

**MEETING MINUTES
LONG RANGE PLANNING COMMITTEE
January 5, 2010**

A meeting of the Long Range Planning Committee Meeting was held on **Tuesday, January 5, 2010 at 1:00 P.M.** in the Council Chambers of City Hall, 819 Superior Avenue, Tomah, WI.

Chairperson Tom Wierschem called the meeting to order at 1:00 p.m. Present: Tom Wierschem, Pete Peterson (left at 2:27 p.m.), Joanne Westpfahl, Steve Austin, Barbara Clinard, Rick Carlson, Brad Kortbein, and Ed Thompson (left at 2:20 p.m.). Absent: Gary Kirking and Scott Lawry. Also present: City Administrator Jim Bialecki, Building/Zoning/Planning Dir. Shane Rolff, City Treasurer Julia Rusch, Parks and Recreation Dir. Joe Protz, and City Clerk JoAnn Cram. Scott Harrington of Vandewalle & Associates was also in attendance. David Drach of Canadian Pacific was unable to attend.

Motion by Austin, second by Westpfahl to approve the minutes of the December 8, 2009 Long Range Planning Committee meeting. Motion passed without negative vote.

- **Report on Recent Contacts and Progress Regarding the CP Site Redevelopment.**
- **Discussion of Preliminary Site Concept for the CP Site.**
- **Review of Community Development Block Grant Budget (Year to Date) and Discussion of the Timeframe, Project Deliverables, and Next Steps in the CP Site Redevelopment Process.**

Summary:

Scott Harrington of Vandewalle & Associates addressed the Committee and provided a summary of Economic Development and CP Site Redevelopment Concepts – Scope of Work. Five concepts were presented:

1. Environmental & Economic Constraints Analysis – Evaluate how the known environmental conditions on the property affect redevelopment options (there are 15 open and closed contamination sites on the property) – Identify the most appropriate remediation strategies – Identify strategies to integrate remediation with redevelopment – Identify and assess economic constraints (lack of utilities, market conditions, etc.) – Identify tools to address constraints. Removing the top layer of soil or paving a portion of the property may be options for certain areas of the property. The key to Brownfield redevelopment is that the redevelopment becomes the remediation. Final products – Map of areas where contamination may affect redevelopment – Matrix of contamination issues and potential impacts on redevelopment – Summary report on the economic constraints to redevelopment and potential strategies to address them.

2. Refinement of Economic Opportunities – Refine preliminary reuse/economic development opportunities – Identify additional opportunities – Evaluate biomass energy opportunity – Prepare white papers and graphics for primary opportunities/project components that can be used to attract partners and funding. Final Products - White papers would be prepared to explain the primary project components, identify the next steps, motivate potential partners, and position the components for funding. Prepare graphics illustrating the placed-based economic opportunities and the links between them.

3. Transportation Systems Integration Plan – Develop an integrated transportation system plan - Evaluate the best location for the Amtrak Station and future high speed rail station – Integrate with future transit service and intercity bus service. Final products – Develop a transportation plan that highlights the opportunity and potential benefits of creating an intermodal transportation hub linked with regional visitor amenities and a welcome center. Develop a schematic site plan of an intermodal facility and related uses.

4. Partnership Development & Coordination – Open dialogues and discuss partnership opportunities with major public and private players in the region – Leverage partnerships to jointly pursue funding and

share in implementation responsibilities. Partnership building and identification of potential participants and roles in project implementation are final products for this concept.

5. Implementation Strategy – Describe short and long term implementation steps – Identify the primary individuals and organizations involved in the primary components of the project – Create a time schedule with milestones to measure progress – Create a project financing strategy with potential sources and uses. The goal is to get drafts of much of this to the Committee at the February meeting with final documents presented at the March meeting. On the same night as the February meeting, a public meeting will be held to present the material to the public. The public would provide feedback and direction regarding the site development. There is funding available now that may not be there in the future. Final products – Brief text and detailed strategy matrix that includes: specific next steps/actions for each project component; principal parties and potential partners; project timeline for the next 18-24 months; estimated cost, and; potential funding sources.

Discussion of Analysis Graphics on the Refined Site Concepts for the CP Site. Scott Harrington of Vandewalle & Associates advised there are two issues that will drive the concepts: 1. The location of the train station/depot. Amtrak had previously received a grant to update their current depot site. They are being contacted to see if it's possible to utilize those funds on a new station if it were to be relocated. It is hopeful that a preferred location will be identified for the transportation hub by March of 2010. 2. The second driver is the Brownfields. Until we have a better understanding of what is going where and the cleanup requirements needed for each use, so that the right land uses end up in the right location, the plan can't be further refined. Mr. Harrington suggests four economic developments as options. Some will take more development of the concept and others have components that could be put together right away. He would suggest working on all four and what the City does in effort varies depending on the opportunities right now. They are still pulling information in from potential partners

Economic Development/Redevelopment Opportunities for the CP Site include: 1. Technology Campus. 2. Wellness Village (possible veterans housing facility). 3. Institutional and regional food. 4. Regional visitor gateway. The market is very different today than several years ago. A typical market analysis will tell you what is needed in the City. Walgreens could have a helpful catalytic affect to get the ball rolling in this area. Mr. Carlson is concerned about the economic impact of a Walgreens and the effect on the existing small business owners in the area. He also voiced concern about growth that directly relates to government control. Our strengths include the railroad accessibility, manufacturing base, cranberries, and health care. Greyhound advised that Tomah is a food stop for them. They like being located next to McDonalds so that they have good access to restaurants. A restaurant would be necessary to serve people quickly with perhaps a dual operation to include a counter area and full scale restaurant. There is money in transportation and rail development right now. From the process standpoint, Vandewalle & Assoc. sees these four redevelopment opportunities as having a lot of potential on this site. Mr. Harrington is looking for suggestions on what is presently in the plan and what the Committee feels should be added or deleted. The site does not lack space and there are a lot of things in the concept plans that are loosely defined. The four economic development opportunities don't exclude other types of growth.

Discussion of Public Meeting – February 2, 2010. In talking with the subcommittee last week, it was suggested that the evening of the next meeting date (February 2nd) would be a good time to update the community on what has been done thus far and make an extra effort to reach out to some of the private corporate leadership, Chamber leadership, and Forward Tomah as well as the Common Council and Planning Commission. This will give other groups an opportunity for input. Vandewalle & Associates would present the information we have seen so far and allow time for questions and answers. The meeting is critical and people that could have input or that have connections to new projects as well as news media should be included. An overall presentation with general questions and answers is suggested with perhaps a follow-up meeting at a later date. A larger facility than City Hall is requested and the TeePee Supper Club was suggested as an alternate site. Committee members should wear some type of badge so that they can be identified with perhaps some light refreshments offered and a chance to mingle at the end of the meeting. It was suggested that the meeting be held at 6:30 p.m. Mr.

Harrington suggested putting together a list of the Chamber Board, Forward Tomah Board, advertising the meeting in the paper, website posting, Chamber newsletter, and forwarding a notice via e-mails by committee members as personal invitations. Vandewalle & Assoc. will put together a flyer and an ad to put in the paper. This notice should also be distributed to the PEG Channel and the Hagen Sports Network.

Forward Tomah Update. The City and Forward Tomah will serve as partners in new development. Forward Tomah is co-funding this project. It is requested that they let the Committee know what role Forward Tomah wants to have in this process. Does Forward Tomah want a special presentation? What are the interests for Forward Tomah? Scott Harrington will provide a summary of the information requested to Steve Austin who will forward it to the membership of Forward Tomah.

Comprehensive Plan Follow-Up – Main Street Program & Parking – J. Bialecki; and Assistance to Businesses – R. Carlson. Rick Carlson advised they had one meeting to see what we can do for our businesses. The previous meeting was held with the industrial sector. This month, the focus will be on the professional sector. These meetings will help determine what the needs are and current challenges. Networking is an opportunity – there is a need to network better among the organizations. Communication is also important. The manufacturing sector provides substantial benefits to the community and it should be communicated so that the population is educated. More information will be provided next month. The plan at the Chamber is to address some of the concerns determined as a result of the meetings. Input could also be welcomed at the next couple of regular meetings. Mr. Bialecki advised that he is not aware at this time of a severe parking problem in the downtown area. If people don't mind walking a block or two, there is parking available. There are some parking issues at the Farmers Market that will be worked on. The main focus at this time is the CP Rail site and main street will be addressed on an ongoing basis.

Schedule Future Meeting Dates. The next meeting date will be February 2, 2009 at 1 p.m. The March meeting will potentially be the last meeting for the CDBG grant process and Vandewalle will be wrapping things up at that time.

Motion by Carlson, second by Austin to adjourn. Motion passed without negative vote. Meeting adjourned at 2:37 p.m.

Respectfully submitted,

JoAnn Cram, City Clerk