

**Community Development Authority  
of the City of Onalaska**

Wednesday, May 15, 2019

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1 The meeting of the Community Development Authority of the City of Onalaska was called to  
2 order at 4:00 p.m. on Wednesday, May 15, 2019. It was noted that the meeting had been  
3 announced and a notice posted at City Hall.

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5 Roll call was taken with the following members present: Ald. Tom Smith, Ald. Jim Olson, John  
6 Lyche, Ron Johnson, Joe Bucheger, Mike Gargaro. Ann Brandau arrived with the meeting in  
7 progress.

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9 Also Present: City Administrator Eric Rindfleisch, Planning Manager Katie Aspenson, Ald.  
10 Diane Wulf, Ald. Boondi Iyer

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12 **Item 2 – Approval of minutes from the previous meetings**

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14 Motion by Ald. Olson, second by Joe, to approve the minutes from the previous meeting as  
15 printed and on file in the City Clerk’s Office.

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17 On voice vote, motion carried.

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19 **Item 3 – Public Input (limited to 3 minutes/individual)**

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21 Mike called three times for anyone wishing to provide public input and closed that portion of the  
22 meeting.

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24 **Consideration and possible action on the following items:**

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26 **Item 4 – Election of:**

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28 a. Chair

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30 Motion by John, second by Ald. Olson, to nominate and reelect Mike Gargaro as Chair of the  
31 Community Development Authority.

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33 Mike called three times for additional nominations and closed the nomination process.

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35 On voice vote, motion carried.

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37 b. Vice Chair

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39 Motion by John, second by Ron, to nominate and reelect Joe Bucheger as Vice Chair of the  
40 Community Development Authority.

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42 On voice vote, motion carried.

Reviewed 5/17/19 by Katie Aspenson

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**Item 5 – Update on Onalaska Redevelopment Plans for the State Road 16 Corridor and Downtown Onalaska**

Katie said CDA members had requested city staff to do several things between the previous CDA meeting April 10 and today, including obtaining printing costs for the new State Road 16 Corridor and Downtown Onalaska plans. Katie noted she had obtained three different quotes for printing the redevelopment plans. Katie said the city had issued a press release that discussed the highlights of the plans, and she was interviewed by a local radio station. Katie said she also had reached out to everyone with whom the city and Hoisington Koegler Group, inc. (HKGi) had had stakeholder meetings and sent them links to the webpage devoted to this project. Katie told CDA members five or six individuals had contacted her via email and thanked the city for the work it had done and the vision it had pursued. These individuals also said they look forward to opportunities as they arise.

Mike asked Katie if perhaps the CDA could receive quarterly statistics regarding activity on the website.

Katie said she will be able to do so.

Mike also asked if perhaps the city could place the link to the website or a message regarding the redevelopment plans in its utility bills.

City Administrator Rindfleisch told Mike there would be a cost associated with including that information in the utility bills.

Mike asked if perhaps something could be printed on the bills themselves.

City Administrator Rindfleisch said there would be a cost associated with doing so, but he will speak to someone in Utilities.

**Item 6 – Consideration of Printing Costs for Onalaska Redevelopment Plans**

Katie told CDA members she had reached out to Rooney Printing, which had done the printing for the brochures and the city’s Comprehensive Plan; La Crosse Mail & Print Solutions; and Dairyland Power. Rooney Printing’s bid came in between \$300 and \$280 to print all 20 books (40 total – 20 for the State Road 16 Corridor, and 20 for Downtown Onalaska), and the total cost would be \$580. La Crosse Mail & Print Solutions submitted a bid of \$636 for 40 books. Dairyland Power submitted a bid of \$379 to print 40 books, and also had given Katie a sample for CDA members to examine.

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84 John said 20 books apiece for the State Road 16 Corridor and Downtown Onalaska do not seem  
85 like enough, but he also said he is unsure of what the demand will be.

86  
87 Katie told John city staff has found such books are not distributed often based on a past city  
88 survey and the Comprehensive Plan, and that a majority of people go to cityofonalaska.com and  
89 download the information. Katie said that while some individuals come to City Hall to examine  
90 the information, she does not recommend printing more than 20 books for each plan as there are  
91 several boxes of past plans in the City Hall basement. Katie added she believes 20 books per  
92 plan is an acceptable amount, but Dairyland Power, if it is chosen to print the plans, would be  
93 able to print another 40 books quickly.

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95 Mike asked Katie how many requests for printed copies of the plans she had had since the April  
96 10 CDA meeting.

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98 Katie told Mike she had had none and said individuals had looked through printed copies of the  
99 plans at the city's last public meeting. Katie said that while she believes people will examine  
100 printed copies of the plans if they are accessible, "we don't typically get the requests." Katie  
101 also said the city typically has sold copies of the Comprehensive Plan or zoning ordinances, and  
102 she said perhaps the city could charge \$15 or \$20 for printed copies of the plans.

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104 Mike asked City Administrator Rindfleisch and Katie how aggressive the city should be in  
105 providing either landlords or businessowners with copies of the plans.

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107 City Administrator Rindfleisch said he believes 20 hard copies of each plan is sufficient, noting  
108 LADCO had presented the electronic version of the State Road 16 Corridor plan to its members  
109 at its last meeting. City Administrator Rindfleisch said he does not believe the book is the actual  
110 market piece, stating he also does not believe it will generate any additional interest. City  
111 Administrator Rindfleisch said it is now his task to determine how to best market the plans, and  
112 that can include utilizing the media, contacting developers, and driving traffic to the city's  
113 website.

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115 Katie said she has been asked by individuals to send them the link when they have heard about  
116 the plans.

117  
118 John said he wants to exercise fiscal responsibility and told CDA members he believes at least 20  
119 copies each of both plans should be printed. John also said that while he approves of selling  
120 them for \$10 apiece, if necessary, to liquidate supplies and recoup expenses, he also said, "If you  
121 look at the property tax standpoint, one month's property tax for half of a building will pay for  
122 all of the printing costs. I would hate to run the risk of losing something because we saved  
123 whatever."

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125 City Administrator Rindfleisch said if developers are being targeted, then they are given copies.

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127 John noted he used to work in the printing business and said 200 copies were routinely printed if  
128 someone ordered 100 copies because whomever placed the order would come back for more  
129 copies.

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131 Mike asked Katie if she had asked the CDA to provide printer names at the April 10 meeting.

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133 Katie told Mike she had obtained quotes.

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135 Mike noted Miller Quick Print is nearby and said perhaps either Miller or Crescent Printing  
136 could have been options.

137

138 Katie told Mike the companies from which she had obtained quotes are companies with which  
139 the city has worked in the past on its larger printing jobs.

140

141 Mike asked John if the motion is to approve \$700 for printing the redevelopment plans, and also  
142 to ask Katie to contact Miller Quick Print and Crescent Printing and obtain quotes from both.

143

144 John asked Katie to also inquire about the type of volume that can be purchased at that price.

145

146 Katie said she will ask both Miller Quick Print and Crescent Printing to provide quotes for  
147 printing 40 copies of the plans.

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149 Motion by Joe, second by Ald. T. Smith, to authorize Planning Manager Katie Aspenson to  
150 contact both Miller Quick Print and Crescent Printing and obtain quotes for printing costs for the  
151 Onalaska Redevelopment Plans at a cost not to exceed \$700.

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153 On voice vote, motion carried.

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155 **Item 7 – Closed Session**

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157 To consider a motion to convene in Closed Session under Section 19.85(1)(e) of the Wisconsin  
158 Statutes for the purpose of deliberating or negotiating the purchasing of public properties, the  
159 investing of public funds or conducting other specified public business whenever competitive or  
160 bargaining reasons require a closed session:

161

- 162 • Discussion and Consideration of a Development Agreement with Marvin Wanders of  
163 GRR Onalaska, LLC, P.O. Box 609, La Crosse, WI 54602 as associated with Tax  
164 Incremental District (TID) #5

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166 If any action is required in Open Session, as the result of the Closed Session, the Community  
167 Development Authority will reconvene in Open Session to take the necessary action and/or  
168 continue on with the printed agenda.

169

170 Motion by Ron, second by John, to convene in Closed Session.

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172 On roll call vote: Ald. Tom Smith – aye, Ald. Jim Olson – aye, John Lyche – aye, Ann Brandau  
173 – aye, Ron Johnson – aye, Joe Bucheger – aye, Mike Gargaro – aye. In Closed Session at 4:20  
174 p.m.

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176 Mike noted the CDA is reconvening in Open Session at 4:51 p.m.

177

178 John noted he is a public representative on the TIF and said he is not certain he is able to vote on  
179 this item.

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181 City Administrator Rindfleisch told John he is able to vote on this item.

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183 Motion by John, second by Joe, to approve the Community Development Authority signing a  
184 Development Agreement with Marvin Wanders of GRR Onalaska, LLC, P.O. Box 609, La  
185 Crosse, WI 54602 as associated with Tax Incremental District (TID) #5.

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187 Ann said the agreement requires GRR Onalaska, LLC to produce all the insurance riders, and  
188 that she believes the City of Onalaska may determine if this is adequate.

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190 John said the proviso is part of the motion.

191

192 On voice vote, motion carried.

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194 **Adjournment**

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196 Motion by Mike, second by Ald. Olson, to adjourn.

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198 The meeting was adjourned at 4:52 p.m.

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200

201 Recorded by:

202

203 Kirk Bey