

MINUTES

Economic Development Committee Meeting

Date / Time: Tuesday, September 3, 2024, at 5:30 P.M. | **Meeting called to order by** Lukens at 5:30 P.M.

In Attendance

Members Present: Carol Lukens, Chad Henke, Gary Gisselman, Terry Kilian, Victoria Tierney

Others Present: Randy Fifrick, Shannon Graff, Mayor Diny, Atty. Jacobson, Angel Laidlaw (Centergy), Joe Mella (Ruder Ware), Matthew and Kristen Aschenbrenner (Asch Properties - Infused), Joey Ninneman (Contractor), Carrie Marohl (Realtor), Justin Carstenson

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 – Public Comment

Atty. Joe Mella (Ruder Ware) provided public comment regarding Agenda Item 4. He explained that he represented his client, Kimcar, LLC, who was interested in purchasing a property in the Wausau Business Campus. When the title was reviewed, Restrictive Covenants imposed by the city on the parcel were discovered, to which his client objected. Atty. Mella requested that the city waive one of the specific restrictions contained in the deed, which, as paraphrased by Atty. Mella, allowed the city, at any point, to change any of the rules that applied to the property. He explained that this restriction substantially impacted the marketability, and his client was unwilling to purchase the property if that provision remained.

Carrie Marohl (resident, realtor, and CIP committee member) expressed concerns regarding the business "Infused." She noted that the owners were community members who were using their personal funds and not requesting financial assistance from the city to bring a new business to the area and enhance the community. She said it would not reflect well on Wausau to potentially turn a positive situation into a negative one by denying an extension for this project.

Justin Carstenson (resident) commented that Infused was a great opportunity for an area the city had been targeting for redevelopment, where a private citizen was investing their own money to improve the neighborhood and attract more to the area. He stated that Infused should be allowed an extension to move forward with the project, believing it to be a win-win for everyone involved if they were allowed to proceed.

Agenda Item 2 – Approval of Minutes from August 7, 2024, Meeting

*Henke moved to approve, seconded by Kilian. **Motion Carried 5-0***

Agenda Item 3 – Presentation by Centergy (Angel Laidlaw)

Angel Laidlaw provided an overview of Centergy. To view the presentation please click the link below. The presentation is from time stamp 12:10 through 24:30: <https://www.youtube.com/live/j-DTSgal9Dw?si=eqsdxToTu3Dhz72>.

Agenda Item 4 – Discussion and Possible Action on Revised Set of Deed Restrictions for 8220 Enterprise Drive (Fifrick)

Fifrick explained that staff had worked to update the standard deed restrictions recorded when the city sells property within the Wausau Business Campus. The revised restrictions were reviewed by Atty. Jacobson and presented to the seller's attorney. This committee unanimously voted to record the revised restrictions at the August 7, 2024, meeting for new requests. He noted that there is an option to revise or amend the language of the deed restrictions as needed. Fifrick also clarified that the easement portion of the restriction is primarily related to eminent domain, in case the city needs to add or extend a bike path or trail.

Gisselman requested that Atty. Jacobson provide further clarification. Atty. Jacobson explained that the city would most likely need to pay for the easement to install a path. He further stated that the council could make a motion to accept the first sentence of section 10 of the May 24, 2024, deed restriction, reject the second sentence, or leave the section unchanged.

*Motion to accept the 5/24/24 version with striking the 2nd sentence of #10, seconded by Gisselman. **Motion Carried 5-0***

Agenda Item 5 – Development Process Flow Chart Update (Fifrick)

Fifrick introduced the Development Process flowchart due to discussion during August's committee meeting related to the RFI for the South Riverfront. Two proposals were received of which the committee chose one but there were questions and confusion on how it would move through the development process. Fifrick directed their attention to the flow chart to explain the process.

Step 1 – Release RFI (Jun 2024 for South Riverfront).

Step 2 – Proposals Due from developers (Jul 2024).

Step 3 – Proposals presented to ED to choose proposal and then taken to Council for approval (Aug 2024).

Step 4 – Staff/Developer negotiate the Planning Option Agreement (Sept 2024 - Current Step).

Step 5 – Present Agreement to ED and Council for approval (approximately Oct 2024).

Step 6 – Developer completes due diligence (Geotech, environmental, site plan refining, etc.)(Approval of Agreement provides developer access to the property to complete this step) and refines plan based on outcomes of due diligence.

Step 7 – Present revised plan to Zoning and Site Plan Review (Plan Commission/Council) for Approval.

Step 8 – Perform analysis of developer’s financials (Proforma) which reviews the projects financial strength, developer’s estimates, cash flow projection, benchmarks to quantify assistance needed, developer experience, etc.

Step 9 – Staff/Developer/3rd Party Council negotiate Development Plan Agreement.

Step 10 – Draft Development Agreement presented to ED, Finance and Council for approval.

Step 11 – Developer closes on property.

Step 12 – Construction begins.

Henke asked what the most time-consuming step is in the process. Fifrick responded Step C because it requires a lot of work by the developer in hiring consultants, environmental and Geotech testing, wait for results and refine as needed . Henke then asked if there’s an approximate timeframe in which the whole process takes to get to construction. Fifrick stated it can take at least one year for the project to commence, whereas other projects have taken longer for a multitude of reasons including financing, testing, etc. There is no definitive timeframe for any project.

Agenda Item 6 – Discussion and Action on Rescheduling November Meeting – Suggested Date of November 13th (Fifrick)

Fifrick explained November’s meeting needs to be rescheduled due to the Election and recommended moving it to November 13th.

*Henke motioned to move the November 5th meeting to November 13th at 5:30 pm, seconded by Kilian. **Motion Carried 5-0***

Agenda Item 7 – Update on 180 E Wausau Ave Project “Infused” (Asch Properties) (Fifrick)

Matthew Aschbrenner stated that there have been issues getting contractors and sub-contractors to finish in a timely manner as was previously planned. The project is nearing completion, but Asch Properties needs an extension to complete. Henke asked how much of an extension they’re asking for. Aschenbrenner responded that they have an event scheduled for November, so they feel confident they’ll be open by November 7th. Joey Ninneman, their Contractor, confirmed that they will be able to obtain an occupancy permit by November 7.

Agenda Item 8 – CLOSED SESSION

Henke motioned to go into Closed Session, seconded by Tierney – Roll Call – 5-0.

Agenda Item 9 – RECONVENE into Open Session to take action on Closed Session items, as necessary (Fifrick)

No action taken. It was directed that Staff discuss further with the developer and bring back to the committee.

Agenda Item 10 - Adjourn

*Kilian motioned to adjourn, seconded by Henke. **Motion Carried 5-0.***

Meeting Adjourned at 7:13 PM

CITY OF WAUSAU, YouTube MEETING LINKS

ALL City of Wausau Meetings can be viewed at:

➤ <https://www.youtube.com/@CityofWausauMeetings>

The ED meeting from 09/03/24 can be viewed at:

➤ <https://www.youtube.com/watch?v=j-DTSgal9Dw>

➤ <https://www.youtube.com/watch?v=bsgFgws5Bqk>