

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

Wednesday, August 26, 2020

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1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 4:03 p.m. on Wednesday, August 26, 2020. It was noted that the meeting had been
3 announced and a notice posted at City Hall.

4
5 Roll call was taken with the following members present: Ald. Jim Olson, Ald. Tom Smith, Ron
6 Johnson, Joe Bucheger, Ann Brandau, John Lyche, Mike Gargaro

7
8 Also Present: City Administrator Eric Rindfleisch, Mayor Kim Smith, Planning Manager Katie
9 Aspenson, Planning Technician Zach Peterson

10
11 **Item 2 – Approval of minutes from the previous meetings**

12
13 Mike addressed the CDA's minutes from the April 3, 2020 meeting and noted the name of the
14 financial institution at which he is employed was mentioned several times. Mike noted that
15 neither the name of the financial institution nor his title were mentioned in the minutes of the
16 CDA's meetings in 2019. Mike said he prefers that the minutes state he is employed by a local
17 bank, stating he does not believe people need to know where he is employed or the title he
18 carries. Mike said he does not come to the CDA in the attempt to generate business for the
19 financial institution, but rather to serve as a City of Onalaska citizen.

20
21 City Administrator Rindfleisch told Mike if there are multiple corrections he wishes to make, the
22 easiest way to do so is to refer approval of the April 3 meeting minutes to the CDA's next
23 meeting and submit the proposed changes to CDA members. City Administrator Rindfleisch
24 said the minutes from the April 3 and August 26 meetings then may be approved simultaneously
25 at the next meeting.

26
27 Mike told City Administrator Rindfleisch he will send copies of the April 3 minutes to CDA
28 members.

29
30 John asked Mike if he is looking to change all the reference to his employer and title.

31
32 Mike told John he is correct and said he does not know why they were included.

33
34 City Administrator Rindfleisch noted the City of Onalaska utilizes a transcriptionist and said the
35 difference likely is the fact the April 3 meeting was held remotely. City Administrator
36 Rindfleisch said this makes it easier to transcribe the minutes more accurately than when the
37 CDA meets in Room 112 at City Hall because oftentimes CDA members are not in the
38 microphones, and they are not aware of how little their voices are in the microphones to be
39 picked up. City Administrator Rindfleisch said there could be more detail in the meeting
40 minutes based off that, and he told CDA members the minutes are subject to approval by them.
41 City Administrator Rindfleisch said the CDA may go over the corrections one by one if there are

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42 several, but he told Mike he may submit the April 3 meeting minutes to CDA members for
43 review prior to the next meeting.

44

45 Mike told CDA members he is open to whatever they wish to do.

46

47 John told Mike the April 3 meeting minutes still will need to be approved after they are amended
48 and said he believes if the CDA makes sure that the minutes reflect the changes – specifically,
49 the name of Mike’s employer and his title are removed – the CDA still needs to approve the
50 minutes after they are amended.

51

52 City Administrator Rindfleisch concurred.

53

54 John suggested removing the approval of the April 3 minutes from this agenda and move it to the
55 CDA’s next meeting, at which time the April 3 and August 26 meeting minutes will be approved.

56

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

58

59 Mike called three times for anyone wishing to provide public input and closed that portion of the
60 meeting. Mike also thanked Katie for submitting the permit information he had requested as
61 CDA members had not seen it during the year.

62

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

64

65 **Item 4 – Election of:**

66

67 A. Chair

68

68 B. Vice Chair

69

70 Motion by Ald. Olson, second by Ald. T. Smith, to nominate and elect Mike Gargaro as Chair of
71 the Community Development Authority.

72

73 Motion by Mike, second by Ald. T. Smith, to nominate and elect Ann Brandau as Vice Chair of
74 the Community Development Authority.

75

76 Mike called three times for any other nominations for either the Chair or Vice Chair positions
77 and closed nominations for both.

78

79 Vote on the CDA Chair and Vice Chair positions:

80

81 On voice vote, motion carried.

82

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83 **Item 5 – Review and Consideration of CDA Financials:**

84

85 a. 2020 CDA Financials

86

87 City Administrator Rindfleisch reported the following:

88

89 • Assets in Fund 992 total \$444,250.97.

90 • Accounts Payable under Liabilities total \$56.12.

91 • Total liabilities, equity, and the current surplus equals \$444,250.97.

92

93 Mike inquired about the balance and the investments, asking if that total had been approximately
94 \$200,000. Mike also asked if the incoming funds must be turned around and passed through
95 different city funds, or if it is from the sale and has increased.

96

97 City Administrator Rindfleisch explained that it is not in a designated account for the CDA, but
98 rather part of the investments that are spread throughout so there is no exposure to more than
99 \$250,000 anywhere.

100

101 Mike told City Administrator Rindfleisch the last statement he remembers seeing was less than
102 \$300,000, and it now exceeds \$400,000. Mike said it does not appear as though there is a
103 significant amount of incoming revenue, and he asked if a sale had occurred.

104

105 City Administrator Rindfleisch told Mike the primary change in the investment is due to the
106 transaction for the development project that the CDA acquired from the City of Onalaska and
107 then sold. City Administrator Rindfleisch told CDA members he does not know when the cash
108 flow occurred and said it is the activity throughout the year. City Administrator Rindfleisch told
109 CDA members provided that the project succeeds, it will generate further revenue. However,
110 that will not occur for several more years.

111

112 Mike referred to the financials and noted interest income totaled \$1,934.82, and there also were
113 \$56.12 in expenditures.

114

115 City Administrator Rindfleisch noted there are no additional revenue sources at this time outside
116 of interest, and the possibility of that project.

117

118 John noted there was a \$246,998.91 in miscellaneous income that was posted in 2019, and he
119 asked if that is what is being referred to.

120

121 City Administrator Rindfleisch said yes.

122

123 John also noted there had been a transfer to increase the total to nearly \$259,000 (\$258,851.95).

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124
125 City Administrator Rindfleisch said it all had come from the one transaction and continued with
126 his report on the financials:

- 127
128 • There is a \$5,065.18 shortfall in interest income. The amount that was budgeted (\$7,000)
129 occurred when there were higher interest rates.
130 • LADCO has not yet submitted an invoice, and there still is \$7,815 remaining in
131 subscription and dues.
132 • There have not been any seminars or conference due to the COVID-19 pandemic.
133 Therefore, \$1,320 remains in that account.

134
135 b. 2021 CDA draft budget

136
137 The 2021 CDA draft budget, based on Financial Services Director/Treasurer Fred Buehler's
138 estimates, is as follows:

- 139
140 • Fred has estimated \$700 in interest income, compared to \$7,000 in 2020.
141 • Fred has budgeted \$11,100 for expenses, compared to \$11,085 in 2020.

142
143 **Other Contractual Services (Financial Advisor, Attorney, Bond Counsel): \$0**

144 **Transcription Contractual: \$700**

145 **Office Supplies: \$150**

146 **Postage: \$100**

147 **Copy Usage & Paper: \$300**

- 148 • **Copies of CDA packets, reports, maps: \$200**
149 • **Printing expenses for poster-sized documents: \$100**

150 **Subscriptions & Dues: \$7,830**

- 151 • **LADCO membership: \$7,500**

- 152 • **7 Rivers Alliance membership: \$330**

153 **General Advertising: \$0**

154 **Seminars, Conferences & Travel: \$1,320**

- 155 • **WEDC Trainings & Conferences: \$1,040**
156 • **UW-La Crosse Economic Indicators Events: \$100**
157 • **LADCO Events: \$180**

158 **Operating Supplies: \$500**

159 **Printing & Forms: \$200**

160 **Total Expenditures: \$11,100**

161
162 City Administrator Rindfleisch noted the following:
163

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- 164 • No funds for WEDC trainings and conferences have been expended in the last two years,
165 and the local events have not occurred in 2020. Staff has budgeted for them again in
166 2021 in anticipation of both city staff and CDA members having the opportunity to
167 participate.
168 • Interest is the only incoming revenue. The \$444,250.97 may be utilized both for
169 investments and to cover the budget shortfall.

170

171 Mike asked why the operating transfer in had ceased, also asking if it represented the room tax
172 funds the CDA no longer received after 2019.

173

174 City Administrator Rindfleisch told Mike the CDA no longer may receive a portion of the room
175 tax revenue, pointing out that that had ended several years ago.

176

177 Mayor K. Smith asked City Administrator Rindfleisch if the funds had been rental fees paid by
178 Shared Ride to utilize the old City Shop.

179

180 City Administrator Rindfleisch said yes.

181

182 Ald. T. Smith asked City Administrator Rindfleisch if there are any appropriate CARES Act
183 funds that would affect the CDA's account.

184

185 City Administrator Rindfleisch said the only grants the city was eligible to obtain were expenses
186 in direct relation to its response to the COVID-19 pandemic. City Administrator Rindfleisch
187 added that revenue shortfalls are excluded.

188

189 Motion by John, second by Ann, to accept both the 2020 CDA financials and the 2021 CDA
190 draft budget.

191

192 Ron asked if the fact this is a draft budget should be included.

193

194 City Administrator Rindfleisch told Ron the budget states the 2021 CDA budget is a draft budget
195 and should be approved as such.

196

197 On voice vote, motion carried.

198

199 John asked if the CDA should be discussing any new TIF Districts, and he also asked either City
200 Administrator Rindfleisch, Mayor K. Smith or Katie to provide CDA members with an update.

201

202 City Administrator Rindfleisch told CDA members there is nothing on today's agenda that
203 allows that update to occur. However, City Administrator Rindfleisch said he will be able to
204 provide public input if a CDA member asks to reconsider Item 3.

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205
206 Mike said he will return to Item 3.

207
208 **Eric Rindfleisch, City of Onalaska Administrator**
209 **742 Oak Timber Drive**
210 **Onalaska**

211
212 “There is the possibility and an opportunity to create a TID Number 6 in the city. This is for a
213 parcel of land that is north of the Mayo parcels along Sand Lake Road. If you recall, these are
214 the same parcels that the developer had made inquiry with the CDA to see if we would be
215 interested in funding a study for what the city would like to see here. Although there is no
216 General Fund availability from Council, the CDA chose not to fund that, so the developer didn’t
217 move forward with the request. ... The one challenge here is for the massive amount of
218 infrastructure – water, sewer, stormwater, and traffic improvements – but for assistance from the
219 TID, the project would not occur. The city made an application for a TID District to include all
220 that [and] to bring the water and sewer from the north for this parcel along County [Trunk
221 Highway] S from the north down into this parcel, and then continue that on to the Mayo parcel,
222 then run stormwater from this parcel to the south along Mayo into our new storm retention pond,
223 and then traffic improvements for the area as well. The Plan Commission met [Tuesday night]
224 and had a hearing. The Joint Review Board also met [Tuesday] night and approved moving
225 forward. The next step would be that the Common Council would review the activity, and the
226 Joint Review Board will meet again depending on what the Council action is to either approve or
227 decline the TID District. [There are] \$5.4 million in infrastructure improvements, and there is
228 \$63 million worth of potential development to offset that in the next 20 years. At this point in
229 time we are intending – hopefully if the development occurs on schedule as proposed – to close
230 it out in 2033. So [there is a] good opportunity [for] some good growth for the city.”

231
232 John asked City Administrator Rindfleisch if he had spoken to the fact the TID is phased in
233 nature.

234
235 City Administrator Rindfleisch said townhomes would be constructed in one section; another
236 section would be commercial properties; and another section would be a larger version of the
237 Aspenson project located on the west side of Sand Lake Road. City Administrator Rindfleisch
238 said that although it is one building, it would be phased in much like the one on the west side of
239 Sand Lake Road. The infrastructure would not need to occur until 2025, and City Administrator
240 Rindfleisch said there should first be some buildings in the ground to generate increment prior to
241 any issuance of debt. City Administrator Rindfleisch said both residential and commercial
242 properties would be constructed where Rolling Oaks Drive and Sand Lake Road intersect, and
243 pure commercial properties would be constructed closer to the power lines. The district also
244 includes the vacant parcels surrounding the Menards project, and City Administrator Rindfleisch
245 said any development that occurs in that area also would help offset any infrastructure costs.

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246
247 John suggested that the next CDA meeting agenda include an update regarding TID No. 6. John
248 also said TID No. 6 is different than TID No. 5 as there is a slow phase-in. John noted it is a
249 mixed TID, with only 35 percent of the property consisting of residential housing, and the rest of
250 the property will be mixed use (commercial and other types of construction). John said he
251 believes the payback will be substantial, and it also will assist an area that has been slow to
252 develop. John said he believes the CDA will want to consider further enhancements as the State
253 Trunk Highway 16 corridor is examined.

254
255 City Administrator Rindfleisch asked that the next CDA meeting agenda include a review of
256 both TID No. 5 and TID No. 6.

257
258 **Adjournment**

259 Motion by Ald. T. Smith, second by John, to adjourn.

261
262 The meeting was adjourned.

263
264
265 Recorded by:
266 Kirk Bey
267