LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.
January 2, 2014
Administrative Center – Room 3220

| MEMBERS PRESENT: | Tara Johnson, Sharon Hampson, Gary Ingvalson, Dirk Gasterland, David Lange (arr. 8:08 a.m.), Debra McKenney, Steve O’Malley (arr. 7:36 a.m.), Michael Richards, Joe Veenstra, Tina Wehrs (arr. 7:34 a.m.), John Wettstein |
| MEMBERS EXCUSED: | Patti Balacek, Ray Ebert, Karin Johnson |
| OTHERS PRESENT: | Brian Fukuda, Charlie Handy, Greg Flogstad, Karl Green, Amy Peterson, Nathan Patros, Michael Rosenberg, Tyler Heinz, Katherine Ebert, Bryan Law, Anne Hlavacka, Terri Urbanek, Joe Van Aelstyn, 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 DECEMBER 5, 2013 ECONOMIC DEVELOPMENT FUND MINUTES
MOTION by Gasterland/Richards to approve the La Crosse County Economic Development Fund minutes of December 5, 2013. Motion carried unanimously; Balacek, Ebert, K. Johnson, Lange, O’Malley, Wehrs excused.

WELCOME NEW MEMBER – COUNTY BOARD SUPERVISOR KARIN JOHNSON
Chair Johnson informed the committee that our new member is County Board Supervisor Karin Johnson. Karin, however, was unable to attend as she was working on her internship.

REVOLVING LOAN FUND APPLICATION FROM GRAND BLUFF RUNNING LLC
Everyone should have received an e-mail copy of the application materials, as well as a copy with the agenda. Greg Flogstad and Bryan Law have been helping with this application. The total project cost is $95,000 to open Grand Bluff Running, a specialty shoe store on Main Street in La Crosse and are looking for $20,000 from the La Crosse County Economic Development Fund. There is $35,000 coming from minority partners in loans and they have $40,000 equity from partners and family. The committee had several questions and discussion followed.

CLOSED SESSION: LOAN APPLICATION FROM GRAND BLUFF RUNNING LLC
MOTION by Veenstra/Richards to go into closed session at 8:03 a.m. for the purpose of considering financial histories of specific persons which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to, pursuant to Wis. Stats. S. 19.85(1)(f) to wit: Loan Application from Grand Bluff Running, LLC. Motion carried unanimously; Balacek, Ebert, K. Johnson, Lange excused.

MOTION by Hampson/Ingvalson to reconvene into open session at 8:27 a.m. Motion carried unanimously; Balacek, Ebert, K. Johnson excused.

MOTION by Hampson/Veenstra to refer for 60 days to allow for more market research regarding sales projections, etc. Motion carried unanimously; Balacek, Ebert, K. Johnson excused.
CONSIDERATION OF BUSINESS ASSISTANCE GRANT APPLICATION FROM COULEE DRUG TESTING LLC
This grant application from Coulee Drug Testing LLC received a score from staff of 54 out of 100. They are requesting $10,000 and are working with a non-profit partner, UW-L Small Business Development Center. Currently there is $14,479.32 available from the initial budgeted funding for this program in 2013 and also there is $24,000 in the Business & Industry Promotion 2014 budget.

The main purpose of Coulee Drug Testing has been to provide drug and alcohol testing services to employers, corrections, parents and the legal system. The proposed project is to assist the business with getting into larger leased space to continue growth. Questions were asked if Coulee Drug Testing does any work with the County, as we administer programs that require drug and alcohol testing. MOTION by Ingvalson/Wettstein to refer for 30 days in order to obtain more information on current drug testing vendors that La Crosse County uses. Motion carried; Balacek, Ebert, K. Johnson excused; Richards abstained.

CONSIDERATION OF BUSINESS ASSISTANCE GRANT APPLICATION FROM DIGGITY DOG DAYCARE
This is for a grant application from Diggity Dog Daycare. Staff scored this application with 61 out of 100. They are requesting $10,000 and are working with the UW-L Small Business Development Center. The project goal is to acquire new folding kennel technology to meet the demand for overnight boarding of dogs. MOTION by Hampson/Lange to approve the $10,000 application from Diggity Dog Daycare. Some of the committee members feel that staff needs to revisit what the LCEDF strategy is and the purpose of the grant program. MOTION by O’Malley/Wettstein to refer for 60 days while staff revisits the purpose of the grant program. Motion on referring the grant application from Diggity Dog Daycare passed on a 6/5 vote; Nays are Wehrs, T. Johnson, Lange, Hampson, Ingvalson; Ayes are Wettstein, Veenstra, Gasterland, Richards, O’Malley, McKenney; Balacek, Ebert, K. Johnson excused.

PARAMETERS FOR HOUSING PROJECTS FUNDING
Couleecap is requesting $10,000 from our Housing Project Funds. The request is for $10,000 for a project in the City of La Crosse where they have purchased and torn down an existing house and are in the process of building a new home on the site. Staff recommends approval of this request, but asks the LCEDF to consider and institute funding parameters prior to accepting any funding requests in 2014. MOTION by Wehrs/Hampson to approve this request and refer discussion on the funding parameters. Motion carried unanimously; Balacek, Ebert, K. Johnson excused.

UPDATE ON SYNERGY CONVERSATION
Brian Fukuda has tried contacting Dave Booth, Wayne Oliver and Mike Keil regarding the synergy conversations with the Chamber of Commerce, DMI, LADCO, LACVB and the 7 Rivers Alliance. There has not been any progress on this effort to encourage more collaboration between economic development entities. Brian is now working on a letter to these entities indicating our heightened interest in these collaboration efforts, that will accompany our 2014 payments to these organization.
UPDATE & DISCUSSION ON COUNTY PROPERTIES

Park Plaza – We have received a fairly positive response from the DOT on the set-back, but more work is needed. They laid out four conditions that we would need to meet in order for them to grant us a variance on the setback issue. As soon as this information is collected, the documentation will be taken to the DOT and a meeting arranged.

Administrative Center/Downtown Campus – This committee has narrowed down choices to renovation of the existing Administrative Center or building new adjacent to the Health & Human Services Building. The committee meets again on January 7th which will likely be followed with a joint meeting with the Executive Committee, followed by recommendations to the January 16th meeting of the County Board.

Lakeview Health Care Center – the design of the new campus continues to move forward. The County Board has approved selling 25 acres around the existing facility to the West Salem School District.

RECOMMENDATION ON GARLAND STREET EXTENSION – WEST SALEM TIF PROJECT

MOTION by Wehrs/Gasterland to recommend approval of the resolution regarding authorization to retain engineer to provide bid documentation and to seek bids for extension of Garland Street in the Village of West Salem. The resolution will go before the Public Works and Infrastructure Committee and the Executive Committee. Motion carried unanimously; Balacek, Ebert, K. Johnson excused.

NEXT MEETING: February 6, 2014

FUTURE AGENDA ITEMS
- Discussion on Business Assistance Grants and how they are scored
- Loan Application from Grand Bluff Running LLC
- Grant Application from Coulee Drug Testing LLC
- Grant application from Diggity Dog Daycare
- Parameters on housing projects funding
- Synergy conversations
- Meadow Park Estates
- Cost of living survey

ADJOURN

There being no further business, MOTION by Hampson/Gasterland to adjourn the meeting at 9:20 a.m. Motion carried unanimously; Balacek, Ebert, K. Johnson excused.

Approved February 6, 2014 - Recorded by Terri Pavlic