LA CROSSE COUNTY NOTICE OF MEETING

COMMITTEE/BOARD: LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

DATE OF MEETING: THURSDAY, APRIL 2, 2015

MEETING PLACE: COUNTY ADMINISTRATIVE CENTER – ROOM 3220 (3rd FLR)
400 4TH ST N, LA CROSSE, WI

TIME OF MEETING: 7:30 A.M.

PURPOSE OF MEETING:
1. Call to Order/Roll Call
2. Public Comment
3. Approve Minutes of March 5, 2015
4. Coulee Cap Co.Space Proposal
5. Formation of Revolving Loan Fund Sub-Committee
6. Consideration of Amendment to Lakeview Business Park Covenants
7. Application to 7 Rivers Alliance Golden Shovel Ready Sites Program for Lakeview Business Park
8. Economic Indicators Dashboard
9. Update on County Properties
   • Administrative Center / Downtown Campus
   • Lakeview Health Care Center
   • Meadow Park Estates
   • Lakeview Business Park
10. Agency Updates
11. Next Meeting – May 7, 2015 - 7:30 a.m.
12. Future Agenda Items
13. Adjourn

NEWS MEDIA
La Crosse Tribune
Other news media

COUNTY DEPARTMENTS
County Board Chair
County Administrator
County Clerk
Facilities

OTHERS
Paul Gleason
Scott Heinig
Ryan Olson
Carl Colsch
Jean Lunde
Dave Clements
Jim Speropulos
Clinton Thorp
Amy Peterson
Mark Seitz
Vicki Markussen
Anne Hlavacka
Andrew Londre
Nathan Patros

COMMITTEE MEMBERS:
Tara Johnson, President
Sharon Hampson, Vice President
Sharon Davidson, Secretary/Treasurer
Patti Balacek
Dirk Gasterland
Dave Holtze
David Lange
Debra McKenney
Matt Nikolay
Steve O’Malley
Michael Richards
Laurie Miller
Joe Veenstra
Tina Wehrs
John Wettstein

MEMBERS: NEED A QUORUM TO CONDUCT BUSINESS
If unable to attend, call County Board Chair Office at 785-9563.

PERSONS WITH DISABILITIES: If you need accommodation to attend this meeting, please contact County Board Chair Office at 785-9563 as soon as possible.

DATE NOTICE POSTED: March 26, 2015
LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.
MARCH 5, 2015
Administrative Center – Room 3220

MEMBERS PRESENT: Tara Johnson, Sharon Davidson, Patti Balacek, Megan Devore for Dave Lange, Dave Holtze, Debra McKenney, Matt Nikolay, Michael Richards, Laurie Miller, John Wettstein

MEMBERS EXCUSED: Sharon Hampson, Dirk Gasterland, Dave Lange, Steve O’Malley, Joe Veenstra, Tina Wehrs

OTHERS PRESENT: Brian Fukuda, Charlie Handy, Karl Green, Greg Flogstad, Jim Hill, Peg Jerome, Andrew Londre, Robin Moses, Matthew Metzger, 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 FEBRUARY 5, 2014 ECONOMIC DEVELOPMENT FUND MINUTES
MOTION by Holtz/Richards to approve the La Crosse County Economic Development Fund meeting minutes of February 5, 2014. Motion carried unanimously; Hampson, Gasterland, Lange, O’Malley, Veenstra & Wehrs excused.

RESOLUTION RE: ADOPTION OF LAW ENFORCEMENT POLICIES REQUIRED FOR SUBMISSION OF COMMUNITY DEVELOPMENT BLOCK GRANTS
MOTION by McKenney/Richards to approve. The attached resolution will be going to the Judiciary & Law Committee, then on to the County Board and is a requirement of the Community Development Block Grant (CDBG) Program. The policies noted in the resolution are regarding use of excessive force against individuals engaged in non-violent civil rights demonstrations. Motion carried unanimously. Hampson, Gasterland, Lange, O’Malley, Veenstra & Wehrs excused.

COULEE CO SPACE PROPOSAL
Included in the packets is a proposal from Couleecap to create a co-work space in downtown La Crosse. This is one piece of “entrepreneurial infrastructure” that Andre Londre discussed at our meeting last month. He was present to give a brief overview of the Coulee Co.Space proposal. Co-working is a style of work that involves a shared working environment, often an office, and independent activity. Following are some of the benefits of co-working:

- There are no long term leases involved – it is generally month-to-month.
- Working together is often better
- Low startup costs and low overhead
- A unique place to meet clients
- Make professional contacts
- Make friends
- Be more productive

Their concept is to utilize the basement of Cabin Coffee to create a co-work space for Coulee Region entrepreneurs. They are seeking a financial contribution of up to $20,000 to assist with space build-out, furnishings, and initial operating expenses. We had $19,825 left in the business and industry promotion line-item in our budget in 2014, which staff requested to
carry-forward for this type of use. A complete proposal will be brought to the EDF next month with their financial request attached.

GOLDEN SHOVEL SITES PROGRAM
This is a program that developed out of the State of Wisconsin WEDC’s Certified in Wisconsin Program, which is a program to certify industrial sites. Their program is valuable but fairly expensive. The 7 Rivers Alliance Golden Shovel Project will work with communities to verify industrial sites in the region that currently have barriers to participate in the Certified in Wisconsin designation and provide them with an alternate designation to expedite sites towards development. This will be the first step in the site readiness process with the hope that these sites could eventually become “Certified in Wisconsin”. Momentum West, is a similar program already in place in Eau Claire. Staff will work with Momentum West to get our program up and running. La Crosse County will identify 4-5 sites to go through the Golden Shovel Verification process with the 7 Rivers Alliance.

UPDATE ON COUNTY PROPERTIES
- Administrative Center/Downtown Campus – the closings have taken place for the sale of the Admin Center to STIZO and to purchase the Associated Bank Building. The Purchase Agreement with Weber Holdings and MOU with the City of La Crosse have been finalized. The Administrative Center and Downtown Campus Construction Committee has started meeting and will have regularly scheduled meetings on the first Tuesday of each month at 4:30 p.m.
- Lakeview Health Care Center – bids have been awarded and construction will start very soon – hopefully in April. We are in the process of getting permits from the Village of West Salem.
- Meadow Park Estates – We received plans for a twindo that is proposed to be built on the two lots that were sold last year (drawing included in the packets).
- Lakeview Business Park – working on getting the Park Development Review Board together to meet. Expect to see plans this spring.

AGENCY UPDATES
- Charlie distributed fliers for the 3rd annual Outdoor Recreation Summit on March 25th at Stoney Creek Hotel
- Charlie also distributed three fliers from the 7 Rivers Alliance:
  - Creating an Arts Destination
  - Creating a Heritage Tourism Destination
  - Grow Agri-Tourism
- The LADCO Spring Economic Forum is April 15th at the Omni Center; the topic is a major initiative in legislature called the Partnership for Prosperity.
- A resolution was passed by the LADCO Board, DMI, and the Chamber of La Crosse to begin the synergy discussions. They are organizing their first meeting. There will be a regular meeting time established at that time.
- We will be moving forward with the Harbor Emergency Grant for Hintgen Island
- There are several potential entrepreneurs interested in the La Crosse Promise program. An informational packet has been developed
- Karl Green continues to present his housing presentation
• Planning for the August Rebuilding for Learning Summit, which is a partnership with the County, City, and School District
• The Co-Starters Flight Night is April 14th at 6:00 p.m. This is for individuals in the Co-starters program and will compete for funding and other prizes.

FUTURE AGENDA ITEMS
• Dashboard
• Co-space proposal

NEXT MEETING: April 2, 2015 at 7:30 a.m.

ADJOURN
There being no further business, MOTION by Holtze to adjourn the meeting at 8:29 a.m. Motion carried unanimously; Hampson, Gasterland, Lange, O’Malley, Veenstra & Wehrs excused.

The above minutes may be approved, amended or corrected at the next Committee meeting.

Terri Pavlic, Recorder
#4 – Couleecap Co.Space Proposal –

Last month you heard and received a copy of a proposal from Couleecap to create a co-work space in downtown La Crosse. Attached is a detailed stabilized operating budget, as requested. They will provide more detail on the start-up costs and use of County funds at the meeting. They are seeking a financial contribution of up to $20,000 to assist with space build-out, furnishings, and initial operating expenses. We had $19,825 left in the business and industry promotion line-item in our budget in 2014, which staff requested to carry-forward for this type of use. Staff would recommend approval of a maximum contribution toward this project and direction to staff to work with Couleecap to disburse funds for project related expenditures.

#5 – Formation of Revolving Loan Fund Sub-Committee –

Staff recommends forming a revolving loan fund sub-committee charged with performing an initial level of due diligence on RLF applications. This sub-committee would typically meet on call a week or two before the LCEDF Board meeting in months that we receive an application. This would allow an opportunity to bring to light any issues with the application and to work with the business to resolve those issues before it gets to the full Board for consideration. If this sub-committee process is acceptable, we would ask for volunteers to serve on it.

We have received an application, so the first meeting would be within the next few weeks to review the application and bring it to the May LCEDF Board meeting for consideration.

#6 – Consideration of Amendment to Lakeview Business Park Covenants –

Requested and Recommended Covenant Amendment: (highlighted is delete, underline is add)

A. Park Development Board. The Park Development Board, (hereinafter referred to as the Board) shall consist of three (3) members of the Fund, one member of the La Crosse County Aging and Long Care Term Committee, two (2) members of the Park Tenants, one of which shall be a representative of KSJ Properties LLC., and one member appointed from the Plan Commission of the Village of West Salem.

#7 – Application to 7RA Golden Shovel Ready Sites Program for Lakeview Business Park –

Staff recommends approval of an application to the 7 Rivers Alliance Golden Shovel Ready Site designation, developed for sites throughout the region that are certified as ready for development. Knowing this information up front helps brokers, site selectors and companies speed up their search. The designation will identify the Lakeview Business Park as a priority for developers and companies looking for an expansion location. Designated sites will be featured on www.7riversalliance.org. Sites will also be included in numerous marketing efforts throughout the year directed toward expanding companies and site selectors. The cost to apply is $500 for the first year.

#8 – Economic Indicators Dashboard –

Staff, working with Patti, will bring some samples of economic indicator dashboards to the meeting for consideration and discussion about what indicators the Board would like to see on a more regular basis.

#9 – Update on County Properties –

There will not be formal presentations on these at the meeting, but staff will answer questions if there are any.

Administrative Center/Downtown Campus – The County will be vacating Lot C as of March 30th to allow construction to start. Design work continues on the County’s construction/renovation projects – working through the Administrative Center and Downtown Campus Construction Committee

Lakeview Health Care Center – Construction to restart within two weeks on the extension of Garland Street

Meadow Park Estates – nothing new to report

Lakeview Business Park – nothing new to report
### Coulee Co-Work Space
#### Annual Operating Budget

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*Any excess income would be put towards the 1:1 required match that allows us to attract $5,000 of state microenterprise development funding to La Crosse County annually.*
10% vac rate