



Community Development Authority Agenda

Tuesday, December 6, 2022 @ 4:00 PM

415 Main Street, Onalaska WI 54650

Meeting in person in Room 112 & remotely on Zoom

Members of the public wishing to attend remotely and provide public input:

Meeting Link: <https://us06web.zoom.us/j/87423216513?pwd=UkxvdllqdmZUanhUOXNWdk1Ob2RDZz09>

Phone Number: 1-312-626-6799 Meeting ID: 874 2321 6513 Password: 54650

1. Call to Order and roll call.
2. Consideration and action on minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual).

Consideration and possible action on the following items:

4. Discussion on potential Economic Development Options:
 - Facade Improvement Programs for Commercial Properties.
 - Existing La Crosse County Economic Development Programs.
5. **Closed Session:** To consider a motion to convene in closed session under Section 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session:
 - Downtown Redevelopment Opportunities

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

6. Adjournment.

Notice is hereby given that members of and possibly a quorum of the Common Council of the City of Onalaska who do not serve on the Community Development Authority and members of and possibly a quorum of members of other governmental bodies may attend this meeting to gather information about a subject over which they have decision making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Notices also provided to: Community Development Authority (Ald. Diane Wulf, Ald. Dan Stevens, Mike Gargaro, Ann Brandau, John Lyche, Joe Bucheger, Ron Johnson), Common Council (Ald. Tom Smith, Ald. Leanne Stokes, Ald. Dan Stevens, Ald. Diane Wulf, Ald. Steven Nott, Ald. Larry Jiracek), Mayor Kim Smith, Interim City Administrator Amanda Jackson, Department Heads, Media, & Applicants.

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.

Statutory Notice Mailed and Posted: 11/30/2022

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1

1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 4:00 p.m. on Tuesday, December 6, 2022. 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. Dan Stevens, Ald. Diane Wulf,
6 Mike Gargaro, John Lyche, Joe Bucheger, Ron Johnson, Ann Brandau.

7
8 Also Present: Mayor Kim Smith, Planning Manager Katie Aspenson.

9
10 **Item 2 – Consideration and action on minutes from the previous meeting**

11
12 Motion by Joe, second by Ann, to approve the minutes from the previous meeting as printed and
13 on file in the City Clerk’s Office.

14
15 On voice vote, motion carried.

16
17 **Item 3 – Public Input (limited to 3 minutes/individual)**

18
19 Mike called three times for anyone wishing to provide public input and closed that portion of the
20 meeting.

21
22 **Consideration and possible action on the following items:**

23
24 **Item 4 – Discussion on potential Economic Development Options:**

- 25
26
- Façade Improvement Programs for Commercial Properties
 - Existing La Crosse County Economic Development Programs
- 27
28

29 Katie noted she had been tasked with looking into different loan project opportunities in which
30 the city potentially could become interested, and she told CDA members she is bringing forward
31 the following different façade improvement grant programs that contain basic information and
32 are very similar to one another:

33
34 **Madison**

- 35
36
- In order to be part of this program, there are other areas that were designated on a map
37 that came through the community. A property located within that area has the ability to
38 apply for grants. There are two programs:
 - A mini grant that allows a property owner up to \$10,000 for any street-facing façade.
39 There is no match. A property owner applies and expends the funding, and the city
40 pays back the property owner.
- 41

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- 42 ○ A program for requests that exceed \$10,000 and go up to \$20,000. Properties located
43 on a corner may receive funding up to \$40,000.
- 44 ● Eligible costs include beautifying or enhancing a structure’s entire façade. For example,
45 converting a property from vinyl to masonry could be cost-shared, as could installing new
46 windows and/or doors, installing some signage, painting, lighting, and shutters.
- 47 ● The City of Madison allows property owners to include design costs.
- 48 ● Ineligible costs include new construction, repair or replacement of a roof, principally
49 minor repairs or maintenance, landscaping, and paving.
- 50 ● Work must be finished within 120 days of receiving the grant, and a property owner must
51 start within 30 days of the approval unless an extension is granted. A property owner
52 must obtain all necessary permits.

53
54 **Cedarburg**

- 56 ● This program addresses land for the business and commercial districts (B-1, B-2, B-3).
57 The downtown district is the primary area. If no one from the downtown district comes
58 forward within a specified amount of time, anyone located within that zoning may come
59 forward and apply. If there still is leftover funding, the city may utilize funding for
60 beautification (landscaping, paving, signage).
- 61 ● The maximum grant amount is \$5,000, with a 50-percent match per project. There must
62 be a 1-to-1 match.
- 63 ● Eligible costs include cleaning a building, some structural repair, energy efficiency,
64 improving the aesthetic quality of buildings, and some signage removal and replacement
65 when a property owner adds to another improvement.
- 66 ● Ineligible costs include demolition, inappropriate cleaning methods, repairs and
67 replacements, and installing new metal or vinyl siding, roofing, and parking lots.
- 68 ● Property owners have two years in which to finish a project unless an extension is
69 granted and started within six months of approval.

70
71 Mike asked if the CDA would utilize some of the \$400,000 it has available if the city wanted to
72 beautify a portion of the community.

73
74 Katie said yes.

75
76 John asked if there were programs (state/federal) to provide start-up funding for these types of
77 programs.

78
79 Katie said, “We have not come across anyone who helped start this fund. It would just be funds
80 within the CDA at this point.”

81
82 Ald. Stevens said he assumes the city could limit the number of grants, and that the city could,

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83 for example, say it has \$25,000 available.

84

85 Katie said, “Some communities take from their General Fund and give an amount to a CDA or
86 an Economic Development Authority or the Account Development Department within the
87 community. It all depends; it varies in terms of what dollars are being used. This is specific to
88 facades, but it truly is an outlay. It is not a revolving loan fund. In terms of administration work,
89 it’s much less because you’re not doing liens and bank notes and things of that nature. ... The
90 next agenda item goes through programs that are already available in La Crosse County. They’re
91 just not heavily utilized by our businessowners.”

92

93 Mike asked Katie, “When you researched these particular cities, or even your own past
94 experience, what does it do economically or what else does it create, or what have you heard that
95 it creates by doing this?”

96

97 Katie cited signage as an example, noting there are many communities that allow temporary
98 signage. Katie said people will invest in that signage because it is cost-effective to do so over
99 time. However, the signs deteriorate due to elements, and individuals must then continue to
100 purchase new materials. Katie told CDA members the City of Onalaska does not want to see as
101 much temporary signage as the city would rather see individuals improve their freestanding
102 signs. Katie said an electronic message center sign is a more logical approach for businesses that
103 do several promotions as once the infrastructure is in place, the sign may be updated and
104 upgraded accordingly, and messages may be changed as often as one wants.

105

106 Katie said, “The means from a city perspective on what we did to alleviate that is we relaxed a
107 lot of our standards related to digital message center signage. We have allowed people to have
108 more wall signs and larger signs because we would rather have someone invest in a permanent
109 feature as opposed to a temporary [sign] and they end up ... Their return on investment is there
110 because it’s a lasting feature. And I think it’s also a [matter of] pride in ownership. Not
111 everybody thinks how the building looks could necessarily impact it. But if you look at it from a
112 non-business standpoint [and instead] a residential area, there’s the ‘Broken Window Theory,’
113 [and] there’s ‘The Daffodil Project’ [where] if you and plant a bunch of daffodils or landscaping
114 and little flowers and you do a smaller monetary investment, people see that and say, ‘My
115 neighbor did that, so maybe I should mow my lawn a little more often.’ They mow, and then the
116 next person mows, and then you start to have more improvements in landscaping. It’s small-
117 scale projects over time, and you have to be willing to invest in time to give people an
118 opportunity to turn neighborhoods around. They can raise their property values.

119

120 The same idea in principle would pertain to partial businesses – you’re improving it. We see
121 every so often some of our major, multitenant facilities will put on a brand new façade update.
122 Center 90 [expended] over \$1 million to completely redo their façade, and it reshaped the look
123 and refreshed it and brought it back. Granted, for them a \$5,000 or a \$10,000 grant wouldn’t

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124 touch them. But if you have a business nearby, a smaller improvement like putting on a fresh
125 awning attracts attention. ... An example would be Mary Cody's Restaurant. She's always had a
126 very black-and-white standard look. ... If she puts a new awning on, it may catch your attention.
127 ... There are ways to have smaller improvements. ... I think our downtown is doing well in
128 terms of updating. I know Brilliant Body Works had done some work on their particular
129 property. The Masonic Temple is being completely redone. People are reinvesting, and the
130 more you reinvest, it does an economic impact in terms of people featuring it, and then also just
131 the overall tax bill that the city gets as well as all the other taxing jurisdictions. I think there is a
132 good way to do it. I have some suggestions if this is something that the CDA is interested in
133 moving forward. Granted, it's a way to spend the money and not a way to make money at that
134 point. But it's a new program that the CDA could administer, and if it's something where you
135 want to do a trial run ..."

136

137 Joe asked when the programs had been put together.

138

139 Katie said she believes East Troy is looking to begin its program in 2023.

140

141 Joe said that perhaps a \$10,000 or a \$15,000 grant would be better due to inflation.

142

143 Katie attributed some of the larger dollar figures to building cleaning and suggested that perhaps
144 a business owner could have his/her property professionally power-washed or cleaned and also
145 have a new window installed. Katie said, "All of those are generally eligible amongst these
146 different façade improvement programs. That's something that the CDA could do as an
147 opportunity to help our people who want to be here and own businesses here to reinvest and give
148 them a reason and an incentive to. Again, almost all of these require a match, so you would
149 essentially be asking someone to outlay \$10,000, but they get \$5,000 back. It's an opportunity
150 that the CDA could create a new program and essentially ask people to reinvest in their
151 businesses. None of these allow new commercial site land acquisition and demolition and things
152 of that nature. You're just truly improving the exterior façade of these locations."

153

154 Katie said individuals would need to obtain the necessary state plan approvals, and she noted the
155 City of Onalaska had become a delegated authority within the past six months. Katie noted the
156 city has contracted with E-Plan Exam for any commercial plan review for plumbing, HVAC, and
157 building. E-Plan Exam has the ability to turn around plans in 15 business days. By comparison,
158 the process can take eight to 10 weeks through the State of Wisconsin. Katie noted City of
159 Onalaska Building Inspector Brad Neumeister would be heavily involved in ensuring that the
160 plans are being met, and she also noted that no plan approvals are necessary if a businessowner
161 paints or power-washes his/her building. Katie told CDA members, "A couple of them allow
162 design services. That's usually a big issue we hear often when people are doing renovations and
163 building additions. The cost to pay the architect to pay for the plans, they're being outlaid even
164 before they get to the point of turning dirt or getting their building permit. This would be a

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165 means to help offset that burden if the CDA was interested in allowing this as an allowable
166 expense.”

167

168 John inquired about the number of downtown properties Katie believes might be eligible.

169

170 Katie told John she would not necessarily say the downtown district would be the only location,
171 and she said she would want this to be opened up to the city’s mixed-use neighborhood zoning
172 districts. Katie noted the city had adopted two new mixed-use districts (Mixed Use-
173 Neighborhood, Mixed Use-Community) that are more integrated with its residential areas. Katie
174 said, “It’s easy to point to the downtown. But if you look at the areas that aren’t technically in
175 our downtown but go south on [State Trunk Highway] 35, there are a lot of businesses that in
176 theory could use \$5,000 [or] \$10,000 to refresh their property. I would look at it from a zoning
177 perspective as opposed to just a specific geographic area. I would probably limit to our two
178 mixed-use districts, and then our B-1 and B-2 zoned-properties.”

179

180 John asked Katie to share examples.

181

182 Katie referred to the city’s online zoning map and pointed out City Hall, the Great River
183 Residences, Badger Breaks, Senor Villa, and Kwik Trip. Katie said, “I am proposing that this
184 would have to be for our strictly commercial only. Or if it’s a mixed-use building, it would have
185 to be applied towards the commercial aspect of it.” Katie next pointed out the city’s mixed-use
186 district in the downtown/STH 35 corridor, and she also pointed out Center 90, the Blue Moon,
187 the Shadow Run Motel, Onalaska American Legion Post 336. Katie noted it covers several areas
188 in which residential properties surround commercial properties. Katie next pointed out the areas
189 shaded in bright red that represent regional commercial properties (i.e., Wal-Mart, Kohl’s,
190 Target, Crossing Meadows, Gundersen Health System, Woodman’s), and she said those areas
191 would be avoided as a \$5,000 or a \$10,000 renovation for those businesses would be insufficient.
192 Katie said she is looking at the areas shaded in light pink and light and dark blue on the map.

193

194 Ald. Stevens asked Katie to restate which areas are zoned B-1 and B-2.

195

196 Katie said B-1 and B-2 represent neighborhood business and community business (pink shades),
197 which are the city’s more limited business commercial districts. Mixed Use-Community and
198 Mixed Use-Neighborhood are represented by two different shades of blue on the map. Mixed
199 Use-Neighborhood properties are more tightly surrounded by residential areas, and Katie said the
200 goal is to reduce the commercial uses so that there are no negative impacts.

201

202 Ald. Stevens asked if the focus will be on the areas shaded in blue and pink.

203

204 Katie said, “It can be whatever you want. The reason I like the blues is that as part of the UDC
205 [Unified Development Code] we have design standards. We talk about architectural features we

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206 would like to see, and materials that people can do. Because the bulk of the land that is zoned
207 this mixed-use district, we do not require or force you to follow those standards if you are an
208 existing building. However, if you spend more than 50 percent of the best value of your
209 structure at that point or you're putting on an addition or you're doing something to expand the
210 footprint of the building, we would have to have you follow those regulations. We already have
211 regulations in place. In theory, you could just adopt those and have those be what we would like
212 to see. In terms of the guidelines, if this is something the CDA wanted to seriously consider, I
213 would have you direct staff to put together more information or a policy document.”

214

215 Katie noted East Troy has a significant amount of good information as well as applications, a
216 checklist, the process that needs to be followed, and what would be needed for grant
217 reimbursement. Katie noted much of the work already has been completed in other
218 communities, and she said, “I'm a big proponent of not reinventing the wheel if we don't have
219 to.”

220

221 Ann inquired about the area shaded in dark blue.

222

223 Katie told Ann that businesses such as TJ Maxx and Michael's are located in that area.

224

225 Mayor K. Smith asked Katie to point out Mason Street on the map and said it was her
226 understanding that area was zoned mixed-use.

227

228 Katie pointed out River Trail Cycles and The Eagle and said they would be eligible for the
229 program as they are located in the area shaded in pink (commercial). Katie said what she has
230 presented is a suggestion to determine if the CDA is interested in either pursuing such a program
231 or obtaining more information. Katie offered to compile draft information regarding what a
232 sample policy would contain, including a minimum or a maximum grant match. Katie noted 50
233 percent is most common, and she recommended getting a match so that a businessowner is not
234 solely relying on the CDA to improve his/her business façade. Katie said project completion
235 timetables range from six months to two years, and she told CDA members, “In the same token,
236 it's not like we're talking about ... Granted, this could be part of a \$100,000 project, but it's not
237 necessarily meant for that unless it's incorporating exterior features.”

238

239 John inquired about the CDA's current fund balance as well as the contribution rate on an annual
240 basis.

241

242 Mike said the balance was more than \$400,000 as of the CDA's previous meeting in October.

243

244 John asked how much comes in on an annual basis.

245

246 Mike told John that “interest is about it.”

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247
248 Katie noted the CDA pays both LADCO and the 7 Rivers Alliance annual dues.

249
250 John noted the CDA eventually will receive TIF funding.

251
252 Katie said that while the CDA has the ability to bond, the funds must be spent within a mile of
253 the Great River Landing for the Great River Residences program. Katie said there is nothing for
254 the CDA specifically highlighted for TID No. 6.

255
256 Ann said she supports a proposal in which the businessowner does not receive funds until he/she
257 completes the project.

258
259 Katie said a businessowner must show that a project has been completed, and she noted some
260 individuals will not allow someone to submit receipts – the inspections must be completed, and
261 the city must sign off on the project.

262
263 John asked Katie about the amount of funding that could be available.

264
265 Katie said, “If this is something of interest, on an annual basis, I think a lot of it comes down to,
266 does the CDA have any revenue? If we don’t have any revenue, you don’t want to burn through
267 all your \$400,000. But if you looked at from the perspective of you do a trial run, you take
268 \$50,000 and say, ‘We’ll do up to \$10,000 plus your match,’ that could be up to five projects that
269 the CDA could have a direct impact of assisting our local businesses with the investing, which I
270 think is a really great statement that we could do. If no one comes forward with it ... Obviously,
271 we would do as much publication and things of that nature. But I can tell you there was a lot of
272 interest from the program that was administered by the Mississippi Valley Regional Planning
273 Commission for those \$10,000 grants – the ‘Downtown Main Street Bounce Back.’ If you
274 started and opened up a business where there was previously nothing, you basically would turn
275 in your paperwork. You showed the city and you would write an acknowledgement letter that
276 yes, the space is vacant and now there is a new business operating and they got that money.
277 There are a number of businesses from Onalaska that applied for that. Express Printing was one
278 that the city did an interview with some other partners.”

279
280 John’s question was inaudible on the Zoom recording.

281
282 Katie said she believes the program is ending at the end of 2022, and she noted anyone who
283 applied had received funding.

284
285 Ald. Stevens asked if the CDA is limited to only grants, and he said grants that do not have
286 incoming revenue are not sustainable in the long term. Ald. Stevens said, “If we did it as loans,
287 we could block off a group of money. And as they got paid back, then it would allow us to ...”

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288
289 John's comments were inaudible on the Zoom recording.

290
291 Katie showed CDA members a summary document that shows the available loan programs and
292 grant programs from La Crosse County that are currently available. Katie noted La Crosse
293 County has a number of revolving loan funds, and she told CDA members that Planning
294 Associate Erin Duffer will continue to work on this. Katie also said she believes it is Erin's
295 intent to obtain links to all of this information so that it may be sent to CDA members. Katie
296 said staff also will take all the information that is gathered and place it on the city's website
297 under the Planning and Development area. Katie said, "It's not really heavily marketed in
298 Onalaska. People don't typically give us calls asking for money, and if we do, the statement is
299 generally the city does not have dollars to invest in businesses. We've been very lucky and
300 fortunate for the most part that people want to be here and they want to invest in here, and they
301 usually come when having their dollars already up front and they're not necessarily looking for
302 the city to be a partner in business development."

303
304 Katie noted there is a participation loan available, as well as GAP financing and micro loans.
305 Eligible businesses must have fewer than 25 employees, and less than \$1 million in sales. Katie
306 noted La Crosse County offers an Innovation and Diversification Grant that ranges from \$1,000
307 to \$10,000, and also an Acquisition and Demolition Grant that focuses on housing. Katie said
308 the most common complaint associated with redevelopment is one must pay to purchase and
309 demolish a property, and a developer has expended a significant amount of funds before
310 construction may begin. Katie noted the Acquisition and Demolition Grant had just opened up to
311 individuals outside the City of La Crosse, and she cited the example of Oak Forest Dental razed a
312 residential structure and completed an expansion. Katie said, "That would be an example of
313 someone who could and utilize these dollars. ... There's some work on the city's end that we
314 could do to partner with these private firms that want to do this work. But it is an option that is
315 available."

316
317 Ann noted it states that, "*The end product must work to create taxable housing units,*" and she
318 said it is not available for businesses.

319
320 John cited the vacant TGI Friday's Restaurant as an example of a blighted building in the city.

321
322 Ann asked if the building is scheduled to be demolished.

323
324 Katie said a developer could have an opportunity to receive grant funding if mixed-use
325 multifamily is constructed on the site, adding she is not certain that is the best location for such a
326 structure.

327
328 Katie told CDA members that Erin had continued to look regionally and through the State of

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329 Wisconsin, and she said there is the Small Business Loan through WWBIC, CouleeCap's
330 revolving loan for startups and early-stage businesses, the Small Business Development Center,
331 and the SBA 504 Loan Program. Katie said the city has not really promoted this information,
332 and she told CDA members that city staff will start doing so as it is now collected in one area.
333 Staff also will create links to all the pages. Katie returned to Ald. Stevens' previous question and
334 said, "This would be another means of doing some sort of revolving loan fund or things just
335 opposed to a grant. I don't believe we've ever had one in the City of Onalaska, but it's
336 something that we can look at and pursue.

337
338 The goal of this is to see, are there already programs for GAP financing? Yes. We don't want to
339 create the same fund that's already available somewhere else. I would rather push them toward
340 that program and get the City of Onalaska involved in that way as a means of matching someone
341 to that. But if it's something that the CDA wants to look at, we can definitely do that."

342
343 A suggestion John made was inaudible on the Zoom recording.

344
345 Katie told John she is not certain if the city may do so and said she will need to speak to both
346 Interim City Administrator/City Attorney Amanda Jackson and Financial Services
347 Director/Treasurer Sabrina Steger.

348
349 Mayor K. Smith said, "I think part of the reason why that's more complicated is we aren't the
350 only taxing entity. When we have a TIF, all of the taxing ..."

351
352 Katie noted the city is limited to TIFs.

353
354 Mayor K. Smith said, "When we do a TIF, all of the other taxing entities agree, so that might be
355 more complicated. Not to say it's impossible, but legally there's probably ..."

356
357 Katie noted there are larger retailers who are seeking to do a TIF, and she said, "At the end of the
358 day, the amount of money that they would start at from what their assessed value is today to
359 what it would go just isn't enough of a gain to truly warrant the need – but for this TIF, the
360 development would never occur. I don't think doing something of, like, \$100,000 would cut it to
361 make that ... But those are some different opportunities."

362
363 Ald. Stevens suggested perhaps implementing a façade improvement loan program, earmarking
364 \$50,000, and making five \$10,000 grants available. Ald. Stevens said, "They would pay them
365 back, and then when they are paid back, we still have that \$50,000 that we can turn around and
366 re-lend to different businesses that may apply."

367
368 Katie said, "We could do that. Just the amount of administrative work that is tied to that type of
369 project is more."

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370
371 Ald. Stevens asked, “What would that look like? I assume that we could do a nominal interest
372 amount to offset the cost of ...”

373
374 Mike said, “Three hundred thousand. I’m just trying to think. Billing and borrowing our
375 \$400,000 ... You take \$50,000 of that out, now you’re left with \$360,000. Do you borrow that
376 \$300,000? Even at 6 percent, that’s \$18,000 a year. You have to keep it on the books for three
377 years to get your initial \$50,000 back. You can be in a treasury at 4.5 or higher in CDs today.”

378
379 Ald. Stevens said, “I think the point is that it would improve the façade, and it would leave the
380 ... \$300,000 is not a lot of money for us to do ...”

381
382 Mike asked what the CDA would borrow against.

383
384 Katie told Mike she would prefer to have the proper city staff members attend a CDA meeting
385 and answer questions specific to a TIF.

386
387 John told Katie she must have some specific buildings in mind for what is being proposed.

388
389 Katie said, “I think if you drive in our areas throughout the community ... I don’t want to name
390 any one business, because I know these meetings are public and transcribed, to necessarily call
391 out someone for having a less-than-stellar business façade. But if you just think of when you’re
392 going of someone who would [say], ‘New awnings could really be nice,’ or in some cases you
393 wanted to do signage that is really dated and someone’s logo has changed and they don’t have
394 that extra \$5,000 sitting around to rebrand themselves after they’ve gone through that process. A
395 lot of it comes back to, in terms of administering, I would assume it would probably be less
396 heavy on the staff side to do the grant program as opposed to the lending. I would have to do a
397 lot more research if we were interested in going the Revolving Loan Fund route because I
398 personally haven’t had to work on those.”

399
400 John made the following proposals:

- 401
- 402 • Façade improvements must cost at least \$10,000 for a business to be eligible.
 - 403 • The Planning Department will identify the sites that would be likely candidates.
- 404

405 Mayor K. Smith said just because a business is identified does not necessarily mean that the
406 owner is interested in participating.

407
408 Ald. Stevens asked if the city would reach out to potential businesses, or if the city would wait to
409 be approached.

410

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411 Katie said she would hesitate to go out to the businesses until there is a commitment to do
412 something, and she told CDA members they can decide if the application process is first come,
413 first served. Katie also said perhaps the CDA could consider funding signage if a businessowner
414 paired it with painting, for example, and she told CDA members, “You can categorize what your
415 top funding items would be and score them accordingly.”

416

417 Ann said she does not believe it would be difficult for city staff to identify businesses that could
418 benefit from improvements, and she noted she can think of areas that can benefit from
419 improvements. Ann suggested that a list that spells out the criteria could be created.

420

421 Mike said it is necessary to be proactive in informing businesses that this program is available as
422 most small businessowners do not consider seeking out a partnership with city government.

423

424 Katie said staff can generate a list of all the Mixed Use-Neighborhood and Mixed Use-
425 Commercial properties, and she noted the city has a list of addresses in the B-1 and B-2 districts.

426

427 John said there must be scoring criteria.

428

429 Katie asked CDA members if they are interested in pursuing this program as a legitimate use of
430 the funds it has at its disposal.

431

432 CDA members indicated they are interested.

433

434 Mike said a conversation regarding revenue can occur with Sabrina.

435

436 **Item 5 – Closed Session:**

437

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

442

- 443 • Downtown Redevelopment Opportunities

444

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

448

449 Motion by Ald. Stevens, second by John, to convene in Closed Session.

450

451 On roll call vote: Ald. Dan Stevens – aye, Ald. Diane Wulf – aye, Ann Brandau – aye, Ron

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

Tuesday, December 6, 2022

12

452 Johnson – aye, John Lyche – aye, Joe Bucheger – aye, Mike Gargaro – aye. In Closed Session at
453 4:45 p.m.

454

455

456 Recorded by:

457

458 Kirk Bey