of the Development Agreement is hereby amended such that the Closing Deadline with respect to the Phase III Property shall be the Project Commencement Deadline-Phase III.

b. Section 1.z. of the Development Agreement is hereby amended such that the Project Commencement Deadline-Phase III shall be May 1, 2021.

3. Project-Phase III Developer. Aedifix hereby agrees to be bound by all of the terms and conditions of the Development Agreement as they apply to the Project-Phase III and to fulfill all obligations of "Developer" with respect to the Project-Phase III pursuant to the Development Agreement, in each case as if Aedifix were an original signatory to the Development Agreement. Notwithstanding the foregoing, Blenker shall not be released from any of its obligations under the Development Agreement, including, but not limited to, any obligations of "Developer" with respect to the Project-Phase III. Blenker and Aedifix shall each be jointly and severally liable for the performance of all obligations of Developer with respect to the Project-Phase III under the Development Agreement, and the City may bring suit against either of them, jointly or severally, or against both of them.

4. Recordings. Notwithstanding anything to the contrary in the Development Agreement, the City hereby agrees that the Mortgage will not be recorded against the Phase III Property. However, the parties hereto hereby agree that the short form memorandum of the Development Agreement attached hereto as Exhibit A shall be recorded against the Phase III Property immediately following the deed transferring the Phase III Property to Aedifix.

5. Reaffirmation of Development Agreement. The Development Agreement, as modified by this Amendment, remains in full force and effect, and all terms of the Development Agreement, as modified hereby, are hereby ratified and reaffirmed. The provisions of the Development Agreement not affected by this Amendment remain in full force and effect.

6. Representations and Warranties of Developer. Blenker and Aedifix each hereby represents and warrants to the City that:

a. After giving effect to this Amendment, all of the representations and warranties made by Developer in the Development Agreement are true and accurate in all material respects with respect to such entity on the Effective Date of this Amendment, and, other than the Existing Default, no event of default under the Development Agreement has occurred and is continuing as of the Effective Date of this Amendment; provided, however, that with respect to the representation in Section 5.e of the Original Development Agreement, with respect to Aedifix, the words "limited liability company" are hereby replaced with "corporation".

b. The making, execution and delivery of this Amendment, and performance of and compliance with the terms of the Development Agreement, as amended, have been duly authorized by all necessary action of such entity. This Amendment is the valid and binding obligation of such entity, enforceable against such entity in accordance with its terms.

7. Miscellaneous. If any provision of this Amendment or the application thereof to any person or circumstance is or shall be deemed illegal, invalid or unenforceable, the remaining provisions of this Amendment shall remain in full force and effect and this Amendment shall be interpreted as if such illegal, invalid or unenforceable provision did not exist. This Amendment may be executed in multiple counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument. The parties agree that electronically scanned signatures shall be binding on all parties. This Amendment shall be governed in all respects by the laws of the State of Wisconsin.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed this Second Amendment to Development Agreement as of the Effective Date first printed above.

BLINKER:

BLINKER DEVELOPMENTS, LLC

By: _____
Name: _____
Title: _____

AEDIFIX:

AEDIFIX BUILDS, INC.

By: _____
Name: _____
Title: _____

CITY:

CITY OF WAUSAU

By: _____
Katie Rosenberg, Mayor

Attest: _____
Leslie M. Kremer, Clerk

EXHIBIT A

MEMORANDUM – PHASE III PROPERTY

[ATTACH TO THIS COVER PAGE]



Planning, Community and Economic Development

To: City of Wausau Economic Development Committee

From Sean Fitzgerald, Economic Development Manager

RE: Sale of 1214 N. 3rd Street to Aedifix Builds Inc.

Aedifix Builds, Inc. submitted a Property Disposition Program application for a 0.08-acre parcel owned by the City of Wausau at 1214 North Third Street. The applicant owns and is redeveloping the adjacent rental property at 209 Short Street and plans to acquire this additional parcel to provide parking and garages for tenants of the house next door. The applicant is offering to purchase the property for \$2,500.

The parcel is zoned residential and is 60 feet wide by 60 feet deep, half the size of a standard residential lot in the City of Wausau. Additionally, a culvert carrying Stinchfield Creek runs directly below the surface on the property, not allowing it to have any kind of basement or other subterranean structure. Because of this property's diminutive size and the lack of opportunity for a basement, it's unsuitable for a single-family home and any other prospects for developing this parcel are minimal.

The applicant has already invested \$4.5 million developing 26 residential units in the neighborhood and has another \$6 million proposal under consideration which would generate an additional 33 residential units.

Staff Recommendation

The Community Development staff recommends selling the property at 1214 N. 3rd St. to Aedifix Holdings Inc. for \$2,500.



Planning, Community and Economic Development

PROPERTY DISPOSITION PROGRAM for REDEVELOPMENT PURPOSES APPLICATION

Date submitted: 25 - Jan - 2021 Address requesting: 1214 N 3rd Street

Applicant's name and address: Aedifix Builds, Inc. (Jason Blenker)
P.O. Box 40 Amherst, WI 54406

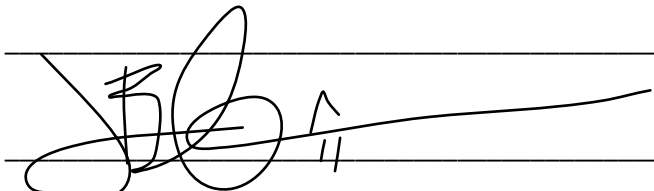
Applicant's phone number: 715-570-5665

Offering purchase price: \$2,500.00

Proposed use: Parking lot and possible garage for 209 Short Street
redevelopment

Proposed timeline: 12 months

Financing/Owner
Downpayment Info: Cash by Aedifix Builds, Inc.

Applicant's signature 

Please submit pertinent documentation; i.e., drawing of proposed building, financing commitments, contractor information, income information (if required), and any other documents that may assist to better explain your proposed project.

Date Introduced to Economic Development Committee _____

Economic Development recommendation _____

Date Introduced at Common Council _____

Common Council recommendation _____





Planning, Community and Economic Development

To: City of Wausau Economic Development Committee

From Sean Fitzgerald, Economic Development Manager

RE: Discussion and direction on affordable housing in Wausau

During the January 5, 2021 meeting of the Economic Development committee, there was extensive discussion on the matter of affordable housing in the City of Wausau.

Mayor Katie Rosenberg brought this conversation to Community Development department staff the following day to identify next steps in addressing the matter of affordable housing. The first step was to identify the parameters of the affordable housing issue in the community. Is there an affordable housing issue? Does the issue exist at varying levels of personal income, housing stock, ethnicity or neighborhoods? Does the issue exist among owner-occupied homes? Or rental housing? What does the term “affordable” mean?

Additionally, what does the City of Wausau already have available in regard to housing affordability programs through Wausau Community Development Authority and the Live It Up and Fix It Up programs? Are those programs already serving the needs of some of the perceived housing affordability issues in the community?

With these questions, a meeting was held later in January between city staff and a team from the UW Extension office in Marathon County who described a housing survey and data report being developed for the City of Tomahawk. The UW Extension team also mentioned the national Rent Smart program as well as a housing-readiness self-assessment tool its statewide counterparts are developing. Lastly, the UW Extension staff extended the capabilities of conducting a customized housing survey for the City of Wausau.

Concurrently, Assistant City Planner Brad Sippel is finishing work on the final draft of the 2020 update to the Act 243 Housing Affordability Report for the City of Wausau. This 20-page report is expected to be published in early February, but was not available at the deadline for releasing the packet of information for this upcoming Economic Development committee meeting. Assistant Planner Sippel plans to provide a high-level summary of the data from this report.

The mayor has asked the Economic Development committee to hold a well-rounded discussion of what it would like as the parameters for addressing affordable housing issues in the community, and provide specific direction to staff on obtaining any further data that would help develop strategies targeting various components of affordable housing in the community.