



AGENDA OF THE ECONOMIC DEVELOPMENT AUTHORITY

**MONDAY, MARCH 2, 2020, 5:00 PM
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

A. Roll Call.

- I. Members: Vacant - Chair, Pam Parish Vice-Chair, Ald. Brian Johnson, Mahamed Rage, Michael Peot, John Calewarts, Glen Sherman, and Tara Yang

B. Approval of the Agenda.

- I. Approval of the agenda for the March 2, 2020, meeting of the Economic Development Authority.

C. Approval of Minutes.

- I. Approval of the minutes from the December 9, 2019, meeting of the Economic Development Authority.

D. Regular Business.

- I. Election of Officers - Chair and Vice-Chair.
2. Consideration with possible action on the acquisition of 1300 Block S. Huron Road (Tax Parcel 21-183).

The Authority may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Authority may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

3. Consideration with possible action on the I-43 Business Center Expansion.

The Authority may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Authority may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

4. Consideration with possible action on a Commercial and Industrial Market Study.

E. Informational.

1. Brownfields Program Update.
2. Director's Report.
3. Date of next meeting: April 6, 2020.

F. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Economic Development Authority meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



MINUTES OF THE ECONOMIC DEVELOPMENT AUTHORITY

**MONDAY, DECEMBER 9, 2019, 5:00 PM
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

A. ROLL CALL.

I. Members: Vacant - Chair, Pam Parish Vice-Chair, Ald. Brian Johnson, Mahamed Rage, Michael Peot, John Calewarts, Glen Sherman, and Tara Yang

Present: Ald. Brian Johnson, Glen Sherman, John Calewarts, Mike Peot, Pam Parish, Excused: None, Absent: Mahamed Rage and Tara Yang

B. APPROVAL OF THE AGENDA.

I. Approval of the agenda for the December 9, 2019, meeting of the Economic Development Authority.

Moved by Ald. Brian Johnson, seconded by John Calewarts to approve the agenda. Motion carried. Yes- Brian Johnson, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of the minutes from the November 11, 2019, meeting of the Economic Development Authority.

Moved by Ald. Brian Johnson, seconded by John Calewarts to hold the approval of the minutes to the next scheduled meeting as they were not included in the agenda packet. Motion carried.

Yes- Brian Johnson, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

D. REGULAR BUSINESS.

Moved by Glen Sherman, seconded by Mike Peot for Ald. Brian Johnson to conduct tonight's EDA meeting until Vice-Chair Pam Parish arrives. Motion carried.

Yes- Brian Johnson, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

I. Consideration with possible action on the I-43 wetland study and business park expansion.

The Committee may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Committee may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

Moved by Pam Parish, seconded by John Calewarts to open the floor for discussion. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

Moved by Glen Sherman, seconded by Mike Peot to close the floor for discussion. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

John Calewarts read into record the Closed Session Language.

Moved by John Calewarts seconded by Pam Parish to go into closed session. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

Moved by Pam Parish, seconded by John Calewarts to return to regular order of business. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

Present: Brian Johnson, Glen Sherman, John Calewarts, Mike Peot, Pam Parish, Excused:

Moved by Mike Peot, seconded by Pam Parish for staff to proceed as directed as discussed in closed session. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

2. Consideration with possible action on Request for Proposal #3199 for professional environmental services.

The Committee may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Committee may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

Moved by Ald. Brian Johnson, seconded by Glen Sherman to enter into a professional environmental services contract with Stantec, chosen through RFP Proposal #3199. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

3. Consideration with possible action on the City of Green Bay's farm lease renewals and new rates.

The Committee may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Committee may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

Moved by Ald. Brian Johnson, seconded by John Calewarts to approve the four (4) agricultural leases for farming of the City's nine (9) parcels as presented with the new fees to take place for the 2020-2022 contract. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain- None

E. INFORMATIONAL.

1. Brownfields Program Update

Matt Buchanan presented the update for the Brownfields Program.

2. Director's Report.

Kevin Vonck presented the Director's Report.

3. Date of next meeting: January 13, 2020.

F. ADJOURNMENT.

Moved by Mike Peot, seconded by John Calewarts to adjourn. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Glen Sherman, No- None, Abstain-
None



Report to the
Economic Development Authority
of the City of Green Bay

MEETING DATE

March 2, 2020

PREPARED BY

Kevin J. Vonck, CED Director

AGENDA ITEM # D.2

Consideration with possible action on the acquisition of 1300 Block S. Huron Road (Tax Parcel 21-183).

The Authority may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Authority may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

BACKGROUND

To be discussed at meeting.

RECOMMENDATION

To be discussed at meeting.

FISCAL IMPACT

To be discussed at meeting.

ATTACHMENTS

- I. 8.2 - Kos Huron - 21-183 - Property Map



City of Green Bay
Department of Community and Economic Development

EXHIBIT A
Property Map



100 North Jefferson Street, Room 608, Green Bay, Wisconsin 54301-5026
(p) 920.448.3400 (f) 920.448.3426 greenbaywi.gov



Report to the
Economic Development Authority
of the City of Green Bay

MEETING DATE

March 2, 2020

PREPARED BY

David Buck, Staff

AGENDA ITEM # D.3

Consideration with possible action on the I-43 Business Center Expansion.

The Authority may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Authority may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

BACKGROUND

To assist with the EDA deliberation on a potential I-43 Business Center expansion, the EDA directed staff to investigate if property owners within the potential I-43 expansion area were willing to sell their property. A letter of inquiry was mailed to the owners of 34 properties asking if they: 1) are interested in selling their property or portion thereof at this time; 2) would be interested within _____ years; or 3) not interested for the foreseeable future. The questionnaire also asked if they or their family planned to develop their land themselves. A reply by March 1, 2020 was requested. Attached please find a copy of the correspondence and survey.

To date (several days short of the requested reply deadline), the City has received 19 responses representing a 56% rate of return. Additionally, the City has been contacted by 6 property owners outside the potential expansion area expressing interest in selling. Of the responses within the potential expansion area; 13 are currently interested, 3 feel that they would be interested in 2-5 years, 2 feel they would be interested in greater than 5 years, and 1 state that do not plan to sell or develop their land. Attached is a map depicting these results.

Preliminary results of this exercise indicate that there is a consideration of owners within the potential expansion area in selling their property, especially along the Mason Street Corridor.

RECOMMENDATION

Direct staff to attempt to contact owners who have not responded and open a dialogue with owners interested in selling.

FISCAL IMPACT

ATTACHMENTS

1. I-43 Business Center - interest in selling Letter 2.3.20
2. EDA Packet Maps 3.2.20



City of Green Bay
Department of Community and Economic Development

February 14, 2020

[Owner Full Name]
[Owner Address]
[Owner City/State/Zip]

Dear Property Owner:

Following our meeting this past December, where we shared the results of the wetland study, city staff also shared the study results with the Green Bay Economic Development Authority (EDA) and requested further direction on how city staff should proceed pertaining to the potential expansion of the I-43 Business Center.

The Economic Development Authority (EDA) is a commission appointed by the Mayor and Common Council that has the authority and responsibility for the development of industrial and commercial activities in the City of Green Bay, including business parks. You can view their meeting agenda and meetings at <https://www.greenbaywi.gov/526/Economic-Development-Authority>.

As ongoing research, staff is investigating if property owners within the potential expansion area (see map on back of page) have a desire or are considering selling their property (or portions) at this time or in the near future, plan to develop their property on their own, or plan to continue the current use for the unforeseeable future. We are inquiring to help the EDA determine what land area would be potentially available for a business park expansion at what locations and in what timeframe. Included in this mailing is a reply form and self-addressed / postage paid envelope. If you would, please check the appropriate box, include your contact information and return it to the city by March 1, 2020.

If you have questions, please do not hesitate to contact either myself at (920) 448-3411 / davidbu@greenbaywi.gov or Project & Program Manager Wendy Townsend at (920) 448-3086 / wendyto@greenbaywi.gov.

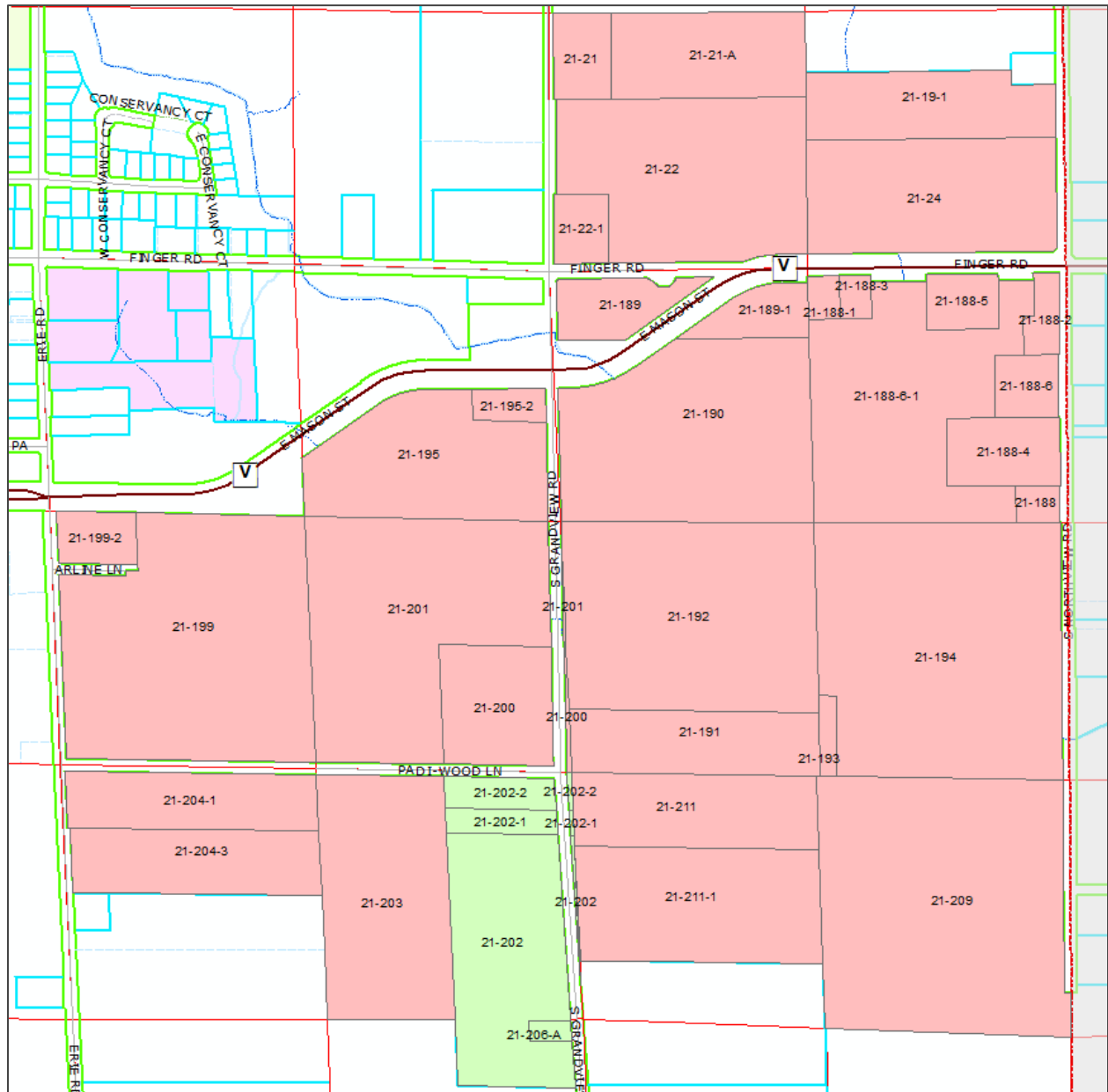
Respectfully,

David Buck, AICP
Principal Planner

DB:

cc: Ald. Barb Dorff, District 1
Ald. Veronica Corpus-Dax, District 2

Map for Parcel Reference





City of Green Bay
Department of Community and Economic Development

Please complete this form and return (self-addressed/stamped envelope provided) by March 1, 2020 to:

City of Green Bay
Economic Development Authority
100 North Jefferson Street, 608
Green Bay, WI 54301-5026

- ☐ I am interested in selling my property (or portion) at this time or near future.
- ☐ I am interested in selling my property (or portion) within the next _____ years.
- ☐ I am **not** interested in selling my property (or portion) in the foreseeable future.
- ☐ I or my family plan to develop my property (or portion) ourselves.
- ☐ I or my family **do not** plan to develop my property (or portion) in the foreseeable future.

*** This form is for informational purposes only. It is important to understand that the Economic Development Authority of the City of Green Bay has not authorized offering a purchase of your property, and we are simply inquiring on your future plans. Completing and returning the form is not binding, and in no way commits or obligates you, your family or any future owners to any action now or in the future.*

NAME: [Owner Full Name]

ADDRESS: [Owner Address], [Owner City/State/Zip]

SUBJECT PARCEL #: [Parcel Id]

SUBJECT PARCEL ADDRESS: [Location]

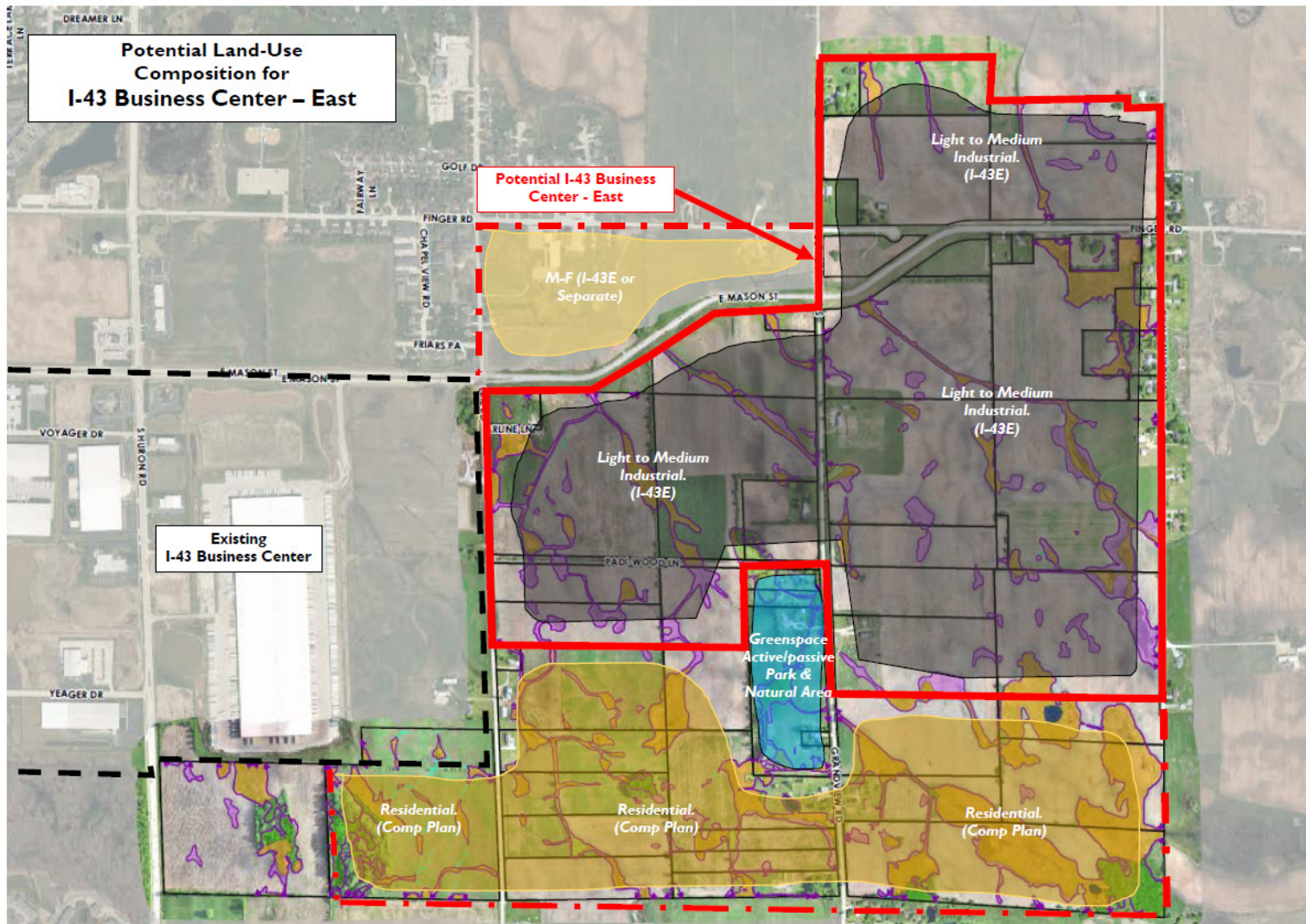
TELEPHONE #: _____

E-MAIL ADDRESS: _____

May we contact you? ☐ Yes ☐ No

If yes, how do you prefer to be reached? ☐ Phone ☐ E-Mail ☐ Letter

Concept Land-Use



Potential I-43 Expansion

Responses to Letter of Sales Interest

Legend

- I-43 Mailing Area
- City-Owned
- Interest
- 2-5 Years
- Greater Than 5 Years
- Not Interest

Existing I-43 Bus. Center

2.25.2020
53% Response

Village of Bellevue

Town of Humboldt

2.25.2020
53% Response



Report to the
Economic Development Authority
of the City of Green Bay

MEETING DATE

March 2, 2020

PREPARED BY

David Buck, Staff

AGENDA ITEM # D.4

Consideration with possible action on a Commercial and Industrial Market Study.

BACKGROUND

During discussion on the potential of an I-43 Business Center expansion, the EDA expressed a desire to better understand the industrial development market. As the City is beginning research leading to and assisting in the update of our Comprehensive Plan, it has become evident that not only does the industrial market need to be analyzed but that the climate for other commercial land uses also need to be examined.

To that end, staff has created the attached outline of desired information to be included in a commercial and industrial market study. Staff asks that the EDA examine the four components of the outline and provide feedback on suggested corrections, deletions, and/or additions that would make the study stronger and more useful. Once an outline is fully developed, it will be used to engage a commercial real estate or site selection professional (such as a brokerage) and/or develop a formal Request for Proposals with the intent of commissioning a commercial and industrial market study to be conducted this spring and summer.

RECOMMENDATION

Approve the content within the commercial and industrial market study outline and direct staff to investigate hiring firms to conduct it.

FISCAL IMPACT

ATTACHMENTS

- I. Com_Ind Market Study Outline 2.21.20

Commercial/Industrial Market Study Outline

Project Overview

The purpose of this project is to analyze the commercial and industrial market within the City of Green Bay and surrounding communities including:

- Inventory existing commercial and industrial land uses
- Evaluate the quality, quantity, location, and price points of uses
- Identify supply overage and deficiency in respective markets
- Project future commercial and industrial land use needs
- Recommend proactive strategies to heighten the City's competitive position

Overall goal of the study is to collect data that will assist and direct the City in land-use and policy decisions that balance future supply with projected demand in relation to land-use types, locations, and price points.

Uses to be Analyzed

- Commercial
 1. Retail
 2. Office
 3. Service (personal and professional)
 4. Accommodation
 5. Food & Entertainment
- Industrial
 1. Warehousing
 2. Wholesale / Distribution
 3. Light to Medium Manufacturing
 4. General to Heavy Manufacturing
- Mixed-use
 1. Vertical Mixed-Use
 2. Horizontal Mixed-Use

Areas of Focus

- City of Green Bay
- Surrounding Communities
 1. Allouez
 2. Ashwaubenon
 3. Bellevue
 4. Suamico
 5. De Pere
 6. Howard

Projections (5 years with rough speculation out 10-15 years)

- Current inventory - "Snapshot"
- Trending absorption rate trends and vacancies
- Supply overage & deficiency statements
- Anticipated needs by use type and general location

Property Values / Fair Land Prices

- Urban-serviced areas - areas with well-developed and improved infrastructure
- Rural-serviced areas - areas that are partially improved and/or where infrastructure can be extended
- Rural non-serviced areas - areas that are not currently serviced and would require considerable cost to extend infrastructure