

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

Wednesday, June 17, 2015

1

1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 6:02 p.m. on Wednesday, June 17, 2015. It was noted that the meeting had been
3 announced and a notice posted at City Hall.

4
5 Roll call was taken with the following members present: Ald. Jim Olson, Ald. Barry Blomquist,
6 Ron Johnson, Ann Brandau, Mike Gargaro

7
8 Also Present: Mayor Joe Chilsen, Ald. Harvey Bertrand, Ald. Jim Binash, Land Use and
9 Development Director Brea Grace, Parks and Recreation Director Dan Wick, LADCO Executive
10 Director Jim Hill

11
12 Excused Absences: John Lyche, Mark Hansen

13
14 **Item 2 – Approval of minutes from the previous meeting**

15
16 Motion by Ald. Olson, second by Ald. Blomquist, to approve the minutes from the previous
17 meeting as printed and on file in the City Clerk's Office.

18
19 On voice vote, motion carried.

20
21 **Item 3 – Public Input (limited to 3 minutes/individual)**

22
23 Mike called three times for anyone wishing to provide public input and closed that portion of the
24 meeting.

25
26 **Consideration and possible action on the following items:**

27
28 **Item 4 – Update from La Crosse Area Development Corporation (LADCO)**

29
30 Jim Hill highlighted the following from the handout distributed to those in attendance:

- 31
- 32 • LADCO held an economic forum on April 15 at the Omni Center that was attended by
33 approximately 150 individuals. Jerry Deschane, the Executive Director of the League of
34 Wisconsin Municipalities, discussed legislative challenges and proposed changes focused
35 on creating sustainable funding for local services and transportation funding.
 - 36 • The 2015 Industry Appreciation Breakfast will be held July 14 at the Radisson Hotel
37 Ballroom. This event includes the presentation of the Diamond Recognition Award,
38 which is presented to a manufacturing firm that is making significant strides in areas such
39 as investment and expansion, export growth, job creation, and/or product innovation.
40 The Triangle of Achievement is awarded in the spirit of partnership to organizations
41 and/or companies that team up to bring certain products to fruition or collaborate to

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42 resolve issues central to the area’s economic development. The Business Plan
43 Competition is an effort to stimulate new small business development. The keynote
44 speaker will be Jason Tyszko from the U.S. Chamber of Commerce Foundation. Jason
45 will share a new demand-driven approach, “Talent Pipeline Management,” to close the
46 skills gap facing many local manufacturing employers.

- 47 • The Transportation Investment Coalition is pressing the Wisconsin State Legislature,
48 which currently is discussing the 2015 state budget, on long-term funding solutions for
49 Wisconsin’s transportation network. TIC and transportation advocates, including
50 LADCO, are pressing for solutions that are adequate, equitable and sustainable funding
51 solutions. Jim said there has been a “steady, slow decline” in the state’s roads and
52 maintenance of roads and noted LADCO has been supplying state representatives with
53 information.
- 54 • There was more than \$720 million invested in new construction in 2015 as reported by
55 building permits issued in La Crosse County. Jim noted that no other area in the state
56 achieved this level of spending per capita on construction.
- 57 • The “Gold Shovel Program,” which is now operating in La Crosse County, is a
58 certification of industrial sites based on 17 criteria a would-be industrial site must meet.
59 Jim said the entire industry of industrial realtors only want to see gold-shovel sites, also
60 noting that the Wisconsin Economic Development Corporation is moving toward gold-
61 shovel sites. There are four such sites going forward in La Crosse County.
- 62 • LADCO is active in “Locate in Wisconsin,” a method by which to get commercial and
63 industrial properties into the state’s database. Jim noted there is a screen inside of the
64 Locate in Wisconsin website that is a source of economic information about
65 communities. This data is compiled by the Department of Workforce Development and
66 is updated regularly.
- 67 • The “Business Retention and Expansion Program” is a LADCO collaboration with La
68 Crosse County and 7 Rivers Region. Companies are surveyed for economic data, and
69 there also are office visits with CEOs and managers to determine what their needs are.

70
71 In response to a question by Mike, Jim said the four Gold Shovel sites in La Crosse County
72 (Lakeview Industrial Park, the 20-acre site owned by La Crosse County near the International
73 Business Park, Webster Lumber, and the Village of Holmen industrial park) that are in the
74 application process. Sites must be 20 acres or larger, and there also is a list of infrastructural-
75 related items that must be completed. Jim said it is LADCO’s goal to have 25 Gold Shovel sites
76 in western Wisconsin by 2016.

77
78 **Item 5 – Review and Discussion about Omni Center Economic Impact Study Report**

79
80 Dan noted that Cameron Bathe, a Parks and Recreation Department intern and Economics major
81 at UW-La Crosse, had spearheaded this report and said since the city took over operations of the
82 facility in April 2013 the focus has been on the Omni Center’s economic impact and benefits to

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83 the City of Onalaska and the region. Dan noted that Cameron's focus was on compiling data
84 from the youth hockey tournaments that were held in 2014. Cameron worked at approximately
85 six tournaments at the end of 2014 and beginning of 2015, and collected data from all the user
86 groups. Cameron then worked with professors from both UW-La Crosse and UW-Whitewater
87 on utilizing the IMPLAN software to calculate the total economic impact of the 12 youth hockey
88 tournaments held in 2014 in the Coulee Region. Dan noted there had been an economic impact
89 of approximately \$728,000 over a 40-day period at the Omni Center. Dan also noted there had
90 been an economic impact of approximately \$25,000 from a two-day craft fair held earlier in
91 2015. Dan admitted that it is difficult to obtain information from single- and multiple-day
92 events, but also said, "I think [the study] shows that the Omni Center has a lot of positives to the
93 community. I know the directives made by the Council are to try to get this building profitable.
94 ... We continue to get as close as we can and operate it the best that we can to try to break these
95 numbers even better."

96
97 In response to a question by Ron, Dan said all 12 of the tournaments had been held in 2014. Dan
98 noted that data had been collected in 2015.

99
100 In response to a question by Brea, Dan said staff is attempting to continue collecting data in
101 2015. Dan also noted that staff is attempting to share data with Tornado Youth Hockey, which
102 runs several tournaments, and other user groups so that their members may see the benefits.

103
104 In response to a question by Ald. Blomquist, Dan said the Omni Center showed a loss of
105 approximately \$61,000 in 2014.

106
107 Ann noted she had been a CDA member when the organization ran the Omni Center and said it
108 is not a facility that will turn a significant profit. Ann said she considers coming close to
109 breaking even a success because the Omni Center is a community facility.

110
111 Dan noted that there had been a loss of more than \$100,000 in 2013.

112
113 Mike noted that the Omni Center typically used to show losses of between \$35,000 and \$55,000
114 a year.

115
116 Dan noted that there had been losses of approximately \$26,000 through April 2014. However,
117 there was a \$16,000 profit through April 2015.

118
119 Ald. Olson noted he had spent a Saturday at the Omni Center studying the facility's operations
120 and said, "The intangible thing that really made me feel very good about this community was the
121 involvement of the families all day long, one game to the next to the next. I said, 'It doesn't get
122 any better than this.' When you can spend the time with the people in your family doing things
123 together, that has a tremendous positive effect on our community. If we're doing those kinds of

124 things and building a strong community, that has a value that also is very important.”

125

126 In response to a question by Mayor Chilsen, Dan said more than 3,000 hotel room nights were
127 generated.

128

129 **Item 6 – Update and Discussion on the Great River Landing Project**

130

131 Brea said staff was asked to compile a funding plan for the first phase of the Great River Landing
132 Project, which will cost approximately \$15 million and will be completed in phases as funding
133 allows. Public feedback during the charrette held in the fall of 2014 indicated that the city
134 should start the project along State Trunk Highway 35 on the block where the trailhead facility is
135 located and the trail connects. Brea referred to a map showing the project area and said the Great
136 River Landing Committee had stated Project 1.0 and Project 1.1 are the critical pieces to starting
137 the project. Brea said the City is committed to performing Project 1.0 with the Wisconsin
138 Department of Natural Resources, but also said the Great River Landing Committee wants to go
139 beyond the minimum requirements and shape the plaza, perform the grading work and address
140 amenities that are part of Project 1.1 as funding allows.

141

142 Brea noted that costs are being refined and addressed the three funding plan options:

143

- 144 • **\$1.415 Million General Obligation Bond:** Bonding for \$1.415 million will allow the
145 city to complete Construction Phase 1.0 with a 15 percent contingency. It also would
146 allow for the new trails to be paved. This paving would connect with the Great River
147 State Trail, and there also would be a connection to Irvin Street. Other improvements
148 would be bid as alternates and approved as bid prices and the project’s budget allows,
149 including reconstruction of the western half of Irvin Street and a new monument sign
150 designating the trailhead to STH 35 traffic. Design enhancements to the Main Street
151 plaza also would be bid as alternates and constructed as pricing allows. Brea said this
152 option would require an annual payment of approximately \$100,000 for principal and
153 interest. Brea said staff suggests utilizing funds from the room tax revenues.
- 154 • **\$2 Million General Obligation Bond:** If the bond amount is increased to a \$2 million
155 general obligation bond with 20-year amortization, staff suggests funding annual debt
156 service with \$100,000 from the room tax as well as approximately \$40,000 annually from
157 the debt service budget. Perhaps the funds could be Capital Improvements funds, but
158 they do not necessarily have to be. Bonding for \$2 million will allow the City to
159 complete the items in Option No. 1, as well as final design improvements to the Main
160 Street plaza, including the use of concrete or brick, stone steps/amphitheater seating, and
161 installation of a splash pad. Bid alternates will be explored depending on the budget.

162

163 Mike noted that government municipalities issue general obligation tax-exempt bonds that are
164 limited to \$10 million a year and asked Brea if her goal is to proceed with one of the options in

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165 2015 or 2016.

166
167 Brea said 2016 and noted Financial Services Director/Treasurer Fred Buehler had worked with
168 Baird on the options.

169
170 Ald. Blomquist asked for an explanation of the debt service budget.

171
172 Mayor Chilsen said the city has a reserve fund and noted that under Option No. 2 \$100,000
173 would be utilized from Tourism and \$40,000 would be utilized from Capital Improvements.

174
175 Ald. Blomquist asked if there is an annual return on the \$1,595,233 fund balance of room tax
176 revenues.

177
178 Mayor Chilsen said there is very little return.

179
180 • **\$3 Million General Obligation Bond:** If the bond amount is increased to a \$3 million
181 general obligation bond with 20-year amortization, staff suggests funding annual debt
182 service with \$100,000 from the room tax fund balance as well as approximately \$100,000
183 annually from the debt service budget. Both Project 1.0 and Project 1.1 would be
184 completed in 2016, and \$200,000 could be designated for designing the bridge. Brea
185 noted the cost of the bridge varies from \$2.2 million to \$3 million and said design work
186 will take a considerable amount of time. The city also will require permits, and will have
187 to coordinate the project with Burlington Northern Santa Fe, the Army Corps of
188 Engineers and the Wisconsin Department of Natural Resources. Brea said this option
189 would allow the city to begin planning the next phase of the project. It also would give
190 the city a better understanding of the cost of the bridge. This option also would allow for
191 some improvements to be made along the waterfront. The Great River Landing
192 Committee would decide what the starting point should be. Brea said a boardwalk could
193 be constructed over the outfall. Fishing notes could be created, as could some seating for
194 events or perhaps a pavilion.

195
196 Mike inquired about trains not having to blow whistles at any of the crossings.

197
198 Brea said this is a separate project and noted that City Engineer Jarrod Holter had made a request
199 for leniency on the requirements, particularly at the 2nd Avenue Southwest crossing. Brea said
200 these costs likely will be included in the Capital Improvements Budget.

201
202 Mayor Chilsen said both the Irvin Street and 2nd Avenue Southwest crossing would need to be
203 addressed due to their close proximity to each other.

204
205 Brea noted that the city had applied for a WDNR Stewardship Grant totaling approximately

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206 \$250,000 for Construction Phase I and said the city would be able to do more amenities if it
207 receives the grant.

208

209 Mike referred to Option No. 3 and noted that the cost to a resident with a \$300,000 home would
210 be less than \$2 a month (\$21 a year) if the net mill rate is 7 cents. Mike said he believes the
211 Omni Center's financials are improving because its substantial debt service was eliminated in
212 2014 and 2015 and suggested it might be possible to utilize funds elsewhere if the budget allows.

213

214 Ald. Blomquist inquired about the amount of room tax collected yearly.

215

216 Mayor Chilsen estimated that between \$900,000 and \$1 million will be collected. Mayor
217 Chilsen noted that these funds are directed toward the Omni Center (approximately \$100,000)
218 and the CDA (\$54,000). Mayor Chilsen also noted that approximately \$160,000 is directed
219 toward the General Fund, and approximately \$530,000 is directed toward Tourism.

220

221 Ald. Blomquist asked if the room tax fund balance will eventually decrease if \$100,000 is
222 withdrawn yearly.

223

224 Mayor Chilsen said, "We would be taking \$100,000 out of room tax, and whatever else we
225 would need we would have to draw down that fund."

226

227 Ald. Bertrand asked Mike to provide a more detailed explanation about his reference to \$2 a
228 family per year.

229

230 Mike said he had looked at the last column (net mill rate of 7 cents) of the \$3 million option and
231 used the example of a house valued at \$300,000. Mike said he had arrived at his calculation of
232 \$21 a year by multiplying 7 cents by 300.

233

234 Ald. Bertrand asked if citizens would be willing to accept an explanation of the project costing
235 them less than \$2 a month.

236

237 Mayor Chilsen said that votes will be gained and not lost by explaining it this way.

238

239 Ald. Olson said, "If you expect this to go to fruition, the taxpayer has to support this. They have
240 to support what our vision is, and that's the way things are done correctly. And right now we're
241 not talking about any extra money for donations or anything like that. That is a piece that would
242 be very helpful should someone want to step forward."

243

244 Ald. Bertrand noted that perhaps one or two citizens had expressed their opposition to the project
245 during the fall 2014 charrette process. Ald. Bertrand also noted that at the time there was ample
246 support for the project even though a cost was not known and said the community appears to be

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247 excited about the prospect of the project.

248

249 Mike said addressing the project in phases will start to build momentum in the community.

250 Mike also said this will assist in trying to sell the rest of the project and create private
251 investment. This in turn will create additional tax base.

252

253 Brea said, "I think by having this first phase be a city-funded project, we're proving that we're
254 committed to this project and we're going to do it. It will be easier to get the private donations
255 and to get the grant dollars."

256

257 Ald. Bertrand said it will be crucial to inform citizens that this is not a \$15 million project, but
258 rather a project that will be completed in phases.

259

260 Brea said it is recommended that a public hearing be held once the Finance and Personnel
261 Committee has provided some direction. The information obtained from the public hearing
262 would be provided to the Common Council before they make a decision about project funding.

263

264 Ann noted that the cost would be \$2 per household, not per citizen.

265

266 Ron said it appears to him Option No. 2 "shows the public something for their money," while
267 Option No. 1 does not show the public anything. Ron said, "For \$600,000 more, we're
268 beginning to show the public something. ... We need to show them something, and Option No. 1
269 does not do that, in my opinion."

270

271 Ald. Blomquist inquired about the cost of Short Elliott Hendrickson's services to design the
272 bridge as part of Option No. 3.

273

274 Brea said she and Jarrod estimate the cost of designing the bridge to be between \$200,000 and
275 \$250,000.

276

277 Ald. Blomquist said he believes it is essential to know the source of the \$3 million needed to
278 construct a bridge if \$250,000 will be spent on its design.

279

280 Brea said it would be possible to do a "hybrid" \$3 million project, minus the \$250,000 for
281 design.

282

283 Ann inquired about the maintenance costs and said she would prefer to see a fountain
284 constructed in place of a splash pad.

285

286 Ald. Olson said it will be crucial to address the challenges associated with parking downtown,
287 adding he favors the concept of underground parking. Ald. Olson said other development will

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288 thrive if the parking issues are resolved.

289

290 Ald. Blomquist asked Brea how the Finance and Personnel Committee had reacted to the
291 financing options.

292

293 Brea noted that no action was taken at the June 3 Finance and Personnel Committee meeting
294 because of proposed changes to tourism dollars in the 2015 state budget. Brea referred to the
295 maintenance costs, noting that SEH, Dan and the Parks and Recreation staff had examined them
296 and determined that the maintenance costs for Project 1.0 and Project 1.1 would be \$16,500.
297 Brea noted that current maintenance costs are \$3,000. The increased maintenance costs would
298 be due to utility costs (electricity, water, gas) for the trailhead facility, the hiring of a part-time
299 employee to perform landscaping, site maintenance and equipment repairs. Brea said there
300 would be a need for an additional \$12,500 in annual operating costs and noted that currently
301 none of the operations are coming from room tax dollars. Brea said staff suggests that the room
302 tax fund balance be a possible source for the \$12,500 as there would be a significant tourism
303 component.

304

305 Mayor Chilsen said it is important to be aware of the fact BNSF is attempting to keep individuals
306 off the tracks. BNSF has hired a law enforcement official to keep individuals off the tracks.
307 Mayor Chilsen noted the safety officer had seen a young child go under a running train as he
308 attempted to cross the tracks and go fishing and said BNSF is “desperate” to prevent individuals
309 from being on the tracks.

310

311 In response to a question by Ron, Mayor Chilsen said there are no concerns regarding the City of
312 Onalaska losing room tax revenue to the City of La Crosse, where a number of hotels are
313 currently under construction. Mayor Chilsen said the individuals who stay in City of Onalaska
314 lodging facilities want to be close to Interstate 90 and noted the city’s occupancy rate is nearly
315 80 percent.

316

317 Brea noted the State of Wisconsin’s Joint Committee on Finance passed an amendment to the
318 State’s Biannual Budget regarding room tax on a 9-7 vote. Currently room tax is brought into a
319 municipality, which then allocates funds to the Tourism Commission. Brea said there is a
320 statutory change in the state budget that states room tax dollars would be brought into the
321 Tourism Commission, which then would decide where these funds would be directed. Brea said
322 the city currently keeps 30 percent of the room tax revenue that is brought in and is retained for
323 general purposes. However, most of this is utilized for tourism. Brea noted the state’s fiscal
324 year ends at the end of June and said there is speculation that a decision regarding room tax will
325 be made “in the next few weeks.” Brea noted the Common Council passed a resolution at its
326 June 9 meeting opposing the proposed changes to the room tax. Brea said joint tourism
327 collaboration also is complicating a decision regarding financing the project.

328

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329 Ald. Olson said he would not want the city to participate in joint tourism collaboration if it limits
330 the city's ability to proceed with the Great River Landing Project.

331
332 Mayor Chilsen said, "That's not the problem at all."

333
334 Ald. Blomquist asked why the state wants to change the manner in which room tax dollars are
335 allocated.

336
337 Mayor Chilsen said it is his understanding that Wisconsin Dells has been leading the way in
338 requesting a change as it has the most to gain. Mayor Chilsen said that under the proposed
339 amendment the Tourism Commission is not obligated to give the city any room tax dollars.
340 Mayor Chilsen said, "My hope is that with the collaboration we make an agreement with the
341 Tourism Commission that you get the money, but we're going to make a side deal that says we
342 get 'x' amount of dollars out of there. The rest can go to the collaboration. We're checking to
343 see if that is legal."

344
345 In response to a question by Ann, Mayor Chilsen said he has signed a letter to Governor Scott
346 Walker asking him to veto this amendment. Mayor Chilsen also said he is under the assumption
347 that the Legislature will pass it, adding he is not optimistic Governor Walker will veto it.

348
349 Mayor Chilsen noted that the city may take 1 percent of the 7.5 percent of the room tax it
350 receives. This means the city may keep \$130,000 of \$13 million. Mayor Chilsen said the city
351 would have to request room tax dollars under the new law. Mayor Chilsen also noted that the
352 city might have to surrender the approximately \$1.6 million in the room tax fund balance to the
353 Tourism Commission. However, Mayor Chilsen said the city would be able to move these funds
354 into a special projects fund, which already has been established.

355
356 **Item 7 – Review and Discussion of draft Land Use Map for the 10-year Comprehensive**
357 **Plan Update**

358
359 Brea noted that CDA members' packets include a copy of the draft Land Use Map and said she is
360 seeking feedback. Brea said staff is looking at what land use in the city will be 20 years from
361 now, and also said the Future Land Use Map serves as a guide with rezoning decisions and land
362 use development decisions. Brea said Mayo's proposed development along Sand Lake Road is a
363 reason to examine the Sand Lake Road/Riders Club Road area in more detail. Brea said a new
364 Medical Facility Land Use District is being created, which could be a mix of hospital, office,
365 clinic and ancillary uses such as small restaurants, office space and small retail. Brea said
366 additionally changes have been made to the following areas:

- 367
368
 - South of U.S. Highway 53 along Sand Lake Road to Main Street, which might be
369 considered a commercial corridor due to an anticipated increase in traffic.

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- 370
- Main Street from STH 35 to USH 53, and past the ‘S’ curve on CTH S before reaching Theater Road. This area is being identified as a Mixed Use District and Smart Growth Area. This area would allow primarily multifamily housing as well as some commercial development.
- 371
- Brea said there have been discussions on whether to define the entire corridor as Mixed Use, or perhaps attempt to focus on where Mixed Use could occur – perhaps at an intersection area.
- 372
- 373
- 374
- 375
- 376

377 Brea said this map ultimately will go to a public forum, and also said she is seeking feedback from the CDA.

378

379

380 Ald. Olson said that in order for him to comment someone would have to explain in detail a definition of smart growth. Ald. Olson said, “This is fine. But the comment was made to me that if you took some of that money that I’m suggesting you put away for running paths and walking paths and bicycle paths for the future whenever you put new roads in, people will come here because of that. ... I [responded], ‘Let me tell you why they come here. They come here for the quality of life that we have here. They come here because we’re now creating some really good substantial jobs in this area. They’re coming here because of the faith-based community we have, which is very strong. And they’re coming here because of our housing.’ ” Ald. Olson also noted that infrastructure must be maintained once it has been built and said he is an advocate for the taxpayer.

381

382

383

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386

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388

389

390

391 Brea said she will make sure the Comprehensive Plan is clear about Smart Growth Areas, adding she interprets it to mean “development where there is existing infrastructure.”

392

393

394 Ald. Olson referred to an area near The Golf Club at Cedar Creek – specifically, the Elmwood Partners piece north of the roundabout – and asked if Elmwood Partners wants to utilize this area as Mixed Use Higher Density.

395

396

397

398 Brea said yes, noting a general development plan had been approved circa 2006.

399

400 Ann asked if multifamily means duplexes and four-plexes, or apartment complexes.

401

402 Brea said multifamily would be defined as four-plexes or greater.

403

404 Ann asked if Environmentally Sensitive Residential District means there are fewer homes in these areas.

405

406

407 Brea said this means the lot sizes are larger. Brea also noted the environmental corridor includes 30 percent or greater slopes and said this property is undevelopable.

408

409

410 Ald. Blomquist said the area around the front nine of the La Crosse Country Club golf course is

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411 defined as Environmentally Sensitive Residential District and noted that Elmwood Partners plans
412 on selling this area as residential lots. Ald. Blomquist also referred to the Sand Lake Road/Main
413 Street area, which is defined as a Mixed Use District Smart Growth Area, and asked if this is a
414 change. Ald. Blomquist also noted there are homes located in this area.

415

416 Brea noted that this is not a zoning map and the homes would not be nonconforming.

417

418 Ald. Blomquist said it is his understanding that if he purchased two houses along this corridor
419 and wanted to rezone there is a better chance they would be rezoned to a business application if
420 the land use plan is consistent with the rezoning request.

421

422 Brea said yes.

423

424 Ann asked if an area once defined as Smart Growth and now defined on the new map as Mixed
425 Density still would allow multifamily dwellings even though the city's vision for the area is to
426 construct single-family dwellings and duplexes.

427

428 Brea said construction may occur as allowed by zoning, however the City can tie in consistency
429 with the Future Land Use Map if a developer seeks a special action such as a Conditional Use
430 Permit.

431

432 Ald. Binash said he considers accessibility to be a part of quality of life and stated he is
433 uncomfortable with increasing traffic along Sand Lake Road as it travels toward CTH S with the
434 way the road is currently designed. Ald. Binash noted there are residential neighborhoods in the
435 vicinity of the proposed Mayo development, expressed concern over the construction of an
436 apartment complex and said he wants to see this area remain residential. Ald. Binash said
437 residents in this area have expressed dissatisfaction over this area becoming an Industrial or a
438 Commercial District because this area has seen an expansion of residential housing in the Meier
439 Farm area. Ald. Binash said he believes quality of life and accessibility will be adversely
440 affected along this corridor if apartment complexes are constructed.

441

442 Ald. Blomquist said he believes it would be logical for the south end of the Elmwood property
443 would become some form of Commercial or Mixed Use.

444

445 Brea addressed the portion of Sand Lake Road between Main Street and USH 53, asking if
446 perhaps there should be more pockets of Commercial instead of designating the entire corridor as
447 such.

448

449 Ald. Blomquist noted there are few homes on the west side of Sand Lake Road. However, there
450 are several residences on the opposite side of the street.

451

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452 Brea addressed the portion of Main Street that runs from City Hall to USH 53, noting it has been
453 discussed that this would be a Transitional Commercial area. However, the existing Land Use
454 Map only shows Residential. Brea noted the draft Land Use Map has designated this corridor as
455 Mixed Use and asked if instead there should be pockets of Commercial, such as from USH 53 to
456 Bertrang Financial.

457
458 Ald. Blomquist asked how much effort is put into this when in reality it is driven by requests that
459 are made. Ald. Blomquist also asked if the Plan Commission is the body that makes the decision
460 on each situation that presents itself.

461
462 Brea said the Plan Commission is supposed to make decisions that are consistent with the
463 Comprehensive Plan and stated, "If we want the flexibility to, on a case-by-case basis, rezone it
464 to Commercial [then having] a corridor that allows Mixed Use Residential and Commercial
465 makes sense."

466
467 Mike told Ald. Binash he understands his point of view, but he also said it will be crucial to find
468 a location for 3,800 Mayo employees who might have to transfer jobs. Mike said, "Where are
469 these people going to live if it's something we try to create in our Downtown Mixed Use
470 District?" Mike said perhaps these individuals could ride bicycles or mopeds, walk, or utilize a
471 transportation system that will transport them to Mayo. This would allow them to live by the
472 river and they would not need an automobile.

473
474 Ann referred to the Mixed Use Smart Growth areas and said it will be essential to have
475 transportation corridors that can accommodate the population.

476
477 Mike noted that Mayo owns the property along Sand Lake Road and can sell it as Commercial
478 use.

479
480 Brea noted that this parcel is currently zoned Agricultural, with perhaps a small portion of it
481 being zoned Light Industrial.

482
483 Mike said Mayo could allow a restaurant or a pharmacy to be constructed on the property.

484
485 Brea said she must determine how to rezone the Mayo property because Mayo currently cannot
486 put a medical facility on the property. Brea said she is looking at creating a Medical Facility
487 Zoning District and that she would appreciate feedback from the CDA on allowable uses. This
488 would tie in to both the zoning district and the Land Use Map.

489
490 Ann noted that Gundersen has housing as part of its campus and said perhaps Mayo also will
491 want to construct housing on its property.

492

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

Wednesday, June 17, 2015

13

493 Brea asked if perhaps a hotel is a use that would fit in this district.

494

495 Ann said she believes it could, noting that Mayo is affiliated with several hospitals.

496

497 **Item 8 – Closed Session:**

498

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

503

- 504 • Discussion related to development and refinement of negotiating and development
505 strategies as well as review of development proposals for TIF 4 District.

506

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

510

511 Motion by Ald. Olson, second by Ald. Blomquist, to convene in Closed Session.

512

513 On roll call vote: Ald. Jim Olson – aye, Ald. Barry Blomquist – aye, Ron Johnson – aye, Ann
514 Brandau – aye, Mike Gargaro – aye. In Closed Session at 7:43 p.m.

515

516 Motion by Ann Brandau, second by Ald. Blomquist, to adjourn from Closed Session at 7:51 p.m.

517

518 On roll call vote: Ald. Jim Olson – aye, Ald. Barry Blomquist – aye, Ron Johnson – aye, Ann
519 Brandau – aye, Mike Gargaro – aye.

520

521 Recorded By:

522

523 Kirk Bey