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**APPROVED MINUTES
FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY
THURSDAY, MARCH 5, 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 7:05 am.
- 2. Roll Call:** Julia Arata-Fratta, Chris Armstrong, Becky Baumbach, Stewart Brown, Dan Hardy and Andy Potts were present for roll call. Patrick Stern arrived at 7:13 am. Also present were Michael Zimmerman Economic Development Director, Scott Endl, Parks, Recreation and Forestry Director and Joyce Frey, Economic Development Specialist
- 3. Approval of Minutes: January 22, 2015** *A motion was made by Hardy and seconded by Baumbach to approve the January 22, 2015 minutes. The motion carried unanimously.*
- 4. Public Appearances: Non-Agenda Items:** None.
- 5. Sports Infrastructure Visioning: Jamie Patrick, Vice President, Madison Area Sports Commission, Diane Morgenthaler, Executive Vice President, Greater Madison Convention and Visitor Bureau and Robert Crain, Chairman, Sports Product Development Committee, Madison Area Sports Commission ** A Conference Call Will Take Place at 8:00 AM CT with Michael Eubanks, Special Events, City of Boulder CO. in Regards to Their Bike Parks.** Mr. Patrick provided an overview of the youth grant program. He stated that 34 individuals applied for a grant and that 14 grants were awarded, which was equivalent to \$22,000 in funding. MASC recruited 36 events to the region, generated approximately 21,000 room nights and \$11.5 million in direct spending. Mr. Crain, Chairman of the Sports Product Development Committee (SPDC) provided CEDA with the activities that his committee has done to work to develop the infrastructure to recruit additional events to the region. The SPDC has conducted an asset inventory, identified target markets and assessed the product gaps. The City can partner with the MASC as we look to future park planning to find ways to capitalize the infrastructure investment when developing regional type parks and recreation areas. A CEDA member asked about the use of Nine Springs Golf Course to host events such as cross country races. Mr. Patrick stated that the idea was investigated, however, the course was too small and there would need to be some improvements made such as widening the bridge. Mr. Zimmerman asked if there were any matching grants or funding available for sports related infrastructure. Ms. Morgenthaler stated at the present time funds are not available but sees that there could be a benefit in providing funding. She felt this should be something that is investigated.

Moved to agenda item 6.

CEDA members viewed a short video on the Valmont Bike Park in Boulder, Colorado. After the video, Mr. Michael Eubanks, a consultant to City of Boulder was on a conference call with CEDA and took the members through a presentation on the Valmont Bike Park. The park is 42 acres and has elements that appeal to all ages. The park is open from May to September. The park does generate revenue; however, it is not self-sustaining. The park has hosted both local, regional and state biking events. The bike park planning process took approximately 20 years with community and biking advocates involved in the process. The bike park has 6-7 full-time employees and several volunteers who maintain the park. Upon completion of Mr. Eubanks presentation, CEDA members felt that this

topic should be continued with not only CEDA, but with the Fitchburg Chamber Visitor and Business Bureau and the Park Commission jointly.

6. **City Administrator Recruitment, Process and Involvement: Chris Armstrong** Mr. Armstrong attended the Personnel Committee Meeting on Wednesday, March 4th and was pleased to find out that Ms. Baumbach was going to be on the selection committee since she has a good feel for the experience and background the City Administrator should have in regards to economic development and CEDA needs. Ms. Baumbach reported that at the Personnel meeting, which she is the Chair, the position description was approved. A survey was posted on the City website as to what qualities and skill sets the public would like the new City Administrator to possess. There were 71 responses to the survey. Ms. Baumbach referred to the Personnel Packet, which is available on the City website to review the survey results, position description and timeline. She stated that the applications are due on April 5th. Interviews have been pushed back a week. The goal is to have the candidates appear at the May Council Meeting. The selection committee will have 5 members. The 5 members will be Ms. Baumbach, Chair of Personnel, Michael Harrigan, a Partner in Ehlers, who serves as the City Financial Consultant, the new Chair of Personnel, a member of the minority community and a resident from the rural community. Ms. Arata-Fratta asked that the Latino Chamber advertise the position. Ms. Baumbach asked that anyone who has questions or referrals to direct them to Ms. Lisa Sigurslid, Human Resource Manager. **Returned to agenda item 5.**
7. **Hotel Room Tax Report and Request Considerations**
 - a. Snowflake and Banner Supplies: Requested amount \$651.50, not a budgeted item. ***A motion was made by Stern and seconded by Potts to approve \$651.50 for snowflake and banner supplies. The motion carried unanimously.***
 - b. Bags, Pens and Other Promotional Items: Requested amount: \$2,500., budgeted item.
 - c. BTC Events: International Forum on Consciousness: Requested amount: \$2,500., budgeted item. Wisconsin Human Proteomics Symposium: Requested amount: \$2,500., budgeted item amount \$1,000.
 - d. Taste of Fitchburg: 4C Requested amount: \$1,000., budgeted item. ***A motion was made by Potts and seconded by Baumbach to approve all budgeted items (which includes: b. Promotional items, c. BTC events and d. Taste of Fitchburg). The motion carried unanimously.*** Mr. Hardy would like to continue to pursue a tiered type sponsorship policy since some events are making money. CEDA would provide seed funds to get events launched but then scale back funding once a profit is made.
 - e. Kids Building Wisconsin: Requested amount: \$1,500., not a budgeted item. Mr. Stern was present to provide an overview of last year's event and financial statements. He shared that last year Home Depot reported that the Tri-North sponsored Kids Building Wisconsin was the most heavily attended event that they provide building kits for in the United States. The event is to bring about awareness of the trade industry careers available. This year, the event has several corporate sponsors, so it is Mr. Stern's hope that in the future the request will continue to decline as the event gets additional funding. The goal is for a three year declining request. ***A motion was made by Brown and seconded by Baumbach to approve the \$1,500 request for Kids Building Wisconsin. The motion carried 5-0 with Hardy and Stern abstaining due to a conflict of interest.*** Ms. Arata-Fratta asked that outreach be done to the minority community about the event.
8. **Hotel Room Tax Penalty Discussion:** Tabled until next meeting.
9. **Economic Development Director and Committee Member Reports:**
 - a. Prospect Zoning Questions: Examples Included in Packet. Economic Development staff, Planning staff and City Attorney will be meeting on March 16th on prospect zoning questions.
 - b. City in Motion Implementation: Mr. Zimmerman has asked Vandewalle to put together a proposal to update the City in Motion document. The proposal has been forwarded to Jason Adamany, FNETT Chair, Angela Kinderman, Executive Director of the Fitchburg Chamber Visitor and Business Bureau, Tony Roach, City Administrator, for review and comments. Mr. Stern asked for an update on campus signage and wayfinding. Mr. Zimmerman stated that the campus signage package has been sent to Zebradog for a couple of small changes. Once that is returned, it will be sent on to Fitchburg Center for approval. The monument signage for the civic campus will not be complete in 2015 due to cost.
 - c. Development Updates: No Report.
 - d. Venture Debt Program: Pegasus Sustainability has closed on their second loan.

- e. Existing Business Update: United Vaccines: no report. The former Dry Bean has sold. The new use for the business will be a fitness and yoga studio. There is continued interest in the former Veranda for a restaurant use.
- f. Allied Area Task Force: The committee will not be meeting for 2 months as the City of Madison reviews whether or not to continue to have a separate task force or revamp the Neighborhood Response Team to continue task force mission.
- g. North Stoner Prairie and Northeast Neighborhood Plans: No Report.
- h. Verona Road Business Coalition Report: VRBC met yesterday with Madison business to discuss best practices. There is a seminar tonight and on Saturday morning put on by Foley and Lardner regarding working with the DOT on right-a-way takings.
- i. CEDA Subcommittee Reports: No Report.
- j. Commercial Broker's Bus Tour: No Report.
- k. North Fish Hatchery Road Revitalization Efforts: No Report.
- l. Other Such Matters: A CEDA member asked about Fitchburg Days request. Mr. Zimmerman stated that Fitchburg Days has not made a formal request for funding from CEDA. He share that Tony Roach, City Administrator, Angela Kinderman, Executive Director of the Fitchburg Chamber Visitor and Business Bureau and Fitchburg Days Committee members David Heide and Steve Streck met in January to discuss the future of Fitchburg Days. At that meeting, Mr. Heide and Streck stated that the entire Fitchburg Days Board was resigning except Jay Allen. At that meeting, it was decided to forgo an event this year and take the year to revamp the community event. Mr. Zimmerman was then informed that Mr. Allen, who is the President of Fitchburg Days, 501(c)(3) non-profit was planning to host an event this year. Mr. Hardy shared that the Fitchburg Days Committee has approximately \$20,000 in funds available. The committee provided \$5,000 to Mr. Allen to use for this year's event. The remainder of the funds are being held in an escrow account for use in the future. There was concern among CEDA members that this event is being viewed by the public as a City event. The Fitchburg Days is not a City event but is a 501(c)(3) non-profit sponsored event, with Mr. Allen being the President. CEDA asked if there was any way that it could be shared with the public that the City is not the host of the event. Mr. Zimmerman stated that the City put out a press release after the article in both the Wisconsin State Journal and the Fitchburg Star providing a sequence of events, unfortunately, the press release was not picked up by either news outlet. CEDA members asked if that press release could be included in the one page that is reserved for City news. Mr. Zimmerman will discuss the request with Tony Roach, City Administrator.

10. Announcements:

- a. Next Meeting Scheduled: Thursday, April 23, 2015
- b. Save the Date: April 16, 2015 Fitchburg Chamber Visitor and Business Bureau Spring Expo Dawley Bike Hub ribbon cutting on Saturday, June 6th.

11. Adjournment: *A motion was made by Hardy and seconded by Armstrong to adjourn at 9:20 am. The motion carried unanimously.*

Respectfully Submitted, Joyce Frey, Economic Development Specialist