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**APPROVED MINUTES
FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY
THURSDAY, JANUARY 22, 2015
7:00 A.M.**

(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 Armstrong at 7:07 am.
- 2. Roll Call:** Julia Arata Fratta, Chris Armstrong, Becky Baumbach, Stewart Brown, Dan Hardy and; Andy Potts were all present for roll call. Patrick Stern arrived at 7:14 am. Also present: Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist.
- 3. Approval of Minutes: October 23, 2014** *A motion was made by Baumbach and seconded by Potts to approve the October 23, 2014 minutes. The minutes were approved unanimously 6-0.* Stern was not present for the vote.
- 4. Public Appearances: Non-Agenda Items:** None.
- 5. City of Monona Community Development Authority: Sonja Reichertz and Patrick Marsh** Mr. Patrick Marsh, Monona City Administer and Ms. Sonja Reichertz, Monona City Planner were present to provide an overview of the operations of the Monona Community Development Authority. Mr. Marsh stated that the Monona CDA membership consisted of 2 alderpersons and 4 local business people. Their duties are to review all development proposals that come before the City. They also work on development agreements and TIF participation discussions on the City's behalf. The CDA is involved in land purchases and stay involved until a final recommendation is made to the Plan Commission and the City Council. The Mayor, Administrator and City Planner are advisory only and are not voting members. The CDA has a very low operating budget. A CEDA member asked when the Plan Commission gets involved, Mr. Marsh stated all projects go to the CDA first, then shared with the Plan Commission when the approvals are needed. The CDA also has a working group that does some of the background work on items such as reviewing financials, developer agreements etc., however, Vierbicher has been retained to do an independent review of all TIDs. The Monona CDA TID participation is usually between 12 and 13 percent of the project costs. The percentage of participation can be more if there is a social impact or is a public investment project. The TID approval process takes approximately 3 months. The Monona CDA has a \$10,000 facade improvement grant. A CEDA member asked who pays for the Vierbicher review, Mr. Marsh stated that it is paid by the developer. Mr. Marsh and Ms. Reichertz reviewed some of the current and past TID projects in Monona. A CEDA member questioned who does the marketing for these projects? Mr. Marsh said the City markets for the RFP when it is a project that the City is undertaking and that the Chamber is active in marketing the projects once they are complete. A single family housing fund was capitalized through one of the TIDs to assist homeowners with remodeling/updating their property. The programs offer up to a \$10,000 no interest loan which is paid upon sale or when homeowner has the funds for repayment. TID 3 was ready to close but they kept it open an additional year to capitalize the fund. The program is a matching investment. The CDA and Finance Committee approve these loans. The CDA has a mortgage on the property as security. A question was asked about the split of hotel room tax dollars, Mr. Marsh answered that the City of Monona is grandfathered in and the dollars are included in the general revenue fund. The annual collection is approximately \$220,000. It was questioned whether the Monona CDA used eminent domain to

acquire property and if so, was there resistance? Mr. Marsh said they have used eminent domain, however, the negotiations are usually friendly but in one case they had to start the court condemnation process. The court procedure was not fully utilized as the parties reached an agreement prior to any court actions.

6. Rail Line Activation Update: Tom Clauder, Office of the Rail Commissioner and Tony Roach, City Administrator

Mr. Roach stated that the City of Fitchburg has sold the rail line to the Wisconsin River and Rail Transit Commission and we have received our payment for \$28,000 which was the City's initial purchase price for the line. Mr. Clauder reviewed a list of questions that were given to him by Mr. Zimmerman prior to the meeting. The following items were addressed by Mr. Clauder.

- Can freight and passenger cars use the same rail line? Yes, but don't expect this happening soon.
- Explain the quiet zone: The quiet zone is a Federal Rail Administration designation. The quiet zone is to keep the train from blowing its whistle at a closed crossing. All streets must be in before a quiet zone is established. The quiet zone designation can be taken away. All gates and lights must be installed, estimated cost is approximately \$225,000 per crossing. Dollars for construction have been included in the CIP for Lacy and East Cheryl for 2015. All lights that were in prior to the rail abandonment will be put back in. The lights were previous 8". The new lights will be 12" LED.
- Business is what drives rail operations.
- Hours of operation can vary if an engine is being moved from one location to another.
- Train speed is determined by the tracks.
- Fitchburg's track can accommodate speeds up to 30 miles per hour, however, the current speed is 10 miles per hour.
- There should be a yield or stop sign at the tracks if gates are not in place.
- Multitrack-crossings must have gates and lights.
- Brooklyn has expressed an interest in having rail service extended to their borders.
- The Fitchburg/Oregon line runs to Chicago.

Potts left the meeting at 8:34 am.

7. Hotel Room Tax Report And Request Considerations

- a. Ad in MadREP Publication for 2015 Budgeted item: \$5,770. Requested amount: \$5,770. **Budgeted item, approved as part of budget process.**
- b. Capital City Jazz Fest: 2015 Budgeted item: \$1,000. Requested amount: \$1,000. **Budgeted item, approved as part of the budget process.**
- c. BTC Events: 10th Annual Wisconsin Stem Cell Symposium: 2015 Budgeted item: \$1,000. Requested item: \$2,500. **A motion was made by Stern and seconded by Brown to approve \$2,500 for the Wisconsin Stem Cell Symposium.** There was a discussion about sponsorship and providing seed money and then once the event is profitable, no longer providing funds. Mr. Zimmerman stated that this concept is part of a larger discussion on a possible change in the Fitchburg Chamber Visitor and Business Bureau hotel room tax dollar split.

8. Hotel Room Tax Penalty Discussion: Tabled until the February meeting.

9. Economic Development Director and Committee Member Reports

- a. Business Luncheon Report: Luncheon was a success.
- b. City in Motion Implementation: Mr. Zimmerman would like to bring together the FNET group to provide an update on implementation and possible update to the City in Motion document.
- c. Development Updates
- d. Venture Debt Program: Pegasus Sustainability is in the process of securing another loan through the MDC.
- e. Existing Business Update: Thermo Fisher is putting together a CSM for some of their land.
- f. Allied Area Task Force: Meeting this evening. Cindy Jaggi, project manager for the Verona Road Business Coalition will be at the meeting doing a presentation on the coalition formation and activities.
- g. North Stoner Prairie and Northeast Neighborhood Plans: The DNR has approved the North Stoner Prairie plan. The City has asked the DNR to review the Northeast Neighborhood Plan and to approve the plan if it means the required water quality mandates. CARPC staff recommended approval of the plan, however, CARPC members voted the plan down.
- h. Verona Road Construction Stage II Construction Update and Business Outreach: Staff will be meeting with the VRBC today. The City and VRBC have applied for a planning grant from WEDC.

- i. CEDA Subcommittee Reports: No Report.
 - j. Commercial Broker's Bus Tour: No Report.
 - k. North Fish Hatchery Road Revitalization Efforts: Mr. Zimmerman has asked the Quality of Life Subcommittee (Armstrong and Baumbach) to do some outreach to Pastor Gee regarding engaging the minority residents. The developers of the Fitchburg Christian Fellowship Church site are close to signing an anchor tenant. Staff is also working with a developer on the Clemens, Bowman and back half of the Jackson property on with a multi-residential use. Staff is also working with owners of the property for the Pike Drive extension. Kevin Newell worked with City staff on some concepts to redevelop 4 properties in the Pike Drive neighborhood, however, the cost of entry and the funding gap assistance from the City was too costly to move the project forward. The concept was to change the housing stock from multifamily to townhomes.
 - l. Other Such Matters: None
- 10. Announcements:**
- a. Next Meeting Scheduled: Thursday, February 26, 2015 There was a request from CEDA members to change the February meeting to the first week in March to ensure a quorum. Staff will send out an email for members to check availability on March 5th.
 - b. Save the Date: April 16, 2015 Fitchburg Chamber Visitor and Business Bureau Spring Expo
- 11. Adjournment:**
A motion was made by Stern and seconded by Brown to adjourn at 9:10 am. The motion carried unanimously.

Respectfully Submitted by Joyce Frey, Economic Development Specialist