LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.
JANUARY 3, 2013
Administrative Center – Room 3220

| MEMBERS PRESENT: | Steve Doyle, Steve O’Malley (arr. 7:37 a.m.), Gary Ingvalson (arr. 7:35 a.m.), Patti Balacek (exc. 8:47 a.m.), Don Brenengen, Ray Ebert, Dirk Gasterland, Sharon Hampson, Tara Johnson, David Lange, Debra McKenney, Michael Richards, Joe Veenstra, Tina Wehrs (arr. 7:35 a.m.), John Wettstein |
| MEMBERS EXCUSED: | None |
| OTHERS PRESENT: | Brian Fukuda, Karl Green, Amy Peterson, Greg Flogstad, Charlie Handy, Dale Klemme, Al Lorenz, Todd Mandell, Kayha Fox, Terri Pavlic |

CALL TO ORDER
The meeting was called to order at 7:30 a.m.

PUBLIC COMMENT
There was no public comment.

APPROVAL OF MINUTES FROM DECEMBER 6, 2012
MOTION by Gasterland/Johnson to approve the La Crosse County Economic Development Fund minutes of December 6, 2012. Motion carried unanimously. (O’Malley, Ingvalson, Wehrs excused)

PRESENTATION AND REQUEST FOR FUNDING FROM MISSISSIPPI RIVER PARKWAY COMMISSION
Brian Fukuda indicated that this agenda item came up in a prior meeting when the Mississippi River Parkway Commission (MRPC) had requested an additional $1,000 of funding due to various projects they are in the process of doing. The funding was kept at the same level, with an option of potentially transferring money over from the Business and Industry Promotion line item. Al Lorenz from the MRPC was present to discuss and distributed their annual report. The committee will hold over until next month to see what happens with SWITBEC as those dollars could be reallocated.

RECOMMENDATION ON CONTRACT ADMINISTRATOR FOR SOUTHWEST WISCONSIN HOUSING CONSORTIUM
MOTION by Ebert/Gasterland to approve the recommendation for Couleecap, Inc. to administer the Community Development Block Grant for the Housing Program. MOTION carried unanimously.

SETTING OF TERMS FOR THE LA CROSSE COUNTY HOUSING REVOLVING LOAN FUND
This agenda item was requested from last month. The main concern on this resolution was the radius for eligible employers when a person receives housing revolving loan funds for the Meadow Park Estates Subdivision. Brian Fukuda showed different maps within a 3, 5, and 10 mile radius of Meadow Park Estates. MOTION by Veenstra/Richards to not limit eligibility to any particular radius, but to focus Meadow Park Estates marketing efforts toward businesses in La Crosse County, military and veterans. Motion Carried Unanimously.
Brian Fukuda clarified some terms of this program: These loans would be a maximum of $5,000; with a 3% simple interest annually; and the interest would be capped at 50% of the principle. The principle and interest payments would be deferred until the home is sold. **MOTION** by Lange/Wehrs to incorporate the above terms. Discussion followed about the terms of the above requirements. Brian Fukuda will work with Todd Mandel and Gary Ingvalson and bring back next month. **No action was taken on motion.**

**REVIEW OF APPLICATION AND TIMELINE FOR BUSINESS ASSISTANCE GRANT PROGRAM**

A copy of the draft application for the Business Assistance Grant Program was included in the packets. Brian also sent this to Patti and Ann at the SBDC for their feedback, and would now like the Economic Development Fund’s feedback. Once this committee approves this application, the program will be promoted immediately. The application due date is February 22nd for consideration of grant awards at the March meeting. There were questions regarding to what extent the information put on these applications is subject to open records laws. Dave Lange and Charlie Handy will research this. **MOTION** by Johnson/Hampson to approve application as presented and the initial schedule to set an application deadline of February 22nd with the Economic Development Fund reviewing the forwarded applications at the March meeting and that Brian Fukuda and Legal Counsel will come up with a confidentiality recommendation and a set of evaluation criteria. **Motion carried unanimously.**

**UPDATE ON COUNTY PROPERTIES**

Construction has begun on the formerly County-owned 4th and Jackson site. There has been little activity on Park Plaza. There is some potential to sell two lots in the Lakeview Business Park in 2013, and there are 12 acres vacant.

**2013-14 GOAL SETTING DISCUSSION**

Brian showed a chart the EDF has used for the last 2-year period, showing goals in job creation, blight elimination, housing, etc. In each of these, the EDF provides education, support, and action. Included in the packet, were goals from the last 2 year period, with an update of what happened in each of these.

**Economic Development fund major projects 2013-2014**

**Business Incentives:**
- Business Assistance Grant Program
- Regionalization of Revolving Loan Funds (RLF)

**Development Projects:**
- Park Plaza
- Lakeview Health Care Center
- Landfill/Nathan Hill Business Park
- Meadow Park Estates
- Other County properties
- Other properties
Quality of Life Initiatives:
- Community Development Corporation
- Outdoor Recreation Alliance
- La Crosse Promise
- Regional Housing Consortium

Other
- Development site marketing
- Collaboration
- Indicator tracking/reporting

It was suggested that these goals be reviewed on a quarterly basis, and also to have listed who we are collaborating with in these areas.

NEXT MEETING: February 7, 2013

FUTURE AGENDA ITEMS
- Bylaws – these were sent out to municipalities for their review

ADJOURN
There being no further business, MOTION by Ingvalson/Brenengen to adjourn the meeting at 8:55 a.m. Motion carried unanimously. (Balacek excused)

Approved February 7, 2013

Recorded by Terri Pavlic