

JOINT CITY-COUNTY OF LA CROSSE HOUSING TASK FORCE

December 13, 2011

Administrative Center Room 3220

MEMBERS PRESENT:	Rick Staff, Steve Nicolai, Mathias Harter (arr. 1:42 p.m.), Doug Farmer (arr. 1:44), Tara Johnson, Audrey Kader, Wayne Oliver, Sara Sullivan, Marvin Wanders
MEMBERS EXCUSED:	Jill Billings, Jay Hoeschler, Todd Mandel, Mike Richards, Tina Wehrs
OTHERS PRESENT:	Steve O'Malley, Brian Fukuda, Karl Green, Jason Dillaber, Andrew Londre, Amy Peterson, Maureen McCaulum, Betsy Bloom, Dick Milleto, Terri Pavlic

CALL TO ORDER

The meeting was called to order at 1:07 p.m.

APPROVAL OF MEETING MINUTES OF NOVEMBER 8, 2011

MOTION by Sullivan/Oliver to approve the minutes of the November 8, 2011 meeting of the Joint City-County of La Crosse Housing Task Force. **Motion carried unanimously.** (Billings, Farmer, Harter, Hoeschler, Mandel, Richards and Wehrs excused)

OVERVIEW & TIMEFRAME

Brian Fukuda felt that staff is ready to take aggressive steps toward wrapping this process up. He hopes to have the completed draft of the plan, including corrections from Section A & B and a draft of Sections C & D, posted online and sent out to the task force members by the end of this year. The next Housing Task Force meeting is scheduled for January 10th, and staff hopes to take the final comments from this group and make a motion of recommendation for consideration of the report laying out options to be presented to the City Council and the County Board. There is a City Neighborhood Revitalization Commission that is starting its work, so this report will go to them as well.

Brian distributed a Housing Policy: Ordinance Summaries, which is a summary of current ordinances and current housing policies at the City of La Crosse. (This replaces a section of what you were e-mailed previously).

PRESENTATION ON MARQUETTE UNIVERSITY NEIGHBORHOOD

Andrew Londre gave a Powerpoint presentation regarding the Marquette University's Campus Circle Initiative, which is a unique neighborhood revitalization approach that marshals the strengths of the various professional schools and departments and the institutional outreach of the University, through a collaborative effort between public, private, university and non-profit. This area had deteriorating streets, high crime and rundown housing surrounding the campus neighborhood. The results of the Campus Circle Initiative have been dramatic - taxable property values have doubled in certain areas, and crime has fallen by 70% in the past decade.

Andrew gave a brief history of project, including background and results.

How could we do a project like this here in La Crosse?

Examples of groups needed to be involved:

- Viterbo University
- City of La Crosse and La Crosse County
- La Crosse Police Department
- Local Public Schools
- Social Service Agencies

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- Private Donors
- Business Community (Gundersen/Lutheran, Franciscan Skemp, LHI, City Brewery, US Bank, Gerrard Hoeschler, Three Sixty Real Estate)
- Neighborhood Associations

We could create a neighborhood circle here in La Crosse by including these same groups of people that were involved in the Marquette revitalization; draw the lines and commit to an area to work on; solidify partnering institutions and overall funding sources; start fundraising; utilize existing TIF programs that we already have; and seek loans from the business community.

Specifically, we could partner with the La Crosse Police Dept., promote rejuvenation of the existing self-policing programs; help provide the police department with higher level of visibility and promote alliances.

Andrew listed ways we could form partnerships to tackle housing issues, improve the neighborhood business climate and to improve the community.

STRATEGIES SURVEY

Brian Fukuda has received 7 responses on the survey so far. If you haven't done so, please get your responses to Brian as soon as possible so he can summarize them.

PUBLIC COMMENT

Jason Dillaber, landlord – felt it was an interesting conversation regarding the Marquette revitalization project, but a project like this would obviously take money. He hopes that the city/county will be willing to step up, even if it's just minor things, i.e. extra lights or extra law enforcement, etc.

Steve O'Malley noted that a future agenda item that is related is an idea that Marvin Wanders had which was a consideration of Exit 3 and developing property along this area along the river. The LAPC voted at their last meeting to have the DOT to take a closer look at this. The County has agreed to facilitate a meeting on Jan. 4th, at the black River Beach House, where the County, DOT and other community leaders will be asking for input on whether or not to fund a study regarding rerouting Exit 3.

FUTURE AGENDA ITEMS

- Discussion of Final Draft of HTF Plan

NEXT MEETING DATE: January 10, 2012

ADJOURN

There being no further business **MOTION** by Staff/Nicolai to adjourn the meeting was adjourned at 2:47 p.m.

The above minutes may be approved, amended or corrected at the next meeting.

Recorded by Terri Pavlic