CALC TO ORDER
Chair Johnson called the meeting to order at 7:30 a.m.

PUBLIC COMMENT
There was no public comment.

APPROVAL OF OCTOBER 15, 2015 ECONOMIC DEVELOPMENT FUND MINUTES
MOTION by Gasterland/Holtze to approve the La Crosse County Economic Development Fund meeting minutes of October 15, 2015. Motion carried unanimously.

COULEE REGION TRANSPORTATION STUDY UPDATE – DOT STAFF
Andy Winga and Francis Schelfhout from the DOT gave a presentation on the Coulee Region Transportation study. The reason they are doing the study is because they are seeing high crash rates in the area; bike/pedestrian accommodation needs; transit needs; motor vehicle congestion; limited north/south alternate routes; deteriorating infrastructure, and also they currently do not have a clear plan for the transportation system for the future in this area.

The goal of the study is to improve the long term movement of people and goods, safely and efficiently in a manner that accommodates economic development, incorporates community plans, and limits adverse environmental impacts and social effects, in ways that support the region’s natural beauty and livability and contribute positively to the region’s quality of life.

Objectives of the Study:
1. Safety
2. Plan to improve infrastructure
3. Improve congestion and travel reliability
4. Plan for future transportation needs
5. Limit impacts to community’s resources

The study group is nearing the end of the 12 month study and are now in the refined strategies area of the study. Public involvement meetings will be held November 10th and 12th. Two public involvement meetings have already been held, and there will be a final one after the first of the year.

Mr. Winga distributed a map showing several strategies (solutions and concepts) that the group has come up with, some of which have already been dismissed. In January 2016, the
5th and final public involvement meeting will be held which will focus on final recommendations.

**MRRPC PUBLIC TRANSIT VEHICLE INVENTORY STUDY**

Peter Fletcher from the Mississippi River Regional Planning Commission was present to report on this study. The MRRPC was awarded a planning grant from the Wisconsin Department of Transportation to inventory and analyze all the state and federally funded transit-related vehicles in La Crosse, Vernon and Crawford counties. The purpose of the study was to evaluate how vehicles purchased for public transportation with assistance of state and federal funding are utilized and whether there are opportunities for more efficient use of vehicles or vehicle sharing. Mr. Fletcher distributed a handout showing the number of the various vehicles (5310, 5311 or 8521 vehicles) in each of the counties. They have compiled a database showing vehicles ages, miles driven, dates and hours of use, location of vehicles.

**Recommendations:**

1. Improve DOT records for public agency accessible database
2. Agency awareness of 5310 requirement and consequences if not sharing;
3. Before vehicles are granted, need to develop Rental Sharing Agreement and submit to DOT
4. Incentivize the sharing component – demonstrate sharing
5. Memorandum of Understanding; created template to help facilitate
6. Study has been submitted to the DOT

The whole report can be viewed at [www.mrrpc.com/local_plans.html](http://www.mrrpc.com/local_plans.html)

**LOAN APPLICATIONS FROM S&S CYCLE AND 4 SISTERS CATERING**

Included in the agenda packets were loan summaries for two businesses: S&S Cycle and 4 Sisters Catering.

**S&S Cycle**

S&S Cycle currently has operations in Viola, WI and in the City of La Crosse. They are working on operational expansions in both facilities. The La Crosse portion of the project includes the remodeling of the existing facility, the acquisition and installation of a new manufacturing line, and acquisition and installation of new manufacturing equipment. The project would allow them to expand sales in exhaust products for motorcycles. The expansion of their operations in La Crosse would add an estimated 38 jobs over the next three years. They are requesting $200,000 from the County’s CDBG Revolving Loan Fund to leverage over $2.5m in private investment. David Busslie from S&S Cycle was present to discuss the details of the project, provide history of the business, and answer questions.

**4 sisters**

Corynn Wieland from 4 sisters Catering was present to discuss their loan request for $20,000 from the County’s Micro Loan Fund to leverage $680,000 in private investment. 4 Sisters Catering is a separate business entity from 4 Sisters Wine Bar & Tapas Restaurant, but with similar ownership. 4 Sisters Catering will offer high end and common catering to La Crosse and the surrounding community, serving parties of 25-300 people with unique and standby foods that are currently not readily available by the current catering companies. They will also have a small space for catering showroom that will double as a wine bar. They have purchased space at 133 4th Street, which was formerly the Consumers Bakery Building and are in the process of renovating this building. The business is projected to have 2 full time and 5 part time employees in the first year, with growth to 4 full time and 10 part time in year 2.


**MOTION** by Lange/Gasterland to approve the $20,000 loan request from 4 Sisters Catering at 3% for 10 years, interest only for the first year, with whatever security is worked out by staff and negotiated with 4 Sisters Catering. **Motion carried unanimously.**

**MOTION** by Veenstra/Wehrs to approve the loan request from S&S Cycle in the amount of $200,000 from CDBG funds with terms proposed by Mr. Gasterland, which is that the subordination condition be in place, with a 2.5% interest rate for 7 years, and with a General Business Security Agreement in place. Staff will negotiate the best terms of this agreement to provide the most security of this agreement including the subordination language. **Motion carried unanimously**; McKenney abstained.

**UPDATE ON COUNTY PROPERTIES**
- **International Business Park II** – the County Board is considering offering up to 25 acres for sale to extend the business park along Highway 16.
- **Administrative Center/Downtown Campus** – projects are all moving forward on schedule at this point.
- **Lakeview Business Park** – the County has received an offer for land that is just north of the business park on Garland Street. While this is not part of the park, the proposed use is for business condos (office and warehouse space), and this land is within the TIF District. We have also had a few inquiries about land in the park, but nothing has materialized yet.
- **Meadow Park Estates** – we have had discussions with the Village and our realtor about developing a better pricing structure to get these lots moving. We are looking at “bulk discounts” to encourage larger sales.

Steve O’Malley noted that we are taking to the County Board a Purchase Agreement for sale of property along Garland Street, which is just outside the Business Park. The Garland Street Extension was financed by the TIF District and resulted in additional development that will generate additional taxes. We are selling the land for $140,000 which continues to establish what the value is and will help retire the TIF earlier.

**AGENCY UPDATES** – None noted

**FUTURE AGENDA ITEMS**
- Tourism update – merging
- Update on synergy conversation

**NEXT MEETING:** December 3, 2015

**ADJOURN**
There being no further business, **MOTION** by Gasterland to adjourn the meeting at 8:56 a.m. **Motion carried unanimously.**

**APPROVED December 3, 2015 - Terri Pavlic, Recorder**