

JOINT CITY-COUNTY OF LA CROSSE HOUSING TASK FORCE

September 20, 2011

Administrative Center Room 3220

MEMBERS PRESENT:	Rick Staff, Steve Nicolai, Kathleen Enz Finken, Doug Farmer, Mathias Harter, Nancy Gerrard, Tara Johnson, Audrey Kader, Todd Mandel, Wayne Oliver, Michael Richards, Sara Sullivan, Marvin Wanders, Tina Wehrs
MEMBERS EXCUSED:	Jill Billings, Jay Hoeshler
OTHERS PRESENT:	Brian Fukuda, Karl Green, Larry Kirch, Jason Dillaber, Dick Milleto, Andrew Londre, David Olson, Maureen McCaulum, Betsy Bloom, Chris Hardie, Terri Pavlic

CALL TO ORDER

The meeting was called to order at 1:04 P.M.

APPROVAL OF MEETING MINUTES OF SEPTEMBER 6, 2011

MOTION by Richards/Oliver to approve minutes of the September 6, 2011 meeting of the Joint City-County of La Crosse Housing Task Force. **Motion carried unanimously.**
(Billings & Hoeschler excused)

FUTURE AGENDA ITEMS

Rick Staff has talked to Chief Cleveland about presenting information regarding the Fire Department's perspective on these housing issues. The committee would like to have him come in to talk at a future meeting. Also, the committee would still like more information on the Phillips project and have someone from the Assessor's office come in as well.

DISCUSSION OF STRATEGIES SURVEY

Brian added Y – "Better enforcement of laws" and Z – "Nuisance Ordinance" to the Strategy Options list. Rick Staff thought we should add Brownfield area to the list. He felt there was a lot of land that could be developed, especially with the new flood plain maps. He thought that there are many little infill opportunities and we should look at these. Larry indicated that the City has 12 lots that are up for bid currently.

The Mayor would like to make "Better education and enforcement of codes and standards" a priority. There was much discussion regarding who should be getting fines – property owners, landlords, offenders, occupants? Also, Marvin Wanders would like to make clear physical properties (owner responsibility) vs. personal issues (not owner responsibility). For purposes of this survey project, we will use V-Better education and enforcement of codes and standards for property related offenses. And, Z-Nuisance Ordinance is directed at behavior and individuals. There was much discussion over the nuisance ordinance and enforcement of laws and if it pertains to the property owners or the renters.

Audrey suggested doing "walk groups" so the committee can take a look at these neighborhoods.

There was some discussion concerning TIF's. Brian Fukuda said: "that the increase in value on the TIF property would not happen but for the use of TIF". So you're using those increased tax revenues to fund something to help those increases in value happen. At the end of TIF, you have a higher value come onto the tax roles – but this would not have happened unless you used TIF for that period of time. This is the way the statutes were written and the way TIFS are intended to be used. Brian indicated that any municipality can only have a maximum of 12% of their value in a TIF at any given time.

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Tara Johnson listed for city-wide projects: A – Reinvest La Crosse, B- Private Equity Group and C – Community Reinvestment (REIT) interchangeably as the top priorities for long term projects in targeting a neighborhood or using as an overall strategy. She felt that these three were financing tools or pooling of money to be able to accomplish a larger more meaningful project. For a shorter term projects, she felt that V – Better education and enforcement of codes and standards made the most sense. Tara also felt that as a “quick” project we could do G-Guerilla Landscaping and I-Tool Exchange. Possibly a Rotary group or neighborhood group could get involved in either of these things. The committee felt that connections between areas/neighborhoods should be added to the list.

Everyone was asked to turn in their surveys to Brian so he can compile the results.

DISCUSSION OF EDUCATIONAL HOUSING DISTRICT

Marvin briefly explained the concept of an Educational Housing District – take the areas around the educational institutions and create districts that you can start to manage the issues within these districts in an attempt to create good neighborhoods that we can be proud of and areas that students want to live in and to also focus on environment and safety. The idea is to protect the neighborhoods outside of these areas so they remain single family and get buy in from all institutions, landlords, community, etc. The idea of detailed market analysis being completed was discussed.

Brian distributed a brief summary of a report that Andrew came across entitled “*Linking Colleges To Communities*” with a link to the actual report.

PUBLIC COMMENT

Jason Dillaber, landlord, felt that there were things we could do with Goosetown to make it better without jeopardizing the market. We could get more lighting, build up security, make it a safer neighborhood; have blinking crosswalk lights; enforce the garbage ordinance & clean up the area.

Mr. Dillaber also commented on the campus area parking issues. There are many student commuters and feels that any new buildings need to have parking issues addressed.

Richard Miletto, landlord, felt that a zero tolerance policy should be adhered to. He wishes there were better cooperation between the courts, police and schools regarding what lease agreements mean.

NEXT MEETING: October 4, 2011 – 1:00 p.m. – Administrative Center Room 3220

ADJOURN

There being no further business, **MOTION** by Staff/Richards to adjourn the meeting at 2:52 p.m. Motion carried unanimously. (Billings & Hoeschler excused)

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

Recorded by Terri Pavlic