



OFFICIAL NOTICE & AGENDA
REGULAR MEETING

MEETING: Economic Development Committee
DATE/TIME: Tuesday, August 4, 2026, at 6:00 PM
LOCATION: Wausau City Hall — Council Chambers
407 Grant Street, Wausau WI, 54403

MEMBERS:
Matt Hoenecke (C) Terry Kilian
Tom Neal (VC) Vicki Teirney
Carol Lukens

CANCELED

- 1 Public comment on agenda items and reading of the City of Wausau Public Comment Statement.**
- 2 Consideration of the minutes of the preceding meeting(s).**
Regular Economic Development Committee Minutes
- 3 Discussion and possible action.**
 - a. Review and approval of survey results from second 1300 Cleveland Avenue Community Engagement Meeting and direction on next steps
 - b. Accepting Donation of 313 N. 1st Avenue (Wausau Ice & Fuel Company)
 - c. East Thomas Street & McCleary Street RFI Extension
 - d. Proposed Time of Meeting Change for Economic Development Committee
- 4 Discussion.**
- 5 Adjournment.**

Matt Hoenecke, Chairperson

**NOTICE POSTED AT CITY HALL (407 GRANT STREET) AND
TRANSMITTED TO THE OFFICIALLY DESIGNATED NEWSPAPER**

DATE: 07/30/2026

TIME: 9:06AM

POSTED BY: Patrick Gatterman



This meeting can be viewed on
YouTube and Channel 981 on Cable TV

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) 261-6622 or ADAServices@wausauwi.gov 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.



City of Wausau
(715) 261-6500 | clerk@wausauwi.gov
wausauwi.gov





OFFICIAL MINUTES REGULAR MEETING

MEETING: Economic Development Committee
DATE/TIME: Tuesday, June 2, 2026, at 5:30 PM
LOCATION: Wausau City Hall — Council Chambers
407 Grant Street, Wausau WI, 54403

MEMBERS:
Matt Hoenecke (C) Carol Lukens
Vicki Tierney (VC) Terry Kilian
Tom Neal

Members Present: Tom Neal, Matt Hoenecke, Carol Lukens, Vicki Tierney

Members Not Present:

Members Excused: Terry Kilian

Present 4, Not Present 0, Excused 1

Noting the presence of a quorum, the Chairperson called the meeting to order at 05:30 PM.

1 Public comment on agenda items and reading of the City of Wausau Public Comment Statement.

- No members of the public presented for comment.

2 Consideration of the minutes of the preceding meeting(s).

May 5, 2026 Regular Economic Development Committee Minutes

- *Motion by Alder Tierney, seconded by Alder Lukens, to approve the minutes of the May 5, 2026, Regular Economic Development Committee meeting. Motion carried.*

3 Discussion.

- a. Review and discuss the purpose of the Economic Development Committee as listed on the city website

- Chair Hoenecke opened discussion regarding the committee's purpose and the description posted on the City website.

- Development Director Fifrick reviewed the current description and noted that its origin is unclear and may warrant review.

- Alder Tierney stated that the committee has focused heavily on housing development and asked what efforts are being made to attract new jobs and industry.

- Fifrick explained that workforce housing has become a major economic development priority due to labor shortages and highlighted ongoing efforts to market available industrial sites and develop a certified shovel-ready site in the Wausau Business Campus.

- Alder Neal emphasized the importance of marketing both City-owned and privately-owned development opportunities and suggested updating the committee description to reflect a broader range of economic development activities.

Chair Hoenecke expressed support for reviewing and potentially updating the committee description, and staff was directed to place the item on a future agenda.

Fifrick said he could put that on a future agenda.

4 Discussion and possible action.

a. East Thomas Street residential infill Request for Interest (206, 212, 226, and 230 E Thomas St)

Fifrick reported that no responses were received to the Request for Interest (RFI) issued for the East Thomas Street parcels. He recommended utilizing the City's Residential Infill Property Disposition Program to market the properties.

Alder Tierney asked about the timeline typically used for RFIs.

Fifrick stated that the RFI was available for approximately 6 weeks and noted that staff anticipated more interest based on prior inquiries.

Alder Neal discussed the challenges associated with housing construction costs and suggested continuing to explore ways to encourage residential development.

Chair Hoenecke asked whether neighboring property owners could be notified of the opportunity.

Fifrick stated that notifying adjacent property owners could be incorporated into the marketing process.

Motion by Alder Tierney, seconded by Alder Neal, to direct the parcels to be disposed of through the City's Residential Infill Property Disposition Program. Motion carried.

b. Request for Interest for development of City-Owned parcel at 237/241/249 East Thomas Street

Development Manager Patrick Gatterman presented a proposed Request for Interest (RFI) for the McCleary Street and East Thomas Street corner property. He explained that the RFI would allow developers to submit proposals for either a single development parcel or a subdivision creating two parcels with frontage on McCleary Street.

Gatterman stated that the property could accommodate residential, multifamily, or limited business uses under the existing TF10 zoning designation. He noted that any future development would be required to comply with the design standards identified through the East Thomas Street Visual Preference Survey and would need to address existing floodplain and easement considerations.

Chair Hoenecke noted that feedback received from neighborhood residents indicated a preference for development that remains compatible with the surrounding residential area and avoids industrial uses.

Gatterman confirmed that the property's zoning designation supports residential-oriented development.

Motion by Alder Lukens, seconded by Alder Neal, to approve release of the RFI. Motion carried.

c. N 2nd St Request for Interest response from Eminent Development Corporation

- Development Director Randy Fifrick reported that the City received a response from Eminent Development Corporation for the North 2nd Street property located within TID 3. He explained that the property had previously been marketed through an RFP process and that this was the first response received under the current open RFI.

Development Manager Patrick Gatterman provided an overview of the proposal. He stated that Eminent Development Corporation is proposing a mixed-use development consisting of a 3-4-story apartment building with approximately 45-60 units, ground-level parking, and a separate commercial building. He noted that the project would include a mix of market-rate and workforce housing units and that the developer is seeking City participation through Tax Increment Financing (TIF).

Fifrick outlined the Committee's options, including moving forward with a planning option agreement, requesting additional information from the developer, or declining the proposal and keeping the RFI open. He explained that a planning option would allow the developer to conduct due diligence while staff evaluates project feasibility and financing options.

Alder Neal emphasized the importance of returning the City-owned property to the tax rolls and generating future tax revenue. He stated that he would like to see detailed financial information regarding the City's potential participation in the project before any future decisions are made.

Fifrick noted that TID 3 is scheduled to close in 2031 and explained that any future assistance would likely need to come from another TID district. He stated that significant due diligence and financial review would be required before a development agreement could be considered.

Julian Walters, President of Eminent Development Corporation, introduced himself and provided an overview of the proposed project. He stated that the development would include modern apartment amenities, workforce and market-rate housing options, and commercial space intended to activate the streetscape. Mr. Walters explained that financing may include USDA Rural Development financing, private equity, developer investment, and TIF assistance.

Alder Neal asked about the anticipated mix of workforce and market-rate housing units.

Walters stated that the development would remain primarily market-rate housing, with a portion of units targeted toward workforce housing. He explained that the final unit mix would depend on financing, project costs, and the level of municipal assistance available.

Chair Hoenecke asked whether there had been other interest in the property.

Fifrick stated that staff had marketed the property to several developers but noted that the site's size and characteristics make it challenging to develop, limiting interest from larger developers.

Alder Tierney compared the proposal to other mixed-use projects developed in the community.

Fifrick discussed the financial challenges associated with workforce housing developments and explained that public incentives are often necessary to offset reduced rental revenue.

Walters stated that the developer would seek conveyance of the property for \$1 and indicated that approximately \$3 million in TIF assistance may be requested, subject to further financial analysis.

Chair Hoenecke stated that, given the limited interest in the property, the proposal appeared to be a viable opportunity and requested that future discussions include additional details regarding the City's financial participation.

Motion by Alder Neal, seconded by Alder Tierney, to direct staff to continue discussions with Eminent Development Corporation, prepare a planning option agreement for future consideration, and provide site access for due diligence activities. Motion carried.

d. Approving release of easements and other reserved interests in property between Canadian National Railway Company and City of Wausau at 920 N 1st Ave and 15 Fulton Street.

Development Director Randy Fifrick presented a request to release historic easements and reserved interests associated with former railroad property. He explained that the release would resolve title issues and remove encumbrances affecting future development opportunities.

Fifrick stated that Canadian National Railway Company has been cooperative throughout the process and noted that the agreement requires a one-time payment of \$5,000.

Alder Neal stated his support for the agreement and moved approval of the easement release.

Chair Hoenecke asked whether the one-time payment was typical for transactions of this nature.

Fifrick responded that similar railroad-related title cleanup efforts have included comparable payments and that the proposed amount was reasonable.

Motion by Alder Neal, seconded by Alder Lukens, to approve the release of easements and reserved interests between Canadian National Railway Company and the City of Wausau. Motion carried.

5 Adjournment.

Motion by Alder Lukens, seconded by Alder Tierney, to adjourn. Motion carried.

The recording of this meeting may be viewed on
YouTube [@CityofWausauMeetings](https://www.youtube.com/@CityofWausauMeetings)



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Planning, Community and Economic Development

Date: August 4, 2026

To: Economic Development Committee

From: Carrie Edmondson, AICP, Assistant City Planner

RE: Summary of Community Feedback from Community Engagement Session #2 – 1300 Cleveland Avenue

At its regular meeting on April 6, 2026, the Economic Development Committee directed staff to organize a second Community Engagement Meeting and gather additional public feedback regarding the future use of the property at 1300 Cleveland Avenue. The goals of the meeting were to further educate the public on the feasibility of the top five preferred land uses identified by neighborhood residents and to collect more detailed input to help guide next steps.

Staff attended the neighborhood meeting held on Thursday May 28. Following a presentation and discussion on land use feasibility, an interactive questionnaire was distributed to attendees. To ensure broad participation, the survey remained open until July 1.

Paper copies were available at City Hall, Marathon County Public Library (MCPL), and available for download on the City Website. Tom Kilian, Southwest Thomas Street Neighborhood Representative, had paper copies available at the June neighborhood meeting and helped distribute copies throughout the neighborhood. Paper and a digital link to the survey were available on the City's website. Staff also released a post meeting press release that included information about how to obtain access to both the paper and digital survey versions and submit the survey.

A total of 39 completed surveys were received. Of these:

- 38 were Wausau residents
- 29 were submitted on paper
- 10 were submitted digitally

Survey results are attached for Committee review.

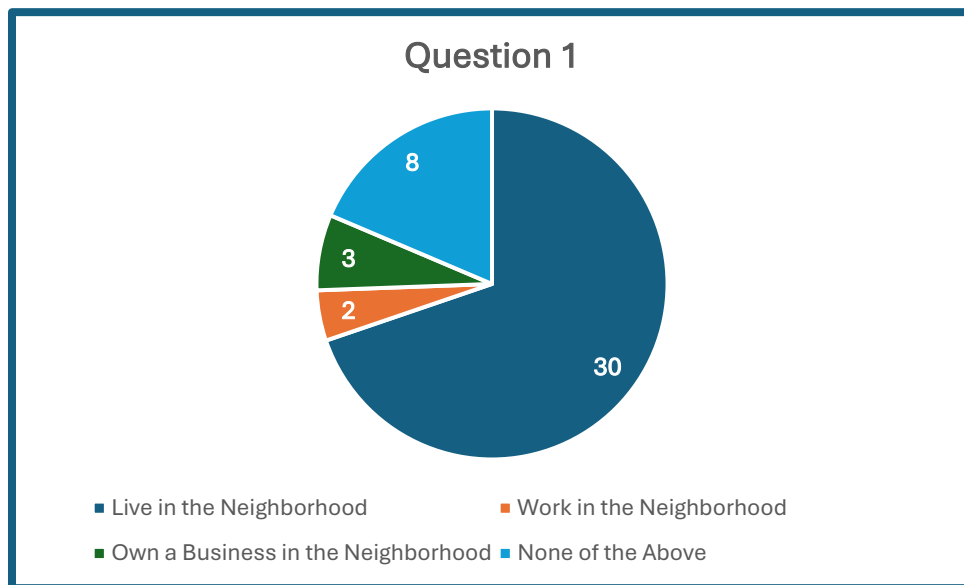
1300 Cleveland Avenue Focus Group Questionnaire Results Second Community Engagement Meeting

Survey

- 29 total paper copies were collected
- 14 online surveys were completed
- Of the 43 total, 39 included all mandatory questions

General Information

1. Which of the following apply to you?* (check all that apply)

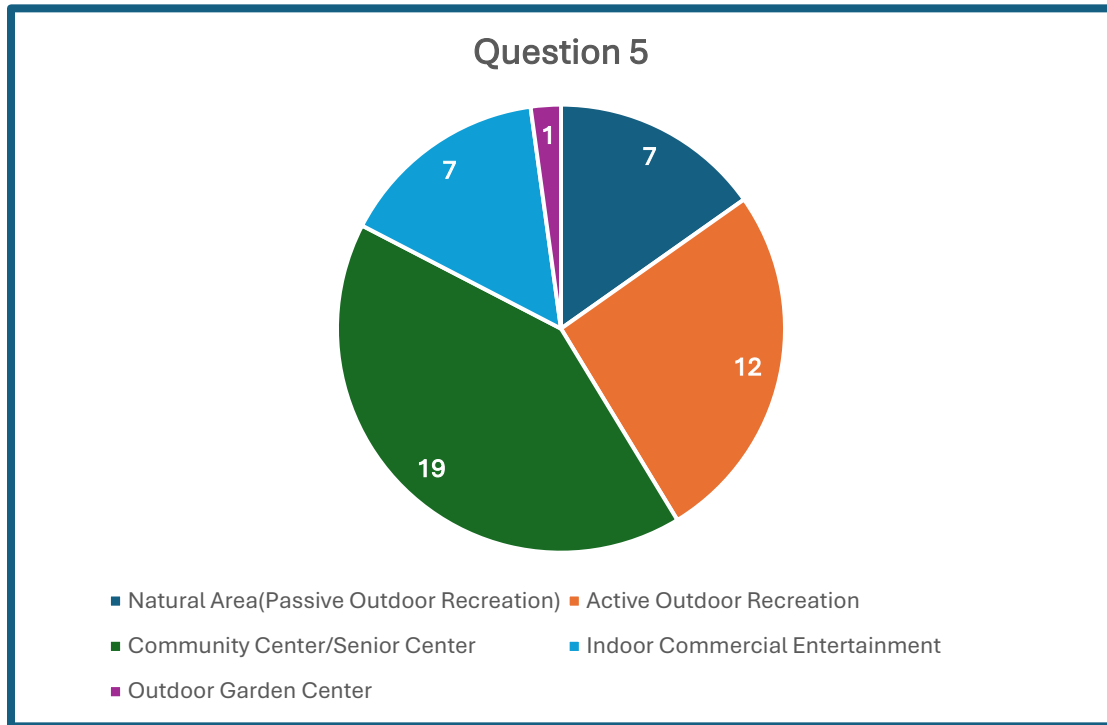


2. Do you live in the City of Wausau?*



Land Uses

5. After hearing more information about land use feasibility, which of the following is your most-preferred non-industrial land use? (choose one)

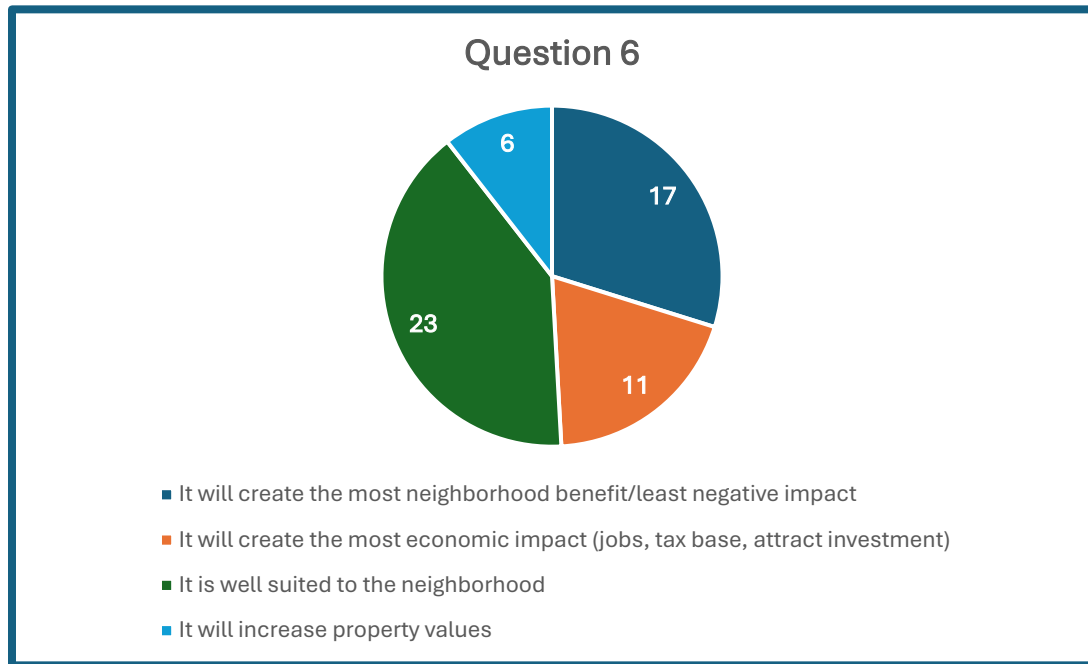


Other:

- swimming pool
- maybe a combination of a couple or more, rollerskating?
- clean up first!!
- We live in a very poor/economic challenged area - we should not be treated poorly because of that. The Thomas St. debacle is an example.
- We need another JoJo's Jungle
- Clean up the cantaments!!!!
- housing
- None of the above. Clean it up. Then ask no peopel should work play or live in this soil.
- youth center/cultural center option
- clean up is important
- just want it cleaned up
- residential
- tiny homes for senior citizens

- open to other ideas

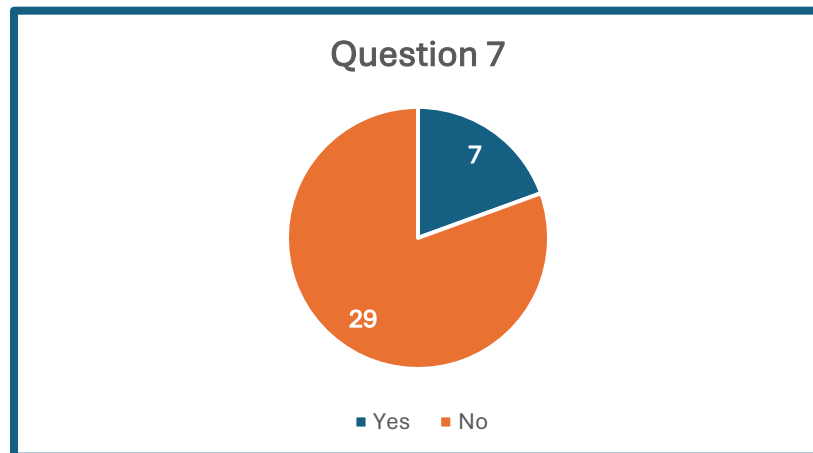
6. What are the primary reasons you selected this option? (check all that apply)



Other:

- We need to get to clean before we can safely say what to do.
- clean up should be considered first
- it may drive an influx of new residents retiring there and/or using the facilities
- There is not anything close by where children can swim safely.
- NA

7. Did the feasibility information change your initial preference?

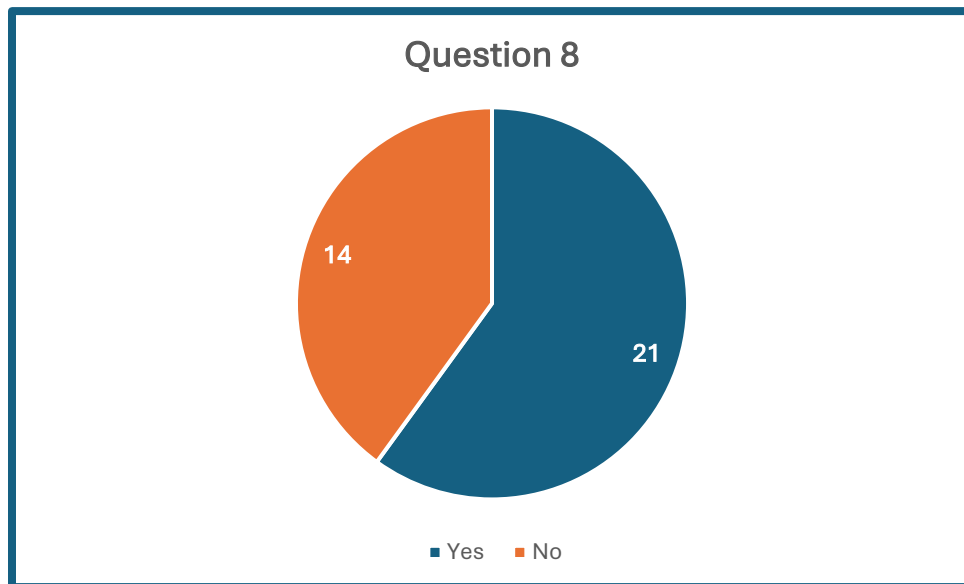


If yes, how?

- Aging population needs affordable housing but not 500 sq ft room with no outside enjoyment.
- Clarifying the details surrounding the public need for the different options helped give some perspective.
- clean up the area
- got to narrow it down
- the senior center idea is brilliant
- I was originally leaning towards a regular park
- Initial meeting indicated extensive brownfield remediation, assumed people wanted housing there if remediated to such a high standard.

Other Considerations

8. Would you be open to integrating another land use option such as housing, if it would make one of the other land uses more likely (such as a park or community center/senior center)?

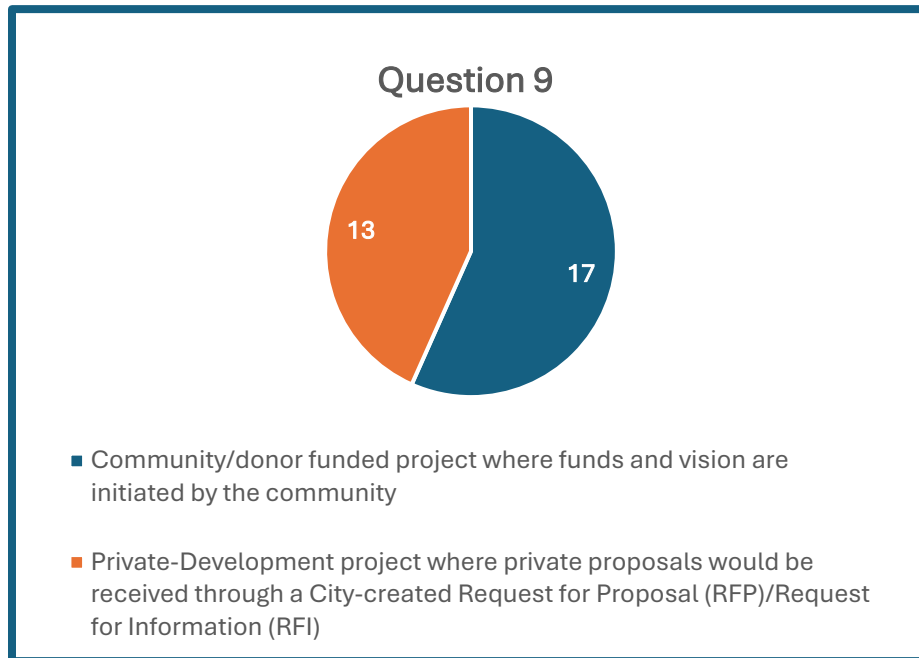


Why?

- We already have more than enough housing.
- No ugly apartments with no green space!
- No housing
- Only if it's 55+ no affordable housing!!!
- Don't believe land is safe.

- Diversifying the uses of the space would offer a more accessible and inviting outcome for more residents.
- Neighborhood didn't select it in the first survey (collectively), government should explain remediation/safety better - stop giving mixed messages on remediation.
- see comment below
- Senior Center/Housing is a clear need for this community. We are 60 and looking for an active senior community that is affordable and close. The YMCA is the only option in Wausau currently. Plus housing would be amazing for the opportunity in the future. Upscale senior housing. Something like
https://harbourseniorliving.com/living-care/independent-living/?creative=680149717802&keyword=senior%20apartments%20for%20rent%20in&matchtype=p&network=g&device=m&GA_network=g&GA_device=m&GA_campaign=12454648953&GA_adgroup=153814902885&GA_target=&GA_placement=&GA_creative=680149717802&GA_extension=&GA_keyword=senior%20apartments%20for%20rent%20in&GA_loc_physical_ms=1028087&GA_landingpage=https://harbourseniorliving.com/living-care/independent-living/%3Fcreative%3D680149717802%26keyword%3Dsenior%2520apartments%2520for%2520rent%2520in%26matchtype%3Dp%26network%3Dg%26device%3Dm&gad_source=1&gad_campaignid=12454648953&gbraid=0AAAAACpKOMkevYOrzHSLW-LNEFxyXBf5R&gclid=CjwKCAjwxITRBhBYEiwA6mZm7S3lmLiQcyDpqbyY3pOKbFlfBuZsK5THhxDM_l9Zx2uQ6zpS5PwtYKBoCEdEQAvD_BwE
- Because multiple apartments have just gone up and they're not affordable. Rentals aren't helpful, a space for the community to enjoy is better.
- If the only way to get a natural area is to have housing right there then I will take it.
- None of the affordable housing is affordable!
- Having an open area which was once vacant and an ugly eye sore would be much better than a tall building blocking beautiful views.
- I think there is room for more creative ideas
- We dont need anymore
- Said yes because the community/senior living center would probably not use entire site

9. Which of the following appeals to you more? (choose one)



Other:

- combination
- probably easier to get involvement
- Non-tax funded
- clean it up please
- A combination of the options for multiple uses on the property.
- Doesn't matter

10. Is there anything else you think the City should consider when deciding on the future use of the property?

- what will impact the quality of life in the neighborhood
- clean it up from contamination
- Making sure that the property is cleaned up!!
- Clean up the area first!
- This property needs to be cleaned up before these options should be considered.
- Clean up before anyone spends any time on that land!!!
- Clean up aging population Apartment living needs green space for a healthy person. People should not be housed in small apartments with no outside access. Green space is needed for health. Trees - birds, sunshine - grass. Getting older should not be treated as a throw away person.
- Instead of all these unaffordable apts why didn't they do a senior community center

- Clean it up first!!
- No rollerskate rink
- Possibilities depend on how well it can be cleaned.
- Roller skate rink
- The residents of the area appear to be hyperfocused on the remediation of the contaminants then they are in the uses associated with the space after the clean-up takes place. If its possible to focus on remediation as the principal concern, it's my belief you would get more community buy-in.
- clean up the area first
- clean it up first
- The site should be on a public transit route.
- The property is large enough to have multiple positive uses of a non-industrial nature - consider having a cohesive plan with multiple popular uses from neighborhood input on the same property (segmented).
- I think tiny homes for seniors and senior center along with outdoor activities
- The needs of the growing senior population that is being priced out of their homes.
- I think a community center with outdoor walking areas and/or nearby housing would be perfect for the site. My preference is for the development of the area to be privately funded and maintained. Somebody with a vested interest in keeping the site clean and appealing to others. I see too many parks in the city that are not sufficiently maintained. My favorite example is Marathon Park. Marathon Junction used to be a favorite destination for people in the city. It had a wading pool, merry-go-round, train rides, and concession stand. It makes me sad to see the condition of that park now. If funds are a problem, why would we want to add the expense of another park to the parks/city budget? Emmerich Properties built a couple of nice-looking housing units near Grand Ave. and Kent St. Maybe they would be interested in doing that on Cleveland Ave., if a community center and walking paths were incorporated into the project.
- An upscale active senior development we personally would look at living there and then selling our property which opens opportunity for new residents in our neighborhood. We are looking for an active platform with options of Chef prepared meals, a calendar of activities, all inclusive housing. Even an aquatic center would be amazing in adjacent to it. Park feature as well. Thank you for looking to develop this area for our neighborhood.
- Indoor facility with pool, pickle ball courts or miniature golf. Something year round for all ages.
- We live in a community that needs to focus on more than just profit. We're becoming roped into more and more subscription based models. Let us just enjoy our city and let these profiteers pay for something.
- Anything to prevent current and future contamination to our residents and to our children.
- Something unique to attract revenue
- Something for the kids

- What is the best use if instead of remediation, the site is just capped off? There's not enough money to remediate AND provide developer incentives.



City Attorney
Anne Jacobson, City Attorney

DATE: August 4, 2026
TO: Economic Development Committee
SUBJECT: Accepting Donation of 313 N. 1st Avenue (Wausau Ice & Fuel Company)

PURPOSE

Discuss Accepting the Donation of 313 N. 1st Avenue

BACKGROUND

On October 24, 2025, the City purchased the property at 201 N. 1st Avenue known as the MBX property.

Recently, the City was made aware of a parcel at 313 N. 1st Avenue, adjacent to and north of 201 N. 1st Avenue, that is labeled as an “unknown owner” in Land Records.

After a search of recorded documents, it was determined that the owner is Wausau Ice & Fuel Company which was involuntarily dissolved in 1990. A local title company has determined that the property was intended to be conveyed to Marathon Box (MBX), however it was omitted from a legal description in error.

The owner of MBX was notified of the error and has agreed to donate the land to the City.

There are currently unpaid taxes for tax years 2020 through 2025 in the total amount of \$43.82 which it is recommended the City pay.

RECOMMENDATION

Staff recommends accepting the donation of 313 N. 1st Avenue and paying the taxes in the amount of \$43.82.





MEMO

TO: Economic Development Committee
FROM: Patrick Gatterman, Economic Development Manager
DATE: 08/04/2026
RE: McCleary Street & E. Thomas Street RFI Extension

At its April 6, 2026 meeting, the Economic Development Committee approved issuance of a Request for Interest (RFI) for several City-owned residential infill lots located along E. Thomas Street and McCleary Street (237, 241 and 249 E Thomas St). The RFI was developed following prior neighborhood engagement efforts and allows for multiple site configurations to provide flexibility for prospective developers while remaining consistent with community preferences for the area.

Prior to issuance of the RFI, staff received inquiries regarding development opportunities within the project area. The RFI was subsequently released to provide interested parties with an opportunity to submit redevelopment concepts for the sites. To date, no formal proposals have been submitted.

Given the variety of development configurations available under the RFI and the City's desire to encourage redevelopment of these properties, staff is requesting that the Committee keep the RFI open and continue marketing the sites for future development opportunities.



MEMO

TO: Economic Development Committee
FROM: Patrick Gatterman, Economic Development Manager
DATE: 08/04/2026
RE: Proposed Time of Meeting Change

It has been requested that the Economic Development Committee's regular meeting start time be changed from 5:30 p.m. to 5:15 p.m. This change would begin future meetings 15 minutes earlier while maintaining the Committee's existing meeting schedule and location.