

Richland Economic Development Board

Meeting Minutes

for

Monday November 8th, 2021

The Richland Economic Development Board met on Monday, November 8th, 2021 at 9:00am at the Council Chambers of the Richland Center Municipal Building, 450 S Main Street, Richland Center, Wisconsin

Board Members in attendance: Mike Breininger, Marty Brewer, Todd Coppernoll

Advisory Members in attendance: Eric Klang, Bruce Roesler, Kari Honer, Clint Langreck,

Director – Jasen Glasbrenner in attendance

Absent: Aaron Joyce

Agenda

1. Call to order, establish that a quorum is present and that the meeting has been properly noticed Mike B

2. Approval of Agenda

Motion by: Marty

Second by: Todd

Discussion: Agenda was read out loud

Vote: Passed Unanimously

3. Approve previous meeting minutes from July 26, 2021 and Sept. 13, 2021

Motion by: Todd

Second by: Marty

Discussion: None

Vote: Passed Unanimously

4. Director's Report

The Director read the following prepared report:

Richland Economic Development – Director's Report

November 8th, 2021

By: Jasen Glasbrenner - Director

Economic Development Projects / Efforts

County – CDBG Close Project

- Continual involvement with Lone Rock and the City Auditorium to facilitate project advancement
- Project Prebid meetings were conducted and bids are due back on both projects within the next two weeks.
- Demolition to begin prior to Dec 31st 2021 in Lone Rock
- Auditorium construction will most likely begin in the spring

- Projects to be completed by fall of 2022 - Continual project monitoring will be required through this date

County USEDA - Flood Recovery Grant Efforts

- The final Richland Workforce Attraction Marketing Plan is nearing release
- Fancy Creek Restoration Project – Phosphorus reduction
- Comprehensive plans elements for the city and villages of Richland County are nearing completion – Yuba, Cazenovia, Lone Rock, Boaz, Richland Center
- Work toward CDBG Project for Yuba Fire Station
- Recreation Plan updates for Richland Center and Richland County – No charge
- Participation in the County Strategic Planning Process

County and City Branding

- Work with both Richland Center and Richland County in advancing Branding Plans
- Currently working with City Council person to finalize wayfinding signage map for the City

General - County

- Continue effort to solidify a procedure for land exchange between the county and the city when the county takes land on a tax deed that is within the city.
 - Project on 1st St in Richland Center has resulted in a judgement to bar the former owner and the deed recording transferring the property to the City is will be done with a couple of weeks
 - Next Step is development agreement and sale / disposal process
- Was successful in facilitating a process by which the Village of Cazenovia received 3 vacant lots from the County through the tax deed process.
- Active - Working on brownfield project of Weber Dry Cleaning
- Project of recovering \$80,000 plus from an old defederalized CDBG fund that was sub granted to the Richland County Housing Authority. The project to recover the monies is now being worked on by Corporate Counsel Windle
- Facilitating applying for a grant on behalf of the Fair Grounds. If received, the grant will allow the fairground to create an improved campground supporting RV's at a much higher level.

Housing

- Actively working numerous concepts for infill housing, new subdivisions, blighted home removal and replacement.
- Continuing to work on affordable housing concepts pertaining to the TIF Extension for Affordable Housing fund
- Working with City Clerk to get another TIF Affordable Housing extension in place
- Stori Field – becoming city property and possible housing
- Efforts to try to assist Panorama II enter the building process
- Conversations and research around housing behind the UW-Campus as well as a project in Marshall Township

General - City

- Website Project for the City and Tourism
- Recodification process for the City
- Active – Continued work with the Redevelopment Authority to advance development on Orange Street.

- Continued efforts towards defining use of old RLF Economic Development Fund in the city's possession (\$500,000)
- Working with a couple of businesses of downtown Richland Center on transition and expansion
- Working to facilitate the transition of the BMO Bank Building
- Working with the city on ARPA Fund programs
- Future TID Planning for Richland Center
- Lincoln School redevelopment consideration
- Working on Capital Tourism Grant to complete the Aquatic Center
- Collaboration with the Hospital

Additional Efforts:

- Promotion of the Mainstreet Bounceback Grant. Approximately 12 successful applications at \$10,000 each.

Active Committees, Boards & Groups

Childcare Taskforce, Prosperity Southwest Wisconsin, City Committee and Council Meetings, County Committee and Board Meetings

Other Discussion: Clint Langreck, County Administrator discussed the Cazenovia Area Broadband Project that funds had been set aside for by the County. The project was not successful in the grant application process.

5. Discussion and possible action on a Resolution recommending the County Board develop a plan to amend the memorandum of agreement between Richland County and the Board of Regents of the State Colleges as it pertains to the County owned agricultural land behind the UW Platteville – Richland Campus and for the purpose of a possible housing development

Motion by: No motion was made and no action taken.

Second by: N/A

Discussion: Marty Brewer County level has had discussions with many people and believes that a plan for the entire campus should be considered rather than a small section at a time. Brewer stated he would not vote on the current resolution. Clint Langreck, County Administrator outlined numerous steps of a process that could help develop a plan of action should this resolution be passed. Mayor Todd asked about the campus in the context of budgetary challenges that the county was facing. Deferred maintenance and the age of the buildings were discussed. Director Glasbrenner stated that regardless of whether this resolution was voted on, it was clear that there are numerous challenges that the campus is facing and the County should be officially engaged in strategic planning around the campus as it is a substantial element of economic development. Several public comments were taken that covered: the waiting list of condos in RC, the age of the population, the shortage of daycare providers and the effect on the workforce, and the need for all types of housing. Mike B. talked about SW Planning Commission studies that confirmed the significant housing needs in Richland Center and gave the example of Reedsburg's focus on housing and its effect on population growth. UWP-R representatives Michael Compton (Interim Assistant Provost) and Melanie Platt-Gibson (Community Outreach Director) indicated that UWP-

R is open to working with the RED board and city /county members. County Board representative - L. Gentes indicated that the County Board is already working with the campus. Marty Brewer stated that some believe that developing the county land will somehow hurt the campus's goals of rebuilding student clientele but that he did not believe that; however, he stated there needs to be more consensus around the ideas and didn't want a "piecemeal" approach. County Administrator, Clint Langreck confirmed that the county will need to make significant cuts to the budget in the next budget cycle. Mike Breininger stated that the Southwest Planning Commission told the public at the last meeting that Richland Center needs to continue growing or it will die of atrophy. Suggestion was made to have Southwest Planning Commission make a presentation to the City Council.

Vote: There was no vote

6. Discussion and possible action on a Resolution recommending the City of Richland Center enter into an agreement with a private professional land purchasing negotiator to attempt to negotiate the purchase of desirable parcels of land for development

Motion by: Marty Brewer

A resolution recommending the City Council of Richland Center consider hiring a professional negotiator for the purpose of trying to acquire land for the growth and development of the City.

Whereas, the City of Richland Center is presently in a housing crisis with few available building lots in the City proper and no housing subdivisions with prime marketable building lots, and

Whereas, the private property owners with land that is cost effective for development and suitable for housing subdivision adjacent to the City of Richland have stated an unwillingness to sell their land at this time, therefore

Resolution

Resolved, the Richland Economic Development Board does herein recommend to the City of Richland, that the City contract with a private professional land purchasing negotiator to attempt to negotiate the purchase of desirable parcels of land adjacent to the City of Richland.

Second by: Todd Coppernoll

Discussion: Marty Brewer states this is a good idea. Mayor Coppernoll, reiterates need for housing and the lack of landowners willing to allow housing development in Richland County. Panorama Building 2 and Stori Field were discussed. Land availability is tough due to hills and the Pine River. We need professional help to work with developers. Mike Breininger said-there is no developable land available. Mayor Coppernoll states that the city of RC has been turned down by private landowners. Jasen Glasbrenner, Director reiterates that RC needs a realtor to help develop land and assist the city and county with land acquisition. Mike Breininger stated the city council should receive a presentation from Southwest Planning Commission. Mayor Todd agreed.

Vote: Passed Unanimously

7. Discussion and possible action on a Resolution recommending changes to the rules that guide Richland Economic Development
 - a. Establishment of a quorum
 - b. Changing the voting structure

Motion by: Mike Breininger to approve the following resolution;

A resolution by the Richland Economic Development Board to amend the guiding documents of Richland Economic Development especially as it pertains to voting rights of members.

Whereas, the Richland Economic Development (RED) Board, a cooperative effort of the City of Richland Center, Richland County Government, and the Civic sector of Richland County has been in operations for longer than one-year, and

Whereas, certain portions of the original and amended "Economic Development Agreement" are incomplete or have created barriers of operations for the RED Board, and

Whereas, The RED Board seeks to function in the most effective way possible for the betterment of the City of Richland Center and Richland County and the residents thereof, therefore

Resolved, the following items of the founding document titled "Economic Development Agreement" are recommended to be amended by the City of Richland Center Common Council and the Board of Supervisors for Richland County.

1. A quorum is a simple majority of the voting members of the RED Board. (Presently there is no establishment of quorum).

2. All RED Board members shall be voting members except the two "Government Advisory Members". (Presently the makeup of the RED Board is: 3-voting members, the Mayor, the County Board Chair, and the Community at Large member. There are four non-voting advisory members from the business sector, and 2-Government Advisory Members for a total of 9-members. The total number of Board members would remain the same, but the 4-business sector members would have voting rights.)

3. Expand the size of the board from nine (9) to eleven (11) members. All eleven are voting members.

Second by: Mayor Todd Coppernoll

Discussion: Several members expressed their agreement with the concept of the Advisory Members being able to vote. Marty Brewer wants to expand the board to include two more members. Members agreed to recuse themselves in the case of

conflict of interest. A suggestion was made that a representative from Richland School District should be considered for the board or should be present at meetings.

Vote: Passed Unanimously

8. Review and possible action or recommendation on the Richland County Strategic Planning Document – Chapters 1 and 2

Motion by: No motion was made

Second by: N/A

Discussion: Chairman Breininger provided a list of comments to Administrator Langreck. No other comments were made.

Vote: There was no vote

9. Nomination and Vote on the RED Board Chairmanship for 2022

Motion by: No motion was made

Second by: N/A

Discussion: Marty B. nominates Lee Van Landuyt to be Chairman

It was stated that this seems out of alignment with the founding documents. This would mean that the Chairman would have no vote and would primarily be a parliamentarian.

It was agreed that the rules of the founding documents need to be reviewed and clarified by the Corporate Council. This will require the RED Board to meet in December to complete nominations and voting. Director Glasbrenner was tasked with approaching County Corporate Council and the City Attorney to get clarification on what the founding documents allow.

Vote: There was no vote

10. Nomination and Vote on Seat #2 of the Rotating Advisory Members currently held by Bruce Roesler whose first term expires Dec 31st, 2021

Motion by: Mike B. nominates Bruce Roesler to continue in Seat #2.

Second by: Todd C.

Discussion: No discussion

Vote: Passed Unanimously

11. Discussion and action regarding the process of selecting a new Advisory Board Member for Seat #3 formerly held by Bruce Kaasa of the Retail Sector

Discussion: The Board Founding Documents lists all of the categories or sectors that may be considered for an Advisory Board member seat. Bruce Kassa was selected to represent retail and Mike B. expressed the importance of having retail representations on the board. Marty B. nominated Kay Ziegahn who has a background in education. Bruce R and Mike B said Jaymie Walsh from Jewelers, Pete Walsh of Ace Hardware are possible nominations. Todd nominates Melanie Platt Gibson (from UWPR). Candidates will be given interview questions to bring to the board at the December meeting.

Motion by: Todd C. to close nominations

Second by: Marty B.

Vote: Passed Unanimously

12. Adjourn to December 13th, 2021 at 9am

Motion by: Todd

Second by: Marty

Discussion: None

Vote: Passed Unanimously

Meeting Minutes were compiled by Rosanne Knower and Jasen Glasbrenner – Director of Richland Economic Development