

Redevelopment Authority of the City of Eau Claire
Minutes
Wednesday, September 18, 2019
203 S Farwell Street, Council Chambers

Members Present: Mike DeRosa, Catherine Emmanuelle, Thomas Kemp, Mary Proznik, Dale Peters, Wayne Wille, Connie Pedersen, Dale Peters

Members Absent: None

Staff Present: Steve Nick, Scott Allen, Aaron White, Sara Larsen, Jason Rohloff, Jay Winzenz

1. Call to order: This meeting was called to order by Chair DeRosa at 7:30 a.m.
2. Minutes from the meeting of July 17, 2019. The minutes from the meeting of July 17, 2019 were reviewed and a motion to approve was made. The motion carried.
3. Financial statements: Financial statements presented for the month ending August 31, 2019. Operating expenses totaled \$55,316 which included \$708 for personnel costs associated with upkeep of RDA owned properties, \$42,352 for contractors to repair and maintain RDA-owned properties, \$3,533 for utilities and \$8,723 for contributions and payments. Contractual service expenses included \$21,543 for costs associated with the Cannery District Redevelopment. The financial statements for the month were reviewed and a motion to approve was made. The motion carried.
4. Vandewalle and Associates presentation on the Cannery District Redevelopment revisions: Scott Herring from Vandewalle and Associates presented on revised concepts of the Cannery District based off of feedback from a listening session and the RDA board. Highlights included:
 - They had studied past plans and history of the area in order to fine-tune the balance of private development and public open space in order to help meet the requirements of the TID. They want to be conscience of tying this new development back to a commercial district on 3rd Street.
 - Designated areas:
 - First & Cedar
 - Potential for affordable townhomes
 - High point which includes “The Heights” (area close to the high bridge)
 - Pushing value and density at the “The Heights” allows for green space in the south part of the district
 - Options for both 80 or 150 residential units
 - The Center
 - Recommend to move Kessler Park over to help make new park space a more powerful place
 - Recommend natural looking active spaces; Parks & Recreation will work with neighborhood and public to include amenities they want
 - Remain conscience of tying this new development back to commercial district on 3rd Street

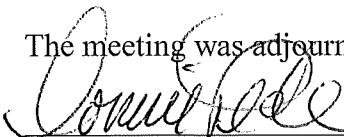
- Maple
 - Potential for mixed-use commercial and residential
- Riverside Sites
 - Options for urban park/town square with destination active space and parking or town square with commercial destination space and parking or mixed-use commercial and residential with parking
- Platt & Oxford
 - Options for mixed-use residential and commercial or makerspace and retail
- District Core
 - Commercial anchor building off of Brewing Projekt and Children's Theatre
 - District focal point
- Strategies to help this area to be successful going forward:
 - Giving the district a sense of place; recommend makerspace
- RDA Board Members commented on the following:
 - Ms. Proznik liked the proposal incorporating the river and that housing would have a nice view.
 - Ms. Emmanuelle wants to make sure that this area is accessible to all incomes and diversifying who might come to enjoy the spaces. Wants others to consider food insecurity in the area. Vandewalle inviting to full public; set up open space so it does not feel like private district area only; bike path; food insecurity could include community garden.
 - Mr. White commented that park square footage has similar 10 acres of open space and that food security could involve a potential grocer depending on what space is available.
 - Mr. DeRosa asked about the \$6M for valuation and how many new residents would this bring in? That might help tell you what kind of business can be successful there. Also, current car counts to the corridor (Madison Street, 1st, and 3rd) would be helpful.
 - Vandewalle answered 250-500 units with 800-1000 people; depending on the mix use that gets decided on. They anticipate that 1st Street traffic would increase; Madison Street car count and in front of Dollar General; 20-25,000 and car count on 3rd; give us better idea what can go there. Listening session: Concerns about gentrification of neighborhood.
 - Ms. Proznik brought up the trends in renting versus buying residential and commented that condos are tough to sell in this market. She also commented that FHA financing could have new loans available and single residence might be more desirable. Also, continue to consider the proximity to the medical community who brings in staff that might prefer shorter leases and furnished homes.
 - Mr. DeRosa asked why there a big swing in numbers? Vandewalle responded that it depends on what gets selected for unit type, a mix of residential, units built away or close to the river, etc.
 - Mr. Wille brought up that there were past discussions about the balance between residential and green space in respect to the TIF/TID.
 - Mr. Peters remarked that the use of the river lowlands was nice. He appreciated the reminder about keeping in mind the businesses on 3rd

Street and potential traffic flows. He wanted to point out that there should be a conscience effort to make this a unique, special destination.

- Mr. Nick remarked how increments could shift based off of what is picked you could get there in different ways.

5. Discussion and overview of projects submitted in response to the Block 7 and Liner sites Request for Proposals: Mr. White gave a quick overview of all submitted projects for the Liner Site, the Children's Museum/Monarch joint proposal and MERGE, and for Block 7 Commonweal and Movin' Out. Mr. DeRosa asked about valuations for both projects and why Movin' Out was only using part of the land. Mr. White said Movin' Out proposed some work/live apartments had no interest in doing commercial and they would potentially sell part of the lot for other development which ultimately might make it challenging to secure LIHTC funding. Mr. Stuart Schaefer from Commonweal was on hand to answer questions. Mr. Kemp commented on the significant amount of commercial space in his proposal and asked what strategies would be employed to fill those spaces? Mr. Schaefer remarked that Haymarket Landing has been a bit of a struggle to fill and that he would have smaller spaces than 25,000 sq. ft. such as 800-900 sq. ft. because those are more in demand. Ms. Pedersen asked about the demand for residential housing. Mr. Stuart Schaefer said if the project is done properly that there is demand and that he would take a phased approach to ultimately create a neighborhood. Ms. Proznik asked how many units are we short to meet demand? Mr. White said that the Housing Task Force has addressed that in their report and that the rent levels are not the same. Mr. Kemp asked if Mr. Schaefer's proposal got the go-ahead on his project, what would be an estimated timeline? Mr. Schaefer responded that underground parking is in demand and could complicate the development a little bit, but early 2021 to complete underground parking if they started next spring, and 2023 for units ready to lease. Mr. Peters commented that city staff are working on numbers to give to the RDA about valuations and that there may be a special meeting called to make a decision.
6. Executive Director's Report: Mr. White commented that he continues to get inquiries about the Cannery District.
7. Announcements and correspondence. Next scheduled meeting is October 16, 2019; however, a need may arise for a special meeting before that point.

The meeting was adjourned at 8:58 a.m.



Connie Pedersen, Secretary