



Fitchburg Community & Economic Development Authority  
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**FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY  
APPROVED MINUTES  
OCTOBER 22, 2016**

*(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at <http://www.fitchburgwi.gov/677/Government-Channel>)*

1. **Call to Order:** The meeting was called to order by Chairman Brown at 7:06 a.m.
2. **Roll Call:** Julia Arata-Fratta, Stewart Brown, Dan Hardy, Dorothy Krause and Andy Potts were all in attendance and answered to the roll call. Arlene Silveira and Sabrina Madison were absent.
3. **Approval of Minutes: August 20, 2015 A motion was made by Hardy and seconded by Krause to approve the August 20, 2015 minutes. The motion carried unanimously.**
4. **Public Appearances: Non-Agenda Items:** None
5. **Fitchburg Christian Fellowship Church Redevelopment Update: Chuck Chvala, Representing Louis Fortis, Developer** Mr. Chvala, representing Louis Fortis and Crown Point Development provided CEDA with site plan and rendering of the proposed hotel, conference center and restaurant to be located on the property currently owned by the Fitchburg Christian Fellowship Church. Mr. Chvala has been working to acquire the church property and also with Mr. Erv Bendorf to acquire the 32 unit apartment that he currently is purchasing on a land contract. The church has two parcels. Of the two parcels, one houses the church and the other that has the church parsonage. The Bendorf property acquisition is necessary to provide road access across the proposed new redevelopment from Pike and Eggiman Drives to Fish Hatchery Road. This new road connection is also desired by the City. A TID is being formed to help with the cost of acquisition and the demolition of the Bendorf property, infrastructure costs for the road and additional earth work that is needed for the new signalized intersection on North Fish Hatchery Road. The TID request was approved by the Plan Commission unanimously at the October 20<sup>th</sup> meeting. The TID request was to assist with the apartment acquisition, demolishing of the property, road infrastructure and earth work. They are also working with BMO Harris Bank on their site as they are losing a curb cut. The two parties have come up with a design and BMO officials are taking the concepts to their regional board for approval. The TID is a Rehabilitation TID that can be open for 22 years. The proposed TID is estimated to close in 10 years or less, due to it being compact and for a specific purpose. The Council will vote on the TID at their November 24<sup>th</sup> meeting. The Joint Review Board had their initial meeting this week and their final meeting is scheduled for the first week in December. Mr. Chvala shared that the hotel flag is a 4 story Radisson Green brand that is new to the Madison market, an urban form (being located close to the street) 120 rooms with a conference center and restaurant attached. The restaurant will be a new concept called the Nashville Grille that will be a country type theme. The Radisson Green brand is being proposed to complement our existing corporate travel market. Mr. Chvala also commented on the job creation that will take place in an area where there is a need for access to jobs in a walkable neighborhood. In addition to redeveloping the church site, Crown Point Development has put in an offer on the Bowman land located on the eastside of the street. Mr. Chvala will be meeting with Bowman's attorney later today to discuss the offer. He has also submitted an offer on the Jackson property next to the Bowman property on North Fish Hatchery Road. CEDA members asked for additional information on how the relocation of the tenants at the Bendorf property is being handled. Mr. Chvala stated that Mr. Bendorf has been working with his tenants on the relocation and that most of the tenants are on month to month leases with the plan to have the building vacated by the end of May 2016. The church relocation was next addressed by Mr. Chvala. He shared that the church would like to purchase a parsonage within Fitchburg and build a new church on the remaining portion of the Bendorf property after the road is constructed. The church is seeking a conditional use permit and a variance for their new site and also a conditional use for their current site. The church will have an easement with the adjacent property for overflow parking. There is a closing planned for March 31<sup>st</sup> with construction starting in the spring. Church officials and Mr. Chvala are working to find temporary space for the time between demolition of the existing

site and until the new church is constructed. The redevelopment construction is expected to be less than one year with an anticipated opening in the spring of 2017.

6. **North Stoner Prairie Comprehensive Development Plan Update: James Spahr, Developer** Mr. Spahr was present and provided CEDA members with an overview of his proposed development. There are two development teams working together. William Ryan Homes will be doing the residential portion of the development, which abuts the current Lacy Heights neighborhood, and will include 146 new single-family lots along with 30 multi-family units, located east of Seminole Highway. The residential development is 60 acres currently owned by the O'Brien Family. William Ryan Homes would like to bring the Madison Area Builders Parade of Homes back to Fitchburg. The west side of Seminole Highway, which is owned by Bill Dunn, contains 40 acres, will be developed by Mr. Spahr's company. This development will be an extension of the Fitchburg Business Park. His vision for the development would contain facilities that are called office/ flex buildings that would allow small companies to be able to grow in place. His proposal is for three, two story concrete block commercial/industrial buildings. He is working with Sub-Zero and the City on items such as road extensions, storm water management and moving the interceptor. There may be a request coming from Mr. Spahr for a TID amendment. Sub-Zero and Mr. Spahr are also working with WisDOT and the DNR on some bike path concerns. Mr. Spahr anticipates a groundbreaking to take place in the spring of 2016 for both projects. Phasing will take place during each project.
7. **Meet and Greet with New City Administrator Patrick Marsh** Mr. Marsh was presented and introduced himself to CEDA. He most recently the city Administrator for the City of Monona. His first day starting with the Fitchburg was on September 1.
8. **Hotel Room Tax Report and Request Considerations: Misty Dodge**
  - a. Madison Region Economic Development Business Climate Publication Ad. Requested amount: \$5,745 Budgeted amount: \$5,770
  - b. Fitchburg Chamber Visitor and Business Bureau 2016 Business and Community Guide Ad. Requested amount: \$1,375 Budgeted amount: \$1,365
  - c. Xconomists WI Reception. Requested amount: \$2,000 Budgeted amount: \$3,500 (FTN Line Item) **A motion was made by Arata-Fratta and seconded by Potts to approve \$5,745 for ad placement in the Madison Region Economic Development Business Climate Publication and for \$2,000 for sponsorship of the Xconomists Wisconsin Reception. The motion carried unanimously.**
9. **Economic Development Director and Committee Member Reports:**
  - a. City in Motion Implementation: Civic Campus building lettering will be installed sometime during the first two weeks of November.
  - b. Development Updates: Mr. Zimmerman provided CEDA members with a presentation that he had recently shared with the South Metro Business Association (SMBA). He was asked by SMBA to give a Fitchburg Economic Development update at their October meeting. He briefly took CEDA through the presentation and answered questions from the members. There is a public informational meeting being planned for November 18<sup>th</sup> in regards to a proposed sports complex in Uptown. The development will consist of approximately 20 acres that could accommodate 30 different sporting events all under one roof. A CEDA member asked if this could also serve as a bike velodrome. Mr. Zimmerman shared that he has mentioned that to the developer and plans to bring the two parties together.
  - c. Venture Debt Program: No report.
  - d. Existing Business Update: Staff met with Brixmor Management, who is the owner/manager for the Fitchburg Ridge Shopping Center to share information. A proposal will be on the November 17<sup>th</sup> plan commission agenda for a new restaurant at the former Veranda location. The new restaurant is a concept called Me and Julio's. The menu is a Tex-Mex theme and will serve breakfast on the weekend.
  - e. Allied Area Task Force: No report.
  - f. Fitchburg Business Appreciation Luncheon: Thursday, November 12<sup>th</sup> 11:30 am until 1:15 pm at the BTC
  - g. Verona Road Business Coalition (VRBC): The Transportation Development Association, which has been partnering with the VRBC, recently distributed an economic impact analysis showing what the effect of the proposed two-year road construction delay would have on the Wisconsin economy for four projects in the MadREP region. This report has received a lot of attention from the State's elected officials. The VRBC has been working to share the findings of this report with the business community, which resulted in a letter writing campaign to request the Joint Finance Committee to take up the Transportation Bond Contingency Financing issue.
  - h. CEDA Subcommittee Reports: No report.

- i. North Fish Hatchery Road Revitalization Efforts: Bus rapid transit is being proposed for this neighborhood.
- j. Anton Drive Neighborhood Plan: Wingra Stone has informed the City that they would like to participate in the study and have sent over language to the City for an opt out clause in the partnership agreement that is being reviewed by the City Attorney.
- k. Other Such Matters: No report.

**10. Announcements:**

- a. Next Meeting Scheduled: Thursday, December 3, 2015

**11. Adjournment: A motion was made by Krause and seconded by Arata-Fratta to adjourn at 8:55 am. The motion carried.**

Note: A quorum of CEDA members existed as the members gathered for a photo in the Council Chambers, however, no formal actions were taken.

Respectfully Submitted, Joyce Frey, Economic Development Specialist

*Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711, (608) 270-4200*