

MINUTES

Economic Development Committee Meeting

Date | time Tuesday, September 7, 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, Liz Brodek, Brad Lenz, Nathan Miller, Shannon Graff,

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 8/3/2021

Watson motioned to approve minutes, seconded by McElhaney. Motion carried 5-0

Agenda Item #2 – Discussion and possible action on Draft RFP for Westside Battery site (415 S. 1st Ave.)

Brodek introduced the topic as provided in the packet. Brodek indicated there has been renewed interest in the West Side Battery parcel and suggested re-releasing an RFP with some minor changes. Brodek said she added an additional criterion for interested parties that any proposal must further one or more strategic goals including 1) innovative companies, 2) talented workforce, and/or 3) placemaking.

Committee members Rasmussen, Kilian and Neal suggested a longer timeframe for the RFP to allow developers to gather their business plans and prepare proposals and a special ED meeting could be scheduled in October, if necessary, to go over any proposals received.

Watson also pointed out that in the 2nd paragraph under “History & Background” it suggests that the parcels could be purchased/developed separately.

Brodek agreed to remove the option to purchase them separately and stated that was an error as the parcels are too small on their own to develop separately.

Kilian motioned to approve release of RFP with edits discussed seconded by Watson. Motion carried 5-0.

Agenda #3 – Discussion and possible action on approving contracting with Aplomb PR to extend through February 2022.

Brodek introduced the topic as provided in the packet which included an extension of the contract with Aplomb through February 2022. Brodek explained the contract contains more meat but more importantly carries the city through a busy time of year. Brodek stated this will allow her time to become more acclimated in her position as well as onboard a new Economic Development Manager and then the department can work as a whole to devise a new, more robust marketing plan.

Rasmussen motioned to approve, seconded by Watson. Motion carried 5-0.

Agenda #3 – Adjournment

Motion to adjourn from Watson, seconded by Kilian. Motioned carried 5-0.