

MEETING MINUTES
LONG RANGE PLANNING COMMITTEE
April 6, 2010

A meeting of the Long Range Planning Committee Meeting was held on **Tuesday, April 6, 2010 at 1:00 P.M.** in the Council Chambers of City Hall, 819 Superior Avenue, Tomah, WI.

Chairperson Brad Kortbein called the meeting to order at 1:00 p.m. Present: Steve Austin, Barbara Clinard, Brad Kortbein, Joanne Westpfahl, Cynthia Erdman, Ed Thompson (arrived at 1:05 p.m.) and Rick Carlson. Absent: Scott Lawry, Pete Peterson, and Gary Kirking. Also present: City Administrator Jim Bialecki, Building/Zoning/Planning Dir. Shane Rolff, Parks and Recreation Dir. Joe Protz, and City Clerk JoAnn Cram. Also present: John Rusch, Chris Hanson (arrived at 1:20 p.m.), Tony Cooper, and John Froelich (Tomah Journal).

Approve Meeting Minutes of March 2, 2010. Motion by Austin, second by Clinard to approve the minutes of the March 2, 2010 Long Range Planning Committee meeting. Motion passed without negative vote.

Update on City Contacts. City Administrator Bialecki provided an update regarding the proposed veteran's housing project. Walgreens is still very interested in a location on the railroad property. There is an 8.8 acre parcel that a perspective business has expressed interested in. The railroad is still having dialogue with a company out of Texas for property that is nearest the spurs. Other conversations have been held regarding commercial retailers.

Status of "Preferred Concept Site Plan". The sub-committee met and talked with David Drach of Canadian Pacific regarding the preferred concept site plan. This leads to item number 5 that deals with the negotiation on a development agreement. There is some work to be done to make sure that Tomah Lumber is taken care of and included in the concept. A value needs to be determined for the land so that it can be marketed. Through the development agreement process, a rail station will need to be addressed and discussed. It is suggested that Townline Road should be punched through all the way to the west (this has an estimated price tag of \$1,000,000). It is possible that the bids will come in lower if this project is done in the near future as labor costs are currently down. Tree boulevards, light pole funding and development need to be addressed.

Discussion and Action on Development Agreement with Canadian Pacific Railroad. Defining who the developer would be is key in this process as well as what the developer ultimately is fiscally responsible for (i.e. street costs, etc.) We need to consider whether or not to include only the railroad property or expand the area and possibly include the Cooper property, etc. Several conversations have been conducted with the Larkin's regarding the location of the mobile home park. What other property in this particular area would we want to consider? We also need to look at zoning that defines a new development and defines the requirements for that site. The ordinances as they stand right now don't give the developers or the buyers any direction on how to maintain it. It was the consensus of the Committee to maintain the ballparks at the current location. We need to finalize the intent of what is going there – infrastructure, unification, synchronization, tax base, what types of jobs are being provided – good jobs with good benefits, secondary jobs? Funding for the project also needs to be addressed for the infrastructure. Do we really need a TIF? How quickly do we want the development to occur? This also has a bearing on who pays for what. There are environmental issues and unknown costs associated with the future monitoring of the site that need to be considered. General guidelines should be included in an ordinance indicating what the City wants in this development. The developer's agreement answers the question of how much and who is paying. Another item to consider is that the City's aerial fire truck can only accommodate buildings no more than three stories high.

Motion by Clinard, second by Westpfahl to request the Common Council authorize proceeding with negotiation and creation of a development agreement with the Canadian Pacific Railroad. Motion passed without negative vote.

City Ordinance Review. City Administrator Bialecki wants to look at the ordinances and meet with City department heads to get everyone's thoughts on potential changes. The Sub-Committee will then review and send minutes to the entire Committee.

Discussion and Action on TIF District. No action at this time.

Review and Approval of Agricultural Development and Diversification Grant Program. One area identified for this area was food processing. Fort McCoy may be a potential user. This is a grant of \$30,000 and there are no matching dollars. We could pull this back anytime we want but the grant application has been submitted because of the deadline of March 15th. If we don't need the grant, we forfeit the money and it's reassigned to another municipality.

Motion by Westpfahl, second by Carlson to approve the Agricultural Development and Diversification Grant Program. Motion passed without negative vote.

Branding – Chris Hanson. Branding is the promotion of a product that we have to offer in Tomah. What is Tomah's image and what do we have to offer? Do we identify what we have as our claim to fame? Are we the Gateway to Cranberry Country? Are we Gasoline Alley? Chris Hanson advised we are known for cranberries and that is what sets us apart (our cranberry country). We also have our location – "Where the I Divides". People come to Tomah because of our agricultural history. We are not uniform in the use of the logo. We want to create a brand loyalty for Tomah and we want people to come back consistently. City Administrator Bialecki advised that it is the City's intent to use the new logo for Gateway to Cranberry Country as soon as present supplies are depleted. The new logo is easier to use on letterhead and other items. Not all branding is successful. The branding and how it associates with the economic development is yet to be determined. We are selling our park systems, our infrastructure, our work force, the amount of people with skills, etc. It is hoped to not only address tourism but also incorporate economic development. We need to be realistic and creative compared to communities our size. We have to promote what we have and we have to find the niche to get people here.

Schedule Future Meeting Dates. The next meeting date will be May 4, 2010 at 1 p.m. The next sub-committee meeting will be held on April 20th.

Motion by Austin, second by Clinard to adjourn. Motion passed without negative vote. Meeting adjourned at 2:08 p.m.

Respectfully submitted,

JoAnn Cram, City Clerk