



MINUTES OF THE ECONOMIC DEVELOPMENT AUTHORITY

THURSDAY, FEBRUARY 18, 2021, 5:00 PM
Virtual Meeting. Public may join via Zoom.

A. ZOOM MEETING INFORMATION.

I. This item contains documents which provide call in information and instructions for the Zoom Meeting.

Chair Pam Parish called the meeting to order.

B. ROLL CALL.

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

Present: Ald. Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Tara Yang, Excused: Glen Sherman

C. APPROVAL OF THE AGENDA.

I. Approval of the agenda for the February 18, 2021, meeting of the Economic Development Authority.

Moved by Mike Peot, seconded by Ald. Brian Johnson to approve the agenda. Motion carried.
Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Tara Yang, No- None, Abstain- None

D. APPROVAL OF MINUTES.

1. Approval of the minutes from the November 9, 2020, meeting of the Economic Development Authority.

Moved by Tara Yang, seconded by Mike Peot to approve the minutes. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Tara Yang, No- None, Abstain- None

E. REGULAR BUSINESS.

1. Appointment of Neil Stechschulte as Secretary of the Economic Development Authority.

Moved by Mike Peot, seconded by Tara Yang to appoint Director Neil Stechschulte as Secretary of the Economic Development Authority. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Tara Yang, No- None, Abstain- None

2. Consideration with possible action on the Shipyard Corridor Brownfields Study and Redevelopment Guide.

Moved by Ald. Brian Johnson, seconded by Tara Yang to approve the Shipyard Corridor Brownfields Study and Redevelopment Guide. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Tara Yang, No- None, Abstain- None

F. INFORMATIONAL.

1. Director's Report.

Neil Stechschulte presented the Director's Report.

2. Brownfields Program Update.

Matt Buchanan presented the Brownfields Program update.

3. Date of next meeting: March 1, 2021

G. ADJOURNMENT.

Moved by Mike Peot, seconded by Ald. Brian Johnson to adjourn. Motion carried.

Yes- Brian Johnson, Pam Parish, Mike Peot, John Calewarts, Tara Yang, No- None, Abstain- None

H. EDA WORKSHOP

I. EDA Workshop presented by Staff.

VERBATIM MINUTES

- Economic Development Authority meeting to order at 5:03 p.m. on February 18th, 2021. Roll call, Michael Peot.
- Yeah.
- Here.
- Alder Johnson.
- Here, here.
- John Kelarts.
- [John] Here.
- Glenn Sherman.
- Can I say FYI Wendy?
- And , is it Tara or Tara?
- Tara.
- Tara.
- Yeah, yeah.
- All right, and so, Glenn Sherman excused. All right, I'll move to the agenda item C, Approval Of The Agenda. Approval Of The Agenda for February 18th, 2021, meeting of the Economic Development Authority. Do I have a motion?
- Salute.
- Second.
- Perfect, all those in favor?
- I.
- I.

- Any opposed?
- I.
- Motion carries, we'll go to D, minutes. Approval Of The Minutes From The November 9th, 2020 meeting of the Economic Development Authority. Do I have a motion to approve?
- Motion to approve.
- Motion by Tara, is there a second?
- Second.
- It's all right.
- All right there's a second. Any further discussion? All those in favor?
- I.
- I.
- Any opposed?
- [Man] Yeah public you can't do that to--
- Motion carries. E, Regular Business, one appointment of Neil as secretary of the Economic Development Authority. I've heard it, I've heard your last name multiple times when I'm not even gonna enchant it.
- Yeah, I think they're still, there may be a couple of other Neils in the building when Neil usually fine, but in case you wanna start Stechschulte so.
- Stechschulte.
- Yeah.
- I'll try to remember that, welcome.
- We'll have plenty of practice and I'm not a problem, so.
- Nationality Neil?
- It's a little German, but you know, much of my mom's Irish side, much to her chagrin. So, but it have the German? The German holds out in this case, so.
- All right.
- Sexuality, got it, well welcome.
- Thank you.
- And you are coming from Sun Prairie?

- Yup. Ben was the Economic Development Director there for 14 years and prior to that, I was a Planner for MSA Professional Services in Madison, Wisconsin for seven years. And then I did a two year stint as a Regional Economic Director for a six County area in Northwest Illinois prior to that. So, just about 25 years of doing this. So, just getting warmed up though.
- Yeah, we're glad to have you.
- You are excellent.
- Thank you.
- Welcome again.
- Thank you.
- All right, number two, consideration was possible action on the Shipyard--
- May I interrupt for a moment please?
- What's that Wendy?
- Yes, please.
- We do need to have a vote for that please.
- For the appointment?
- The appointment please, yes.
- Oh, my fault, all right. Is there a motion to appoint Neil as Secretary of the EDA?
- So I move.
- Second that.
- Is there a second?
- Second, thanks.
- Second
- Second. Any further discussion? All those in favor?
- Aye.
- Aye.
- Any oppose? Motion carries Neil is--
- Thank you. Thank you Jessica.
- All right, number two, consideration was possible action on the Shipyard Corridor Brownfields Study & Redevelopment Guide

- All right, I'm gonna share my screen, hopefully you're seeing it at a PowerPoint.

- I've got it.

- Cool, all right, so, we felt it was appropriate to approve this document through the EDA as this body serves as the city's official, Brownfields Advisory Committee as you're all well aware, as recognized by the US EPA. So you are all very aware. You've seen staffs work and spending our EPA grant funds on assisting Brownfield sites, especially in that South Broadway Corridor. We spend a lot of time here, the past few years. The EPA has definitely taken notice of that. They've, they realized that this is a federally oppor, I'm sorry, a federally recognized opportunities zone. And it's really an area that's primed for redevelopment. They're paying attention to our work with the Shipyard, our work with the coal piles. They understand all of the challenges we've got with this area, and that we're really being very strategic with our efforts to make some positive improvements to it. So, with that, they've come to us now with two very unique technical assistance grants. These have been opportunities that they've actually come to us and said, "Hey, you guys should really use this service that we will give to you for free." Something we didn't really have to apply for, to focus efforts on that South Broadway area. The first of these two technical assistance grant opportunities that we've taken advantage of, was the Building Blocks Program, which we did early last year before COVID, that's why you see a picture of all those people not wearing masks. And this is just before COVID actually. So with that, we had, obviously a neighborhood meeting, where it was a very well attended. I believe this was at the Tank School with over 100 people in it, near 100 people in attendance. We did site visits, we walked up and down the corridor, we got on a bus and drove the consultants and some stakeholders around. And then we did a day long workshop with key stakeholders, to really develop some, a clear list of strategies that we could take as a community to incentivize redevelopment and some, improvements to that area. This was a pretty large area. It actually went pretty much all the way from a Walnut, way down, way past the along South Broadway, kind of Hugging Ashland and then going all the way to the Fox River. The strategies that we developed with this were, somewhat broad in scope, just like the area. And one of those strategies on that list was, to prepare a more focused study and a Redevelopment Guide for some key target areas. Which brings us now to this document, which we brought for you to review today. And our second's technical assistance opportunity that EPA granted us. So this is just a deeper dive into this target area, just North of Mason, right along Broadway, all the way up to Howard, kind of between Maple and Turtle. So, late last year, our team worked with EPA, and our consultants with Stantec to conduct this really depth analysis of the target area to get a clear picture of all the barriers to redevelopment. They really did a deep dive and then selected all of our previous planning efforts in this area that applied dating back years. And really the reason for doing that was they wanna make sure that this, with this new document they're building on, with all the work that we've already done and they're not contradicting it. They've also, you know, they wanna take, they took the temperature with more recent efforts I mean, proposals for this area, they looked at all the momentum with the Shipyard Project, with the Merge and Slingshot Developments, just to name a couple. And you can't really see any of these maps, but this is just to give you an idea of just the level of detail that we went into with, understanding our existing conditions here, we looked at Stormwater management. We looked at Goetech, Infrastructure, Land Uses. We did a more comprehensive brand Brownfield Inventory, looking at each individual person in this target area and trying to understand where are the potential contaminants on that, on each person. We also had stakeholder discussions with the Broadway BID and the neighborhood association, we brought in some developers interested in the area to talk about Land Uses and density and what they saw as the potential for redevelopment in these areas.

- [Woman] Yeah

- Real quick, before we dive into that I'll just, kind of mention that, really the purpose of all of this was, to make very specific recommendations and guidance for staff and for EDA and RDA with this area to really use as a tool. A tool for how we invest our EPA grant dollars. Of course, we've got our assessment grant. We're gonna have a new Revolving Loan Fund Program for Brownfields here soon and so this will help us, you know, just be more strategic with those dollars for this area. Also, this would really help the Redevelopment

Authority set clear parameters for any future requests for proposals that we put out on the lands that we own, the Redevelopment Authority owns in this area. It's a tool that we can give developers interested in our sites, just give them the document and this will allow them to have a very clear picture on all the barriers to redevelopment and then also some very clear recommendations and guidelines to address those barriers. And so, these are there some images of the recommendations that came out of this study and guidance manual. So, looking at Land Use, you know, we're being fairly broad we wanna to be flexible because of course, pressure with development changes over time. I think one thing that's more likely than not, we know pretty well that we're gonna need housing. We know we need housing now, we're gonna need more of it in the future. I think that's safe to say. So, we definitely would like to see more opportunities for higher densities of housing. Multifamily, we want to see, multiple storeys so, allowing for, three, four, maybe five storey buildings here, to help expand just the density beyond the downtown area, the downtown core. And another major takeaway that we we got with this is, creating more connections, not just with the roadways and sidewalks, which we see here, but also with, with our infrastructure our Green Infrastructure, primarily. Many of you might know that this area right here that big blue line, actually kind of takes the shape of the slew that used to exist here years ago and back in the 1800s and before that slew was filled in, and today causes many issues with Stormwater management and flooding. So, one of the recommendations that the team had was to create a greenway which, would be opportunity for Green Infrastructure to help address some of those Stormwater issues, but also, to connect CMR park here to the West, through this area and all the way down to the actual Shipyard site. Here's just another more detailed look at the recommendations that we've got in this plan. I should mention, so looking at colors, yellow typically represents residential, red mark Mixed Use and nature. We did look at kind of market conditions as well for industry. And obviously we know right now in today's world retail, it's tough. We wanna create opportunities for retail to exist. We now, if we have a lot more housing, there's gonna be more opportunity for retail but it's not gonna be as much demand for that ground for retail spaces I might like. Here's more of a massing concept, These are just concepts of course, they're not specific plans, just some, ideas of what could be, based on all the recommendations that came out of this plan and looking at you know the parameters we're trying to set for the future. He took even a deeper dive into some specific sites, this is one of them, the Badger Sheet Metal site we see this as a catalyst opportunity. The property that's owned by the Redevelopment Authority. And so, when the Redevelopment Authority controls the site obviously we have a lot better control over the future of how that develops. So, it's concepts like this that you see here, that we'll really be able to use as the city to help facilitate specific redevelopment efforts. So we'll be using these kinds of images in our attempts to attract developers, to put out requests for proposal and say, "Here developer this is something that our community has kind of been vetted through our community. This is something that we would like to see, it's all of our previous planning efforts." So that'll provide them with very clear direction as to what they could put forward and get likely approved. So that's kind of my song and dance. I wanna make sure we had plenty of time for discussion and questions.

- We've been doing some work.

- We've been busy.

- Yeah.

- It's an amazing opportunity that's so great, that they reached out to you guys. I think that's a testament to the good work you've been doing with--

- Thank you, yeah, we were very fortunate to have a great relationship with the EPA that they had been very good partners to us. And yeah, this was, I think a rare opportunity I don't think EPA goes to many cities and offers this kind of guidance, but they recognize all the work that we've been doing and went and offer more guidance for us.

- Yeah, great work, Matt I mean it. Everything looks really great and I, you know, I think that it will be very attractive for developers and in the near future, I have one question. So, as you guys are working, you know, these concepts out, have you guys talked to like the small business owners around that area and what's their

input in it? I mean, obviously it's gonna be exciting, 'cause it's like new residents and it'll bring in more business, but, you know, have you guys gotten their input?

- So probably two, maybe three years ago now, we actually did, we've done a lot of outreach in this area first of all. We realized with the Shipyard Development in particular, I would have just a huge impact on the whole neighborhood and so, we wanted to work very closely with residents and business owners on the future of that site and the neighborhood as a whole. So, we've done a lot of surveying, we've done door to door surveys in the neighborhood. We've held open house meetings, that have been very well attended. Like the one you saw in the presentation. We've done direct paper surveys to business owners and business managers, so, went to all the businesses in the South Broadway Corridor. That was probably a couple of years ago, we've done more meetings since then. And with this particular effort, because it was during the pandemic we also had a very short timeline with this opportunity. It was kind of one of those situations where the EPA needed to finish it before the end of the year. And they, and it was like, "Here, Green Bay, do you wanna do this? If you do need to do it now." So we didn't get as much opportunity to do outreach with us but we did have stakeholder meetings, which the Business Improvement District Brian was part of those conversations.

- Okay, that's fantastic, I'm glad that you guys are getting their input in this, so, yeah, no, I mean, good job. I mean, everything looks really great, and the opportunity that you guys got to do this, this is just, it's amazing, so, yeah, good work.

- Thank you.

- Matt, are you able to throw that map up on the screen again?

- Yes. Which one would you like?

- Good question, that gets it all kind of maps. The one that shows like the top-down view, aerial view of, it was one of the first ones. Yeah, let's look at this one here so, you know, one of the things is I'm looking at this and of course, I see the greenway and I presume that's just recognizing that piece of property there is probably unbuildable given the propensity to flood from the slew. Would that be an accurate assessment?

- Yeah, I would say so. I mean, we've done a lot of good work with infrastructure in this area, as you're aware, we've got the new lift station, which should help.

- Mm-hmm.

- But this, it would kinda do a couple of things, and you know, it would be a great connector for people, along the greenway to see more park to the neighborhood, and then to the Shipyard, but then also, yeah, kinda soak up some of the Stormwater that, is likely going to build a pool in this area, yep.

- Okay, and I'm gonna connect us all together. So, when we look at the intersection of Arndt and Broadway, which is owned by the RDA and that was originally where, you may recall the Skowhegan had proposed the construction of this, you know, concert hall. Is there a reason that we're looking to do a park there as opposed to construction? In fact, if I don't, if I recall correctly, I thought that even some of the early discussions with Merge Urban Development were looking at that being a parking lot.

- Yes, that was actually with breakthrough, they were gonna--

- Is that a breakthrough conversation? Okay.

- It was the first break through conversation. With this, you know, I'm not sure if it's a recommendation.

- Right.

- From our consultants and from EPA. I think we would like, we would support that a portion of this be allowed for people to cross through and to get to the Shipyard and to soak up Stormwater. But, I think there's still opportunity for some development on the site. Parking lot, maybe if we need it--

- No, I don't like it as a parking lot.

- Me neither.

- You know, if I were to put this in priority I'd say, you know, some type of development, you know, then green space then parking lot. You know, but I was just curious if they were recommending park because you know, some Geotechnical kind of said like, "Hey, there there's some problems with building on here." I didn't know if there was a deeper reason to why they were recommending a park.

- Not, this one here now. It has more to do, I think with, wanting to maintain a connection, between Shipyard all the way up through Seymour.

- Okay, and then when you look at that space that triangle space between the tracks. That's also recommended as a park. Yeah, and so, obviously that's an area that's very interesting you know, and it's, it's always flooded right now, but I mean, does, same kind of question for that, it would that potentially be a buildable site, or is that too complicated with those tracks in that area?

- So that is actually owned by the railroad.

- Oh, it is, okay.

- So, and I wouldn't put too much weight on the term park and it being an official city park.

- Understood, yep, I get that.

- More of just a park-like environment or green and nature.

- And really what I'm going at it, Matt, more than anything, isn't necessarily whether it's a park or not, so much as is it buildable?

- Right, that one probably not just because, the ownership situation, something that I think we would really like to do is try to engage with CN, and see if we can do something to beautify it at least I, based on everything I've heard it's not likely that they're gonna be interested in selling that for redevelopment, but, maybe we can, do something to beautify it at least.

- Sure, okay, and then when we look at, so, when I look at those engineering studies, specifically related to the need for Stormwater retention pond over in the Seymour park area. You know, and that's something that's been talked about for a while, I know that the neighbors, and particularly the Neighborhood Association, aren't very fond of that idea. So, it begs the question of, you know, can, and I'm not trying to get into public infrastructure question 'cause I don't think that's necessarily the intent of this report, so much as it is for me to try to determine if that greenway, you know, is it big enough, I guess to, provide I guess that level of retention. Are you not, are you overly familiar with that topic?

- I'm a little bit familiar with it. As far as the greenway itself is envisioned with this, it's not meant to retain water, you know, it's not supposed to be like an open, a pond situation. Running water, it's not like we're day lighting stream, as it is just a depression, where water temporarily collect, during an event, a Stormwater event. I don't know if that answers your question or not.

- Well, I don't think the retention pond in Seymour Park is necessarily meant to be standing water either.

- Oh, okay.

- Right? And so, that's what I'm trying to see if the if the greenway I just don't know from an acreage perspective if the greenway's big enough to substitute for retention ponds and sea--

- No, it isn't. I mean, I guess, I can't say for sure, I'm not an engineer but I would highly doubt, it would it.

- Okay.

- The scheme was not meant to replace plans for a retention pond that I'm aware of. I mean, DPW has not been involved too.

- Okay, yeah, and I like the greenway idea, I like the connectivity to the neighborhood. I think that's really important, especially if we can do it in such a way that actually, you know, creates a walkway through that area. You know, I think of, you know, something like a sculpture park or a little bit, I think of it like a mini botanical garden or something, you know, where the water wouldn't, if it does fill up with water, it doesn't hurt what's there. You know, but still allow those people to really move through there. I think you have some real opportunity to do some unique and distinct things there to connect the residential neighborhood to the Shipyard Area. And then, sort of the last thing, well, second to last. So, I see the, you know, the call for multifamily residential, you know, nothing, nothing, nothing kills a downtown more, than when you give people a reason not to continue to walk.

- Yeah.

- And so, walkability, for walkability to exist, you obviously need those retail storefronts, and I appreciate obviously the notion that, "Hey, there probably isn't enough demand to completely fill all this in." And clearly I understand that these are not proposals, right? These are, they're just guidelines, and when we get development agreement those are the conversations we have, but, just personally, I'd love for us to still try to find a way to continue to create, you know, a storefront presence. You know, that isn't residential housing immediately facing the street. That's just a preference, not anything that would rise to the level where I think we need to modify the report but, I think it's something we all ought keep in the back of our minds, so that we can continue that continuity, you know, from the core of the district all the way to the Shipyard. I think that should be our longterm vision.

- That's my personal preference as well Brian.

- Yeah, unfortunately, sometimes I think it's kind of like, you know our, you know, stomach is bigger than our appetite type of thing, so.

- Mm-hmm. Oh, no, the other way around, right? Appetite bigger than your stomach. Anyway, the last thing I wanted to bring up, is Cheryl still on the line? I can't see everybody.

- There she is.

- Okay, and the only reason I bring it Cheryl, you and I talked this, and maybe it's the appropriate time to circle back, even with Neil on this. But, we have talked about Codify Design-- For the Broadway District. And there was a provision in this agreement that talked about the importance of design you know, because the construction, obviously, the Shipyard Area is going to look a little bit different than the Broadway area. And then of course, you have the rail yard area. And there's just, I mean, one of the problems or challenges that I think our downtown has, is that, there really isn't a solid design strategy or investment, you know, to really make these things look like districts, like unified districts. And one of the things Neil that I had Cheryl, had

shared with Cheryl before you were on board, is that, as a district on Broadway can apply for technical grants through the State of Wisconsin.

- Mm-hmm.

- Not that much. I can maybe get like you know, seven, eight, \$9,000, but what my hope was, heck if we could get that, combine it maybe with some contract services, you know, through Stantec or perhaps EPA funds, if there's any available yet that would allow us to create a more comprehensive design strategy, that can connect the Shipyard, you know, to the balance of the Broadway District. I'd love to see if there's a way that we can actually, you know, do that, even if it's not part of this report, but maybe, you know, I don't know if there's any additional funding out there that you think we could access in addition to the tech grant that I can get, you know, to make that happen, but, nor do I know how much it would cost to generate a report like that. But I'm looking for any kind of feedback that staff might have on that front.

- No, I think that's definitely. So I think this area would be very appropriate, something like that, all it does. And I think that's, like I said it's there's so much kind of looming on the horizon right now that could happen and go without, yeah,. I agree, having some sort of standard in place for this area, if whether that's, just, you know, certainly the public ways and connecting those ways, signage, landscaping, you know, the other hardscape things in the sidewalk and pedestrian areas, to actual building design elements, would be certainly something I think it's worth, certainly worth taking a look at if there was, that was an interest on this. You know, building massing I've seen somebody, a consultant obviously address some of that just from a very conceptual standpoint, but did not necessarily from an actual design standpoint, go in and say you know, "This is the area where we wanna mass the buildings higher to create a corridor or," you know, some very silly, some very intentional design standard. But I think that's, we'd happily take a look at that. I think that's, you know, is probably something we should probably I would say, we need to do sooner rather than later just knowing what's in the pipeline right now. So I think that's, that would be a very high priority for staff if that's something we're interested in doing.

- Yeah, and I think on my end, I'm less concerned about codifying it for buildings themselves, recognizing, you know, rights of private property owners and maybe doing more guidelines and recommendations.

- Mm-hmm.

- But I think codifying streets design ought to be a priority because if you, you know, you, if you ever come through the Broadway District I could show you 10 different types of light poles that exist down here, it looks like a cheap yard sale. And, as we're making the substantial investments in the Shipyard Area, substantial investments in the rail yard areas, these things ought to have some, you know, some commonality to them so that it does, like I said, look and feel like a district and not, that we're not doing what's easy, we're doing what's good for the health of the downtown in our community.

- Yeah, I would like to actually that's, out of the two Alder, I think that's the easier one for us to develop, we control those, those are our light poles, right? I think in some ways--

- [Man] Indistinct.

- And so whether ends on how we wanna do those and come up with a plan, even the payment possibly replace the ones we've gotten in there and come up with a schedule to do that. Absolutely, I think we can take a look at that right away and get something back to you for a recommendation pretty quick on that.

- So the question then would be, is it okay if we pursue that outside of this report that's been presented to us? Since they'd have those separated or, you know, specifically since this particular report, the way that I understand it, is funded by EPA, is there an opportunity to include that with the EPA funding or that need to be separate?

- Yeah, that with the EPA funding that we don't actually ever see the money, it's goes directly from EPA to the consultant. So, it would be a separate effort. It doesn't mean we can't take that work and put it right up into the same document, but we would just need to find out how to do that.

- Yeah.

- Okay, well, let's continue that conversation offline then. But I thought that since we were looking at this it would be the appropriate time at least to raise the discussion because I do think it's an important thing that we continue to take a look at, but overall, there's nothing in this report that to me, needs objectionable, like I said, even the little pieces that I prefer to see something else they're just guidelines. I think this is a wonderful blueprint, to really help guide what's happening down there. So, kudos to you, Matt. I know you've worked really hard on this, on those grants. Really appreciate all of your hard work. And something that you guys didn't mention, Not that you would but, even that that endowment for the arts grant that we received, you know, for underneath Mason Street, it's just exciting things to see. I mean, that's just gotta be exciting for you as staff to see the results in the fruit of your labor, so congrats.

- Will pass that along to Laura, absolutely, Alder, thank you.

- I definitely agree with you Alder. There's some stuff that's leftover and on Broadway, from days gone past, right? It's almost like these great things happened and then they, you know, got old, and the lights don't work in the street anymore. And so, you're absolutely right like, Broadway needs that face left along the corridor, so.

- Yeah, it's almost like the elected leadership over here forgot that we need to maintain the things that we do.

- Yeah.

- What's they been doing?

- Good job Pam.

- One thing you have like 10 people on staff.

- One, we're back to two now.

- I saw that, that's great. I just wanted to comment on that report and say, I really like that there's different kinds of housing put in there, I think, obviously it was my work now, affordable housing, how can we promote that and incorporate it into what looks best in the district and what will be best in the district? I know, with downtown it's been difficult filling in those, first floor retail, we see a lot of those being empty. So what can we do? I know that's not part of the EPA report, but just to keep in mind while looking at this report and wanting to fulfill those ideas, what can we do as, a city to bring that in?

- Well certainly to the EPA's mouth, but I would assume that they would want to see a corridor that actually has sound design standards, and they actually implement a nice project as well. That's, that makes it worth their investment as well. They don't wanna put, they don't, they wanna be able to point to this as a model project. They don't want it to be LG look at this kind of, you know, halfway thing that these guys did over here, oh yeah, they wanna see us do that too. So I would say, I think those conversations are more than appropriate.

- Yeah.

- To be coordinated in the part of this effort. So, Matt, did you need action from these folks on this?

- Ah yes, I'm looking for approval.

- Is there a .

- Sorry, one more thing. So, also as you guys are creating these concepts for this, for the Shipyard location, I think another important thing to know is, the functionality of the area. So, if you do like a community map of it, what are the resource that are around it? So, if you guys are looking to get these Mixed Use buildings up and businesses start coming in and start. As you guys are working with developers, think about what type of community you're building within the Shipyard Area. So, you know, we have, we don't have, you know, for instance, we don't have a grocery store really close downtown or we don't have, you know, I mean, there's new like, salons popping up, but you know, what are the resources that are missing downtown that we need. So, I really think about it in a function aspect.

- Yeah, thank you, we definitely try. Part of that first effort, the first technical assistance grant that we got with EPA that I mentioned earlier, we did a kind of a SWAT Analysis where we really looked at our strengths in the neighborhood. What resources exist there. So, something we're definitely keeping around.

- Okay.

- Matt, I have an unfair question for you I know but, it is probably not answerable, but I'll put these, when you put these plans together, is there, is timeline a part of your thinking? I mean, is there something that we could use this five years, something like that?

- For implementation?- Yeah.

- It depends on the document, honestly, but almost always, yes, there's always an implementation, list of things we wanna see accomplished. And sometimes we go as far to say, "We wanna see this objective completed by such and such date." We try to be a little bit more loose with it just because has been--

- Sure.

- Dynamics and whatnot.

- Yeah.

- As far as this goes, this one's really controlled by development. You know, when the developer comes knocking, and you know, we wanna be as ready. And so, it's a big effort why we, a big reason why we did this, so we can move as quickly as possible.

- Are there developers knocking on doors?

- Yes.

- Okay.

- Mm-hmm.

- That's good to hear.

- That's very good to hear.

- Yeah.

- You know, Matt and we've got every year we do that State of the Broadway District, and we delayed it just a little bit this year. But one of the things that we have sometimes to talk about is like, what's the new thing and right? Then you can show people, you just gave me it, so thank you.

- Oh, good, I'm glad I could help.

- Is there a motion to approve the Shipyard Quarter Study and Redevelopment Guide?

- Move to approve.

- I second.

- I second.

- Go ahead Tara do you have--

- Second by Tara, any further discussion? And none, all those in favor, say I.

- I.

- I.

- Any oppose? Motion carries. And now we go to F, informational one director's report.

- All right, so, week three, here for me starting up here been hitting the ground, running a lots of projects. Again, we've been very impressed with the number of things that are in the pipeline, Matt's not kidding, when he says there are lots of things out there. We're going on, we're trying to, you know, a couple of them have been hanging out there for a little while. So we're trying to kind of get them to the finish line in terms of some of the downtown area projects. You know, working on some additional grant resources. Matt have a good meeting today with some resources that we might be able to leverage in addition to some other areas related to the waterfront, to participated in a meeting, two meetings this morning, actually one with the town BID Districts, was very excited to see the number of folks who were still participating in up and in on that one. Alder Johnson was in on that, did a great presentation today with some video features of some of the businesses. So, it's great to see the downtown businesses still kind of, putting their best effort in trying to network and learn about what's going on and really be a resource for one another. So we're excited to see that. You know, one of the things we need to do from our department is figure out a more formally I think how we can work with the BID Districts and support their efforts especially, coming out of the pandemic. Alder Johnson, I've had a very preliminary 10,000 foot. Yeah, that's something we know we need to talk about, but we haven't needed to really get more formal on that a little bit. And the same goes for the Chamber of Commerce. The Green Bay Chamber is doing some great work in terms of, things like workforce development, things that want to kind of affect. I think some of the things this body would be taking a look at. Yeah, so, I think figuring out how we can coordinate with their efforts a little better, is something certainly on my agenda. Also, probably looking at trying to do a little bit of a, I guess, for lack of a better term, a TIF Management Plan, by taking a look at all of our existing districts and really kinda trying to map out, when we think they're gonna close, and when we're gonna have the affordable housing aspects of those and really get a good understanding so we can really, well, I think that's out there, I think when staff talks about it, we kind of all know, and the very staff knows what each district is kind of doing, but really trying to have good or master approach on where we think all of those districts are at, and being able to kind of comprehensive one-stop spot to really help be able to talk about that. One interesting invitation that came through today, in terms of biking, I think, somebody in this body was more interested in, in terms of industrial development and attracting employers, got invited to come address the Brown County Administrators meeting in here a couple of weeks. And they wanted me to specifically talk about, how to not get leveraged against each other when private

development comes to town. Which I've had some experience with in my previous life. So there are some things I think we can do, we can do or show everybody all of our cards, but there is certain things in terms of how we can communicate with one another when a development prospect comes to town, to maybe avoid getting leveraged go over the board more than somebody might have to. So, I think that is something that would be benefiting all communities Will benefit from that. It's easier said than done, it's, you know, somebody really wants a project, they're gonna do what they're gonna do. But I think there are ways to communicate to make sure when someone says, "Well, Village of Howard says they're offering us you know, \$10 million, it's like," and I can actually call up Paul Evert's, the City Administrator and Howard would be like, "Yeah we're only really offering like \$1 million over this here." So actually have a conversation, on what those kinds of things are. Again, it doesn't mean we're gonna, you know, completely never compete on those things. But I think it is something that could be advantageous to all of our communities. If we could establish some kind of, some ground rules. At least just how to with each other and avoid getting unnecessarily leveraged against private development when we compete. So, we'll see, it should be interesting to see how it goes. It's always easier said than done. Folks that are always sure are always happy to say. "Yeah, that sounds like a great idea." Until it nice big sexy project comes along, and then you are like probably, and then it's a little bit tough to actually make it happen, but I think it is worth the effort. In addition, going forward, I think for non-legal, this body, the RDA, even council, looking at having more of a formal project update in terms of kind of, you know, on a regular basis, really kind of what's going on and what we've written. Summary, to kind of let folks know where projects are at. This started off as an exercise for me, just trying to get my arms around everything that's going on in one's speaking him stop one file, and really got that to a point where like, "You know, there's there's no reason we shouldn't be sharing that." There's certainly there'll be, might be things that are, something's confidential, we will take the name out to protect the whoever the interest is. But I think to have that information available, going forward, hopefully starting in March, would be beneficial to somebody like, you know, organizations like this one, as you guys are evaluating, you know, kind of where you wanna go on different things. And I think those are kind of, that's kind of the main ideas, items where I'm at. I'm certainly, if there are any questions anybody might have or there's a specific project question, if I don't have it, I can certainly track it down and get it back to anyone if there's any, if anybody has anything, we're happy to address it.

- Not now.

- Eventually, you guys go how to get ahold of me though, that's fine.

- Now we know who you are.

- That's right, I'm counting on it, I'm counting on it. Don't let them, I need to, you know, I'm not a, as you guys could probably figure it out, I'm not exactly a quiet, shy individual. I'd rather be up there rolling up my sleeves, getting down and dirty on things. So, if you ever need anything or have any questions on anything, do not hesitate to call.

- Will do.

- Anyone, have any questions for Neil?

- Not a question, but just welcome on board Neil. We're happy to have you, and you have a city full of citizens who are here and ready to support you and your efforts too. So, we're happy to have you.

- Sounds good, well, it sounds like we're gonna be talking some more to Tara, so I'm excited about that so.

- Same here, same here.

- Do we need any action on that?

- No parts.

- No ma'am.

- All right, anything else for Neil? What else, I'll go to number two, Brownfields Program Update.

- I don't really have a robust presentation this time. It won't be too long before our meeting again. So, I'll have more information for you there. I'll give you a brief update on the Revolving Loan Fund Program, which we're trying to get up and running. It's taken a little bit more time than what we had anticipated, but we're working on it and, I want our consultants taken a crack at our Policies and Procedures documents right now, working on getting application forms, and marketing materials prepared. So, hopefully if not by the next meeting maybe the one after that we'll have a program to launch and we'll be looking for your approval on that. So, hopefully more to come soon.

- Awesome. Any set of question?

- And just a quick question for you, and actually, I'm not sure if, this isn't related to Brownfields but it seems like an opportune time to ask the question. So this body had actually given staff direction to launch or initiate another, that retail study, do you remember that? And we were talking about like, recognizing industrial needs as well as retail and other things. Do you know where we're at with that?

- Yes, there he is.

- There's the gatekeeper.

- That is Dave, that's right.

- Gatekeeper, Dave and Wendy. So Wendy is here too, I don't know if her mike is gonna work where she's sitting but yeah, we have a final draft. We're just doing final edits, re-edits on the executive summary, to make it a little more user-friendly. It was done by a Commercial Real Estate Company and it reads like something done by a Commercial Real Estate Company. So we are really trying to make that, it's about a five page executive summary. Make it really understandable to the common person. But yeah, it includes Industrial Commercial and also a Dovetails multifamily, kind of, with the housing study, but from a different angle 'cause again, this wasn't a planning firm that did it. We purposely chose a Real Estate Marketing Company. So, we hoped to have it for this one but, you guys would not have liked that summary at all. So, the next meeting you'll have it, I promise.

- All right, I feel like I would nerd out over it, but you know.

- Well, I can give it to you.

- [Woman] Give it to everyone.

- Thank you for that update.

- Sure.

- All right, we'll go to number three. Date of next meeting is March 1st, 2021. Is there any other information before we adjourn? And I need a new chair.

- Perhaps just a question for the chair.

- Yeah.

- If she has an answer, I presume at the next meeting we will be selecting a new chair?
- Should be on the agenda.
- Okay, and obviously with your departure, I think we are now down three individuals.
- Two.
- Two.
- To two or three, Matt.
- I think it's two, Mary--
- I thought it was two plus Pam, and either way we're down a couple of folks.
- Yeah.
- You know, and so, not only am I thinking about, you know, quorum considerations, but obviously, you know, who's gonna take that chair spot over. So, as it stands right now, it would seem to me that we have three potential candidates being Mike, Tara and Glenn. And then of course, you know, unless it's the vice chair that automatically rises up to that, I don't know what the protocol is, so I was just looking to see if we have some clarity around that.
- I think my default position on that ought to would have probably be that I think that, we would ask the vice chair, Peot to take that first, to act as chair for that next meeting. And as part of that, probably we would be designating, actually an opening the floor to somehow exactly what process would be selection of a chair actually at the meeting.
- Okay, and the reason I wanted to bring it up now is because I think members of the board should be thinking about that before the next meeting.
- Not ready.
- So that way nobody finds themselves on the hot seat unexpectedly.
- Oh, you don't 'cause I'm pretty sure--
- I cannot make the next meeting, I'll be out of country.
- Okay.
- So I can't even tap in via phone.
- Okay, we may need to revisit that meeting date then, we'll have to see exactly what we do, so.
- Yeah.
- That's usual the opportunity if the second on command's not there, that you vote him in as the chair.
- Vice chair.

- I thought that's how it worked. I saw it work neighborhood associations, right?
- Well, how it usually works is, I wanna let you guys know before the meeting, I'd tell you as I was leaving, but vote of vice chair first, without knowing I was leaving and then you give the vice chair.
- And then give him a promotion right away?
- All sneaky.
- We will address that somehow at the next meeting, we ought to have to obviously make sure we've got quorum I agree Alder Johnson since we hadn't getting down there a little bit, we gonna make sure we get enough people to conduct business, so.
- Does staff have a list, a running list of potential authority members, of citizens from the realms of work, or--
- I don't know if--
- need to.
- But what if we've got a predesignated list do we? But, we probably have some ideas. If we sat down and put a list together, we could probably come up with some targets but I don't believe we have one pre to pre-established I don't believe
- The Mayor's Office keeps a list of--
- Oh, okay.
- Interested parties but yeah, whether they're EDA appropriate or not, I'm not sure.
- Okay.
- Cool. Usually like some really a target a little business business background and certainly in financial real estate any sort of those backgrounds are helpful, but he also, we certainly need other perspectives as well. Those are always helpful, so.
- Okay--
- And so that I'm not thrown off, because I've never seen an agenda item after adjournment, are we hanging on the call for that item? What is, I don't know what that is.
- Yeah, I believe that we're just all this is gonna be some, just a general kind of discussion, it's not nothing really for actionable, it's really just kind of present some information. I think we just did it because of, we let them terms of it, didn't need it to be as part of the formal, actual of the committee, it's more and more of just an open workshop to discuss about what the role of this group could be going forward. It's certainly changed over time a little bit so, we, I just have like four or five slides Alder Johnson to go through and just really wanna open it up for comments on from the Spotty here and, it was maybe something we may have formerly put on as an agenda item for action, then it's the next meeting, if there's some feedback.
- All right so--
- Okay. So you'd be looking for a motion to adjourn and then we'll take that item up.
- Yes please.

- Dave, do you have anything else?
- No, that's exactly what Brian said, I was gonna say we, the formal meetings adjourned, we'll turn off the video, but because there is technically a forum meeting, it's been noticed and so the workshop is--
- Mm-hmm.
- Is open, so to speak.
- Yeah, we have to adjourn.
- To move.
- Second.
- And.
- Great.
- Nobody has second.
- Oh, I can second can I?
- Sure.
- I'll second.
- Take it.
- We'll adjourn
- I.
- Think all Alder Johnson, I called a second, so you just need to roll it. Oh, all those in favor?
- I.
- Any oppose?
- I.
- Well, Shane Kerry is, sorry, whenever I say adjourn at any of my committee.

