

LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

La Crosse County Administrative Center, Rm. 3220

Thursday, July 1, 2010

7:30 a.m.

MEMBERS PRESENT: Steve Doyle, Jill Billings, Don Brenengen, Steve Burgess (7:32), Vicki Burke, Gary Ingvalson, Tara Johnson, Audrey Kader (7:32), Dennis Manthei, Steve O'Malley, Bill Shepherd, Mary Jo Werner, John Wettstein

MEMBERS EXCUSED: Dirk Gasterland

MEMBERS ABSENT: None

STAFF & GUESTS: Brian Fukuda, Charlie Handy, Margaret Norden, Greg Flogstad, Karl Green, Sharon Hampson, Nicki Thiher, Samantha Marcus

CALL TO ORDER/ROLL CALL

Chair Doyle called the meeting to order at 7:30 a.m. Brian Fukuda introduced Nicki Thiher, who is interning in his office.

PUBLIC COMMENT

None requested.

APPROVE MINUTES OF JUNE 9, 2010

MOTION by Manthei/Johnson to approve the Minutes of June 9, 2010, as corrected. **Motion carried unanimously.** Burgess, Gasterland, Kader excused.

AUTHENTICOM REQUEST FOR RELEASE OF KATHRYN PERTZCH PERSONAL GUARANTEE

Authenticom's request to release Kathryn Pertzch's personal guarantee was carried over from the June 9, 2010, meeting. Bill Shepherd reported that Ms. Pertzch did not sign a personal guarantee, and explained it was unlikely there would be other recourses. Staff will follow up with a letter. Discussion was held regarding having a spousal consent or personal guarantee signed by spouses who are not actively involved in the business that is receiving a loan. **MOTION** by Werner/Kader to request either a spousal consent or personal guarantee for future loans. **Motion carried unanimously.** Gasterland excused.

VIDEO PROJECT FOR WEBSITE

La Crosse County received a proposal from CGI Communications to produce 10 promotional videos for economic development and tourism at no cost to the County. They would sell advertising space to area businesses. Staff met with directors of the Chamber of Commerce, LACVB, and LADCO, who recommended working collaboratively with those organizations, as well as Downtown Mainstreet, to produce a video. Brian Fukuda reported they are inventorying the videos that are already available, and would issue a Request for Proposal to higher education (e.g. Western Technical College) and local businesses to produce a compilation of videos.

JOB REPORTING PROCEDURE FOR REVOLVING LOAN FUNDS

Brian Fukuda reported that state and federal reporting requirements state there must be jobs reporting twice a year. Currently, staff completes these reports by phone call to businesses with outstanding loans. Staff proposed using a form that would cross check the number of full-time equivalent jobs against payroll and would be signed by the employer and payroll supervisor. Lengthy discussion followed regarding having an outside auditor; other sources of jobs data; looking at the reasons for lending funds, i.e. entrepreneurship vs. business expansion; developing

procedures to help businesses succeed; and looking at policies more deeply. Chair Doyle asked staff to put together some points regarding procedures and bring back to the August 5, 2010, meeting.

UPDATE ON ROCKLAND PROJECT

The TIF district has been approved to provide business expansion and workforce housing. In Rem Foreclosure of 55 lots in Meadow Park Estates is complete. The County posted 11 lots for sale where sewer, water, and roads are already in place, and a Resolution will go to the County Board this month regarding the sale. Assuming the sales are approved, the County will get some funds back to pay the back taxes and special assessments. CouleeCap is involved with creating workforce housing for Quality Woods, which is moving jobs from Chicago to Rockland. Discussion was held regarding educating municipalities on real estate development trends and "smart growth."

SKIPPERLINER INDUSTRIES INC. – CHAPTER 128 BUSINESS LIQUIDATION

Bill Shepherd provided an update. He has been talking to the attorney for La Crosse County and the Town of Campbell, and is waiting to see if the receiver is able to sell the business.

AGENCY REPORTS

Karl Green reported that a new website, lacrossewaters.com, is now on-line, and is a resource for developers and builders on storm water and water control issues.

NEXT MEETING – AUGUST 5, 2010, AT 7:30 A.M.

FUTURE AGENDA ITEMS

None suggested.

ADJOURNMENT

MOTION by Kader/Ingvalson to adjourn. **Motion carried unanimously.**
Gasterland excused. Meeting adjourned at 8:40 a.m.

Approved, August 5, 2010, Margaret Norden, Recorder