

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

Monday, April 18, 2016

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1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 4:00 p.m. on Monday, April 18, 2016. It was noted that the meeting had been
3 announced and a notice posted at City Hall.

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5 Roll call was taken with the following members present: Ann Brandau, Ron Johnson, Ald. Barry
6 Blomquist, John Lyche. Mike Gargaro arrived with the meeting in progress.

7
8 Also Present: Mayor Joe Chilsen, Interim Land Use and Development Director Katie Aspenson,
9 Financial Services Director/Treasurer Fred Buehler, City Engineer Jarrod Holter, LADCO
10 Representatives Jim Hill and Mike Herro.

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12 Excused Absences: Ald. Jim Olson, Mark Hansen

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14 **Item 2 – Approval of minutes from the previous meeting**

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16 Motion by Ann, second by Ald. Blomquist, to approve the minutes from the previous meeting as
17 printed and on file in the City Clerk’s Office.

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19 On voice vote, motion carried.

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

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23 John called three times for anyone wishing to provide public input and closed that portion of the
24 meeting.

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26 **Consideration and possible action on the following items:**

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28 **Item 4 – Update from the La Crosse Area Development Corporation (LADCO)**

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30 Jim referred to the packet that had been distributed to those in attendance and reported the
31 following:

- 32
- 33 • The Spring Economic Forum will be held Tuesday at the Radisson Hotel in La Crosse.
34 Two major industries in the State of Wisconsin (manufacturing and housing) will be
35 examined. Kurt Bauer, CEO of Wisconsin Manufacturers & Commerce, and Mike Theo,
36 President and CEO of Wisconsin Realtors Association, are scheduled to speak. Professor
37 Charles Franklin, the author of the Marquette University Law School Poll, also is
38 scheduled to speak.
 - 39 • LADCO’s Industry Appreciation Day is scheduled for July at the Omni Center.
 - 40 • Building permits issued between 2014 and 2015 in the La Crosse area totaled more than
41 \$1.2 billion.

**Community Development Authority
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Monday, April 18, 2016

2

- 42 • The Upper Mississippi Manufacturing Alliance has been created to address workforce
43 development issues for manufacturers. A permanent director will be hired, and he/she
44 will work closely with Western Technical College. The Integrated Tech Center at WTC
45 will serve as the focal point for attracting individuals into manufacturing disciplines over
46 the next 10 to 15 years.
- 47 • There will be three activities associated with the Golden Shovel Certificate Program.
- 48 • LADCO’s website was redesigned this past winter.

49

50 John noted he had seen LADCO-sponsored recruiting advertisements out of North Dakota and
51 asked if they had generated feedback.

52

53 Jim said it is difficult to determine, adding that he has asked human resources representatives
54 from approximately eight companies who are advertising positions to watch for applicants from
55 the Dakotas. Jim said LADCO has created an advertising campaign touting both the number of
56 manufacturing jobs and the educational opportunities in the La Crosse area.

57

58 John asked if LADCO has reached out to oil and oil service companies.

59

60 Jim said no and told John that he liked his suggestion.

61

62 Mayor Chilsen asked Jim to discuss the “Synergy Effort.”

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64 Jim said a “Synergy Discussion” was created after Dave Skogen of Festival Foods, Don Weber
65 of Logistics Health, and Don Zietlow of Kwik Trip had suggested beginning a discussion
66 regarding how to proceed with various projects and programs. Two meetings were held, but
67 there were no more meetings after that because the Chamber of Commerce had an opportunity to
68 purchase the Associated Bank building. Jim said LADCO asked last January that the meetings
69 resume, and Jerry Arndt and Peter Hughes agreed to co-chair the effort. Three committees have
70 been created to discuss marketing (this committee includes Mayor Chilsen), operations (sharing
71 equipment and supplies), and finance. Jim said Dave Skogen, Don Weber and Don Zietlow will
72 hear a summation of the committees’ findings, and the work will be forwarded to a group that
73 will execute the recommendations.

74

75 John asked about Synergy’s next steps.

76

77 Jim said an area economic development plan covering the next 10 to 15 years will be created, as
78 will a workforce development plan. Jim noted that the City of Rochester, Minnesota has created
79 a 10-year, \$1.2-billion development plan. Jim said LADCO is of the opinion that the La Crosse
80 area has a much greater overall ability to distinguish itself in the marketplace based on the
81 diversity of the business segments as well as the natural beauty of the bluffs and the rivers.

82

**Community Development Authority
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Monday, April 18, 2016

3

83 John asked if the Synergy group has considered creating a cooperative effort such as a
84 cooperative human resources department that is similar to the cooperative effort the public
85 schools had created with CESA.

86

87 Jim said one of the early areas that was looked at was a management services organization.
88 Proposals would be sent to the business community for areas such as human resources or
89 accounting. Packages would be created, and organizations that needed some of those efforts
90 would vend from there. Jim said the thought would be to leverage and have downward pressure
91 or containment of costs.

92

93 Mike Herro, who also is an Xcel Energy employee, noted that the City of Onalaska's streetlights
94 will be converted to LED within the next few weeks. Mike estimated that there will be at least a
95 60-percent reduction in energy with the installation of the LED lights.

96

97 Mike Gargaro inquired about the status of the Badger Coulee Line.

98

99 Mike Herro said there are upcoming court proceedings regarding the Badger Coulee Line, but
100 work is still proceeding.

101

102 **Item 5 – Update and discussion on the Building the Great River Landing Project**

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104 Katie said a number of bids had been submitted for Phase I of the project, and Wieser Brothers
105 General Contractors was awarded the project in the amount of \$2,112,178.26. Katie said \$2.35
106 million had been planned for the project, including a contingency. The project includes
107 Alternate No. 1 (benches, bench swings, picnic tables and waste receptacles); Alternate No. 2
108 (music play equipment); Alternate No. 4 (split rail fencing); and Alternate No. 5 (directional sign
109 with masonry bases). The project also includes construction engineering by Short Elliott
110 Hendrickson, archaeological work and geotechnical services. Katie said a pre-construction
111 meeting is scheduled for May 2, and she also said the date for a groundbreaking ceremony is 3
112 p.m. on May 3. Katie said the Common Council, CDA and the Great River Landing Committee
113 are all invited to the groundbreaking ceremony. Katie said the Wisconsin Department of Natural
114 Resources and SEH also will be invited. Katie said the goal is to begin construction in mid-May
115 and complete it in mid to late autumn. Katie said she hopes that weekly or monthly project
116 updates can be posted on the Great River Landing website.

117

118 John suggested posting a sign at the site that displays a project timeline.

119

120 Katie said there is supposed to be a sign displaying the project partners and logos.

121

122 John asked if there will be a community event included with the ribbon cutting.

123

**Community Development Authority
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Monday, April 18, 2016

4

124 Katie said it likely would occur during the grand opening, after the project is completed.

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126 **Item 6 – Closed Session:**

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

132

- 133 • Discussion related to negotiation of strategies and contracts related to the downtown area.

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

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139 Motion by Ald. Blomquist, second by Ron, to convene in Closed Session.

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141 On roll call vote: Ald. Barry Blomquist – aye, Ron Johnson – aye, Ann Brandau – aye, John
142 Lyche – aye, Mike Gargaro – aye. In Closed Session at 4:44 p.m.

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144 **Adjournment**

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146 Motion by John Lyche, second by Ann Brandau, to adjourn at 5:35P.M.



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147

148 Recorded by:

149

150 Kirk Bey