

Redevelopment Authority of the City of Eau Claire
Minutes
Wednesday, April 17, 2019
Room 1277, 721 Oxford Ave, Eau Claire County Courthouse

Members Present: Thomas Kemp, Connie Pedersen, Mary Proznik, Wayne Wille, Dale Peters

Members Absent: Mike DeRosa, Catherine Emmanuelle

Staff Present: Steve Nick, Jay Winzenz, Scott Allen, Aaron White, Ray French

1. Call to order. This meeting was called to order by Chair Kemp at 7:27am.
2. Recognition of membership – Jeff Halloin and Janine Wildenberg. Mr. Kemp recognized outgoing members Jeff Halloin and Janine Wildenberg. Mr. Kemp read Ms. Wildenberg's statement into the minutes.

Ms. Wildenberg would like to respectfully decline her plaque and would like to extend her thanks for allowing her to serve with the board members and city staff; it was an honor to serve.

Mr. Kemp presented Mr. Halloin with plaque of recognition. Mr. Halloin expressed his thanks to the Board. He reflected on the role of the Redevelopment Authority to fuse the aspirational and practical in its work. Mr. Kemp expressed his thanks to Mr. Halloin and his hope they can live up to the standard he set.

3. Minutes from the meeting of March 20, 2019. The minutes from the meeting of March 20, 2019 were reviewed and a motion to approve was made by Ms. Pedersen and seconded by Mr. Peters. The motion carried.
4. Financial Statements. Mr. White presented the financial statements for the month ending March 31, 2019. Operating expenses totaled \$6,938, which included \$660 for personnel costs associated with upkeep of RDA-owned properties, \$4,458 for contractors to repair and maintain RDA-owned properties, \$821 for utilities, and \$1,000 for a relocation payment. Acquisition and capital expenses totaled \$1,823. \$936 was for title insurance associated with the sale of 1711 & 1825 Oxford Avenue to Draft Beer, LLC and \$887 is associated with maintenance and utility expenses for RDA-owned properties.

The financial statements for the month ending March 31, 2019 were reviewed and a motion to approve was made by Mr. Wille and seconded by Ms. Pedersen. The motion carried.

There was a motion made by Ms. Pedersen to go into closed session, seconded by Mr. Wille. The motion carried and the meeting continued into closed session.

CLOSED SESSION

5. The Redevelopment Authority will convene in closed session to discuss state of ongoing negotiations for purchase of property at 1700-1750 N. Oxford Avenue with Tyler Warner dba Cannery Trail Residences, Inc., which is permitted in closed session pursuant to Wisconsin Statutes 19.85(1)(e) for purposes of competitive bargaining.

There was a motion made by Ms. Pedersen and seconded by Mr. Wille to go back into open session. The motion carried and the meeting continued back in open session.

OPEN SESSION

6. Update on Cannery District Redevelopment Plan review. Mr. White followed up with the Board on last month's discussion on the Cannery District Redevelopment Plan. There is interest in an internal review of the Plan by city planning staff. Mr. White also inquired with many urban design firms who expressed interest in responding to an RFP. He said they would use the current Plan as a starting point to review the mix of development, see where public amenities may be duplicated, and helping identify an identity for the district in its overall development.

Mr. Wille asked if anything has changed with the financial viability of the district that necessitates looking at the Plan again. Mr. White noted the challenges of creating a tax increment district in the area based on the current plan and what developers are saying they need. This review could make more land available for development and better balance for public and private development, and allow for excess increment for developer assistance.

There was discussion of the costs associated with an outside firm and utilizing the prior public engagement documents. There was consensus that a \$15,000 to \$20,000 cost would be reasonable for technical assistance. Mr. Allen noted that staff can do the coordination for any needed public meetings.

Mr. Kemp asked what we are looking at to achieve with this additional review. Mr. Winzenz reviewed the process of developing the project plan for the tax increment district. With \$6 million in public infrastructure planned and only 6 development sites remaining, even aggressive plans do not leave much for any developer assistance. The review will revisit the scale of the park and potentially create additional development sites. Mr. Kemp agreed this is a prudent step and there was consensus to start at the \$15,000 level for outside assistance.

7. Discussion regarding development of affordable housing and potential roles RDA could assume. Mr. White introduced the discussion continued from last month's meeting. He reviewed two typical roles of communities in affordable housing efforts: land bank and community land trust. The land bank would seek to address clear issues with a series of short-term objectives. The community land trust typically ensures stewardship of land and can have commercial or residential goals. Under this model, the RDA would acquire

and maintain ownership permanently and lease to a developer to build the housing. Ms. Proznik noted seeing the community land trust model work well. Mr. White discussed a model of smaller footprint homes on smaller lots could be successful.

Mr. Wille asked about the financing mechanism to allow the RDA to hold for long-term. Mr. Winzenz said that the funds for the RDA have come from the RDA and that it was recently shifted to a Capital Improvement Plan model instead of a small annual allocation growing until it could purchase property. The long-term lease could serve as an income stream to recoup the funds. Mr. Nick discussed the statutory role of the redevelopment authority to acquire blighted property, remediate it, and make it fit for development under a limited geographic focus.

Mr. White noted the RDA has not sought outside funds and that, with a focus on housing, the RDA would be broadening its role in the community. Ms. Proznik expressed an interest in whether grants are available, which would help with non-profit developers. Mr. Kemp wondered what it would look like operationally and how it would be managed.

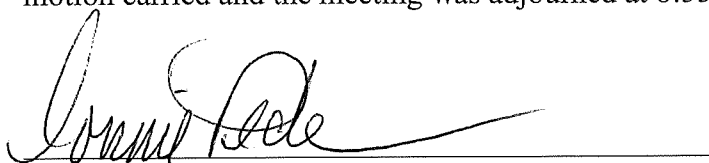
Mr. White noted the email provided to members at their desks from JONAH. Mr. Kemp thanked Judi Moseley in audience for being present and sharing their thoughts.

8. Executive Director's Report. Mr. White noted meeting with multiple housing developers with interest in the Cannery District. Common questions are about tax increment financing and opportunity zones as tax credits are not covering projects like they used to. He also noted the Transfer Center RFP is out and proposals are due May 3.
9. Announcements and correspondence. Mr. Kemp recognized Ms. Proznik as a new member to the Board. She introduced herself and her experience in property management and tax credit properties.

Mr. Nick recounted a conversation with City Attorney for Jersey City at a national conference regarding affordable housing. He noted experiences are similar throughout the country and tools are varied across states, and reduced money nationally.

Ms. Proznik asked whether the City has looked at redeploying HOME funds. Mr. Winzenz noted cuts the City has seen in these funds, currently at about \$400,000 per year. The challenge is the federal requirements placed on the funds for the small amounts. The City Council would be reviewing the allocations at its next meeting.

There was a motion to adjourn the meeting by Mr. Wille, second by Ms. Pedersen. The motion carried and the meeting was adjourned at 8:55am.



Connie Pedersen, Secretary