

LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

November 1, 2012

Administrative Center – Room 3220

MEMBERS PRESENT:	Steve Doyle, Gary Ingvalson, Patti Balacek, Don Brenengen, Dirk Gasterland, Sharon Hampson , Tara Johnson, Amy Flottmeyer for David Lange (exc 8:37 a.m.), Debra McKenney, Michael Richards (arr 7:34), Joe Veenstra, Tina Wehrs (arr. 7:35), John Wettstein
MEMBERS EXCUSED:	Steve O'Malley, Ray Ebert, Dave Lange
OTHERS PRESENT:	Brian Fukuda, Karl Green, Amy Peterson, Charlie Handy, Jim Hill, Dave Clements, Greg Flogstad, Terri Pavlic

CALL TO ORDER

The meeting was called to order at 7:30 a.m.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES FROM OCTOBER 4, 2012

MOTION by Gasterland/Veenstra to approve the La Crosse County Economic Development Fund minutes of October 4, 2012. **Motion carried unanimously.** (O'Malley, Ebert, Lange, Richards, Wehrs excused)

APPROVE ADMINISTRATIVE COSTS FOR EDA REVOLVING LOAN FUND - MRRPC

The Economic Development Fund has received an invoice from the Mississippi River Regional Planning Commission for \$845.00 for management of our US Department of Commerce – EDA Revolving Loan Fund for 2011. **MOTION** by Ingvalson/Veenstra to approve payment of invoice. **Motion carried unanimously** (O'Malley, Ebert, Lange, Richards, Wehrs excused)

2013 ECONOMIC DEVELOPMENT FUND BUDGET

The 2013 Economic Development Fund Budget was discussed by the Committee for final input before going to the County Board. The Mississippi River Parkway Commission annually receives \$1,000 from the County, and they have requested an additional \$1,000. It is the 75th anniversary of the Great River Road, so they would like to do some additional marketing and promotion around this. They would also like to put more effort into "agri-tourism opportunities".

The last few years, as well as this year, the Tourism Promotion account for \$10,000 has been used towards a contribution to the Welcome Center. Dave Clements distributed the statistics and budget for the Welcome Center. It was requested that the Welcome Center be put on as a future agenda item.

In Account 65001 – Administrative Services – it was pointed out that this \$11,313 is for the portion of time that the County Administrator spends on economic development activities.

MOTION by Ingvalson/Veenstra to approve the Economic Development Budget. **Motion carried unanimously.** (O'Malley, Ebert, Lange excused)

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OUTDOOR RECREATION SUMMIT SUMMARY

On Oct. 25, La Crosse County sponsored the Outdoor Recreation Summit as this year's Counties Collaboration Conference. The County partnered with the 7 Rivers Alliance and the Outdoor Recreation Alliance on this event, and it was attended by over 150 people. The summit provided education on the economic, social, health, and tourism benefits of outdoor recreational activities such as biking, hiking, canoeing, kayaking, skiing, fishing, sailing, bird watching, and show shoeing, and provided opportunity for discussion among attendees from all over the 7 Rivers Region. Brian Fukuda showed a brief video from the Outdoor Recreation Alliance, which gave a view of where this organization is heading and great economic development benefits that this initiative could have for our region.

On January 17th there is a follow up event being planned. If you know of people who weren't aware of this summit, please help spread the word.

REGIONAL REVOLVING LOAN FUND UPDATE

Brian Fukuda informed the committee that these discussions are continuing. There is a meeting today to discuss regionalization of our revolving loan funds. The Regional Revolving Loan Fund Committee, along with the Mississippi River Regional Planning Commission has starting work on drafting an administrative manual for the regional fund. The governance and make-up of the Board that will oversee the regionalization is being discussed today as well.

COUNTY PROPERTIES UPDATE

The City of La Crosse has approved the rezoning of 4th and Jackson to allow Dr. Bentz to build his chiropractic office on this site. Once the site plan review is complete, the transaction will be completed. Brian Fukuda indicated that we are still trying to move forward with Park Plaza. We are looking at potential for doing a tax credit project through WHEDA, which would be a mixed income housing development on that site.

Charlie Handy also informed the committee that we are also working on 4 houses in the City of La Crosse that were tax foreclosures. Just recently, the last of these four was sold so they are all now in private ownership.

County Staff is also working closely with the City of La Crosse on the mobile oil site, and are hoping to see a charrette project on this site fairly soon.

In Rockland, the 4th lot for the year has been sold. This would be the 9th lot sold over the last 2 years and 13th over the last 3 years.

2011-12 GOALS REVIEW

Charlie Handy distributed and discussed the progress report of La Crosse County Economic Development Fund goals for 2011-12. The three main focuses are jobs, blight, and housing. Charlie discussed education, support and action on each of these, as well as an evaluation of these.

2013-14 GOAL SETTING

Every two years the La Crosse County Economic Development Fund sets goals for a 2-year period. It was requested that the committee review the attached goals from the previous 2

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years, as an example, and be prepared to come to the next meeting with ideas for the 2013-14 time period.

NEXT MEETING – December 6, 2012

Future agenda items:

- Welcome Center
- Bylaws updates
- Cost of community services study – Town of Holland
- Potential dates/times of new Behavioral Health Center Tour - Mike Richards
- Update on agricultural economic impact on our area
- 2013-14 LCEDF goals

ADJOURN

There being no further business, **MOTION** by Ingvalson/Richards to adjourn the meeting at 8:50 a.m. **Motion carried unanimously.** (O'Malley, Ebert, Lange, Flottmeyer excused)

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

Approved December 6, 2012, Terri Pavlic, Recorder