MINUTES

Economic Development Committee Meeting

Date | time Tuesday, August 3, 2021 at 5:15 P.M. | *Meeting called to order by* Neal at 5:15 P.M.

In Attendance

Members Present:	Tom Neal (ED chair), Sarah Watson, Becky McElhaney, Lisa Rasmussen, and Tom Kilian
Others Present:	Mayor Katie Rosenberg, Lou Larson, Brad Lenz, Anne Jacobson, Shannon Graff, Samuel Wessel

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 the Minutes from 6/1/2021

Kilian motioned to approve minutes, seconded by Rasmussen. Committee voted and motion carried 5-0

Agenda Item #2 – Discussion and possible action on Waiver of Right to First Refusal at 400 S 86th Avenue from Cannistra Properties LLC to Quality Time Custom Fit Linens, LLC

Atty. Jacobson presented on the agenda item. Jacobson explained there is a deed restriction in the business campus that requires when a business receives an accepted offer from a non-related entity they have to offer it to the city at the contracted purchase price.

Rasmussen motioned to approve the waiver. Seconded by McElhaney. Committee voted and motion carried 5-0.

Agenda #3 – Discussion and possible action on approving contracting with Aplomb PR to manage the Wausome Facebook page.

Atty. Jacobson presented on the agenda item. The committee released an RFP in 2017 and 2018 and in 2019 they selected Aplomb PR. It was not approved by council but they only approved Aplomb PR (E. Knight) for 2019. Since then, there have been several short term "serial" contracts which the city's procurement policy does not address. The most recent contract was for $1,000 and 11 weeks which brings the total paid to Aplomb an amount of $39,500 over the last 3 ½ years. Jacobson stated Aplomb presented a contract for $1,000 to the city in June 2021 which was supposed to start on 6/24/21 and run until 9/6/21. Jacobson asked for discussion as to whether the city continue with the short term contracts or pursue a longer term contract.

Neal commented that he sees work is being done on the Facebook page and feels there is a need for this work. He expressed the desire to have a defined scope of work along with a longer term contract.

Rasmussen stated when the partnership with Aplomb began the scope of Knights work included many other things other than only managing the Facebook page and the committee earmarked $10,000/yr. for those services. Rasmussen asked if that is a separate contract from the current proposed contract.

Neal clarified the first contract with Aplomb was based on a budget of $24,000 for a years' worth of work and included more responsibilities but ongoing should be up to the new Community and Economic Development Director.

Rasmussen spoke in support of continuing with Aplomb at least for the short term to continue engagement and keep content fresh. Rasmussen did say she does not think city staff should be assigned as an administrator.

Mayor Rosenberg agrees that she does not think city staff/council should be administrators on social media sites.

Rasmussen motioned to approve the contract, seconded by Watson.

McElhaney requested Knight clarify if she has been managing the page since June 2021 despite having a contract in place.

Knight responded she has been managing the page despite the contract not being signed.

Committee voted and motion carried 4-1 with Kilian being the dissenting vote.

Agenda Item #4 – Discussion and possible action on amending the Development Agreement with Riverlife Condos, LLC to include a new property description and dates for project completion.

Agenda #4 was removed from the agenda as there are still details being worked out before it can be considered by the committee.

Agenda Item #5 – Discussion and possible action on assignment and assumption of Thomas Street Phase 1 remnant parcels from VestedNest Property Group, LLC to Thomas Street Duplex, LLC and amendment to Development Agreement eliminating paragraph 9. Transfers; Assignment.

Atty. Jacobson presented on the agenda item and explained that VestedNest wants to transfer the Thomas Street Duplexes on another 10-31 exchange to Fran Earhardt who assigned her purchase contract to Thomas Street Duplexes, LLC. The original development agreement requires they come to the city to get assignment for that agreement. At the last council action, council agreed to waive the right of first refusal but the development agreement still requires the city to approve assignments. Jacobson explained the amendment provided in the packet formalizes that we no longer have the right of first refusal and removed the city's right to approve assignments, as requested by Thomas Street Duplexes, LLC. Jacobson stated all properties are built, the full amount of the loan has been forgiven and there are no other remaining obligations in the development agreement other than if the property sold to a non-taxable entity, they'd have to make a pilot payment to the city. This obligation remains whether or not the city consents to assignments. Jacobson explained the removal of this verbiage means the city will no longer know if the next owner transfers it again.

Rasmussen commented that the properties are no different than any other rental property to be managed by the private sector and sees no reason for the city to have a hand in the assignments unless it's a non-taxable entity. Rasmussen asked if it was Jacobson's recommendation to approve this amendment.

Jacobson recommended to approve the amendment.

Rasmussen motioned to approve the amendment, seconded McEhlhaney.

Watson questioned Jacobson's staff memo in the packet where it stated that she does 'not' recommend to approve the amendment.

Jacobson replied that was an error on her part and she does recommend to approve. She confirmed what Rasmussen stated that the city doesn't have any 'skin in the game' since agreement has been fulfilled.

Committee voted and motion carried 5-0.

Agenda #6 – Discussion and possible action on adopting We Are Wausau Resolution.

Chair Neal introduced the item as presented in the packet.

Kilian motioned to approve, seconded by Watson.

Rasmussen presented 5 modifications to the resolution and provided a hard copy to committee members. Rasmussen indicated 4 of her modifications were cosmetic and one substantive. Rasmussen's proposed changes are as follows:

- ✓ **1st Whereas –**
  - ***Resolution stated***

    "…. where all feel welcomed and fall in love with our community the way we have fallen in love with Wausau"
  - ***Rasmussen's proposed change stated***

    "….where all feel welcomed and love our community the way we love Wausau"
- ✓ **3rd Whereas –**
  - ***Resolution stated***

    "We see and hear and appreciate and participate in the human diversity that strengthens and expands our community"
  - ***Rasmussen's proposed change stated***

    "We see, hear, appreciate and participate in the human diversity that strengthens and expands our community"
- ✓ **6th Whereas –** (contains two proposed changes by Rasmussen)
  - ***Resolution stated***

    "…continue to work to achieve equity and to foster understanding. We recognize that words have power and when we say equity, we mean sustainable and just access to resources that will help us all gain entry to the American dream but we realize that we don't all start in the same place"
  - ***Rasmussen's proposed change stated***

    "…continue to work to foster understanding and embrace opportunities. We recognize that to achieve this, people need sustainable and fair access to opportunities that will help us all pursue the American dream.
- ✓ **7th Whereas**
  - ***Resolution stated***

    "We know our expression as a progressive, welcoming community….."
  - ***Rasmussen's proposed change stated***

    "We know our expression as a forward thinking…."

Lengthy and extensive discussion occurred between committee members and one public comment by Alder Lou Larson who is not on the ED Committee, regarding the modifications presented. This discussion can be accessed on the city's YouTube channel for the full dialogue: https://www.youtube.com/watch?v=Hme8hSgLWYQ.

Neal motioned to amend the Resolution and accept the changes to paragraphs 1, 3 and 7 but no changes to Whereas #6, seconded by Watson.

Committee voted on motion to amend the resolution. Motion carried 5-0.

Committee voted on the initial motion which carried 4-1 with Rasmussen being the dissenting vote.

Agenda #7 – Adjournment

Kilian motioned to adjourn, seconded by Watson. Committee voted and motion to adjourn carried 5-0. Meeting adjourned at 7:32 P.M.