

Village of Cottage Grove  
Meeting

Notice of Public

## COMMUNITY DEVELOPMENT AUTHORITY

Monday, August 12, 2019  
Village Hall

5:30 p.m.

221 E Cottage

Grove Rd.

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The June 10, 2019 CDA Meeting.

Documents:

[6-10-19 CDA MINUTES.PDF](#)

5. Overview Of Mid-America Economic Development Corp. Best Practices Conference.

Documents:

[MID AMERICA EDC.PDF](#)

6. Update On Development Activity In The Village.
7. Future Agenda Items
8. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE  
COMMUNITY DEVELOPMENT AUTHORITY  
Monday, June 10, 2019**

**MINUTES**

1. **Call to order-** the meeting was called to order by Lennberg at 5:30 p.m.
2. **Determination of quorum and that the agenda was properly posted-** It was confirmed that a quorum was present, and the meeting was properly posted. In attendance were Jeff Lennberg, Sarah Valencia, Jim Ahearn, Mike Elder, John Hogan, Mike Millage and Jerrud Rossing. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese and Village Treasurer Deb Winter.
3. **PUBLIC APPEARANCES-** None
4. **Discuss and consider approval of minutes of the May 13, 2019 CDA meeting.**  
**Motion** by Hogan to approve the minutes of the May 13, 2019 CDA meeting, seconded by Millage. **Motion** carried with a unanimous voice vote of 7-0-0.
5. **PUBLIC HEARING regarding the proposed amendment of boundaries and project plan for Tax Incremental District #10 per Public Hearing Notice published June 3, 2019.**

Lennberg opened the public hearing at 5:32 p.m.

Giese opened discussion starting with explaining the history of TID #10 and stating that originally the Village wanted to include the discussed property in the original plan but at the time it wasn't within the boundaries of the Village. Since then, the property has been purchased and annexed by Greywolf, which has now prompted this proposal to change the boundaries of TID #10. Greg Johnson with Ehlers then lead discussion on the project plan discussing the uses, projects included, costs and financing. Valencia asked if it is typical in Tax Incremental Districts that only a third of the district needs to be developed in order to cover the cost of the project plan. Johnson replied that this particular plan is on the light end, however it is a fairly typical measurement. Giese added that TID #10 also doesn't need huge upfront expenditures such as a well and/or water tower which helps cashflow become positive much faster.

Lennberg closed the public hearing at 5:46 p.m.

6. **Discuss and consider 'Resolution 2019-04: A Resolution Designating Proposed Amended Boundaries and Approving a Project Plan Amendment for Tax Incremental District No. 10, Village of Cottage Grove, Wisconsin.'**  
**Motion** by Rossing to approve 'Resolution 2019: A Resolution Designating Proposed Amended Boundaries and Approving a Project Plan Amendment for Tax Incremental District No. 10, Village of Cottage Grove, Wisconsin', seconded by Elder. **Motion** carried with a unanimous voice vote of 7-0-0.
7. **Future Agenda Items**  
None
8. **Adjournment**

**Motion** by Hogan to adjourn at 5:47 p.m., seconded by Elder. **Motion** carried with a unanimous voice vote of 7-0-0.

**Deb Winter,**  
**Treasurer Village of Cottage Grove**  
**Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.

DRAFT

## MID AMERICA EDC – 2019 BEST PRACTICES CONFERENCE

Milwaukee, WI – July 17 to 19

### ***WEDA Academy: Impact Through Redevelopment***

*Instructors: Kristen Fish-Peterson (CEO - Redevelopment Resources); John Stibal (Development Director - City of West Allis); Kathryn Berger (Business Development – CG Schmidt)*

#### *Inspiration/Vision for Redevelopment*

- Drivers for redevelopment
  - Blight Elimination
  - Business Expansion
  - Sprawl Prevention
  - Resilient development – sustainable and aims to alleviate poverty and hardship
  - Historic preservation
  
- Public engagement types
  - Public input sessions
  - Charettes
  - Interviews
  - Focus groups
  - Electronic surveys & polls
  
- Leadership
  - Drives the vision
  - Where does it come from
    - Mayor
    - City Council
    - RDA
    - Business community/private citizens
  
- Evaluating projects
  - Market analysis
    - Subject site analysis
    - Economic and demographic analysis
    - Competitive supply analysis
    - Demand analysis
    - Development recommendations
    - Data sources

- Secondary: ESRI, EMSI, US Census, Bureau of Labor Statistics
  - Primary: Interviews, focus groups, surveys, online polls, public open houses; counting & categorizing buildings and businesses; visual site description
- Fiscal impact analysis
  - Direct impact – taxes, impact fees, permit fees, utility revenue v. cost of new infrastructure spending or service costs
- Economic impact analysis
  - Indirect impact – Construction spending and jobs; ongoing operations (maintenance, supplies, equipment, etc.); spending by new residents/employees
- Social Goals & Outcomes
  - Gentrification?
  - Increased incomes
  - Decreased crime
  - Improved public safety
  - Environmental impacts
  - Quality of life
- Effective implementation
  - Communication with the public
    - Negative voices at public meetings
    - Counter with positive voices
    - Never think you've communicated enough
    - Channels:
      - Public meetings
      - Social media
      - Earned media
      - Word of mouth
- Financial Tools
  - Municipal driven redevelopment
  - Private sector driven redevelopment
- Why plans don't get implemented
  - Leadership
  - Staff capacity
  - Financial resources
  - Political will

- Public outcry
  - Historic
  - Private sector not on board
  - Public sector not on board
  - Other?

### ***Tomorrow's Talent is Here Today: Seizing Opportunity in the Digital Age***

*Presenter: Rebekah Kowalski (VP – Manpower Group)*

- Trends:
  - Increased choice
  - Customer sophistication
  - Tech revolution
  - Demographics & talent management
- Talent shortage – 14% in 2010, 46% now
- Less unemployed than jobs available
- Talent can be a 'renewable resource'
- Skills revolution – digital tech
- Emphasis on learnability and adaptability
- Developing employability

### ***Industrial Real Estate Redevelopment***

*Presenters: Nate Ellis (Sr. VP – Rabin); Rob Gerbitz (President & CEO – Hendricks Commercial Properties); Gale Price (Econ. Dev. Director – City of Janesville)*

#### ***Gale Price – Redevelopment of Former GM Plant in Janesville***

- Plant was built in 1919 and converted to build cars in 1922
- Closed in 2008
- GM went into bankruptcy in 2009
- Plant placed on standby until 2015
- City considered but decided against purchasing the property
- Property sold to Commercial Development Co. from St. Louis
- Used a PUD to redesign as an industrial park
- Most of the demolition is now complete

#### ***Nate Ellis – Redevelopment of former Oscar Mayer Plant in Madison***

- Rabin specializes in industrial asset sales and real estate
- Acquired Oscar Mayer site in 2017

- 1.7 million sq. ft. on 69 acres
- Plan to turn it into multi-tenant mixed use project
- Creativity needed - working on reusing existing six story structure into parking
- Formerly had one access, one water meter, one electrical service, etc.
- Estimated \$20 million just to get site sale ready

#### *Rob Gerbitz – Ironworks Redevelopment in Beloit*

- Hendricks Real Estate owned by family that owns ABC Supply in Beloit
- Beloit Ironworks facility was 1.2 million sq. ft., built in the 1800's
- Located on the Rock River in the heart of Beloit's downtown – major blighting influence
- Purchased by Hendricks in 2001
- Rob got involved in 2008
- First two tenants were software companies
- Other software companies, Kerry Ingredients, YMCA, Iron-Tek co-working space

#### ***Sports Area Redevelopment***

*Presenters: Aaron Popkey (Dir. of Public Affairs - Green Bay Packers), Alex Lasry (Sr. VP – Milwaukee Bucks), Tim Sheehy (President – Metropolitan Milwaukee Association of Commerce), Jerry Murphy (New North), and Mike Zimmerman – Roc Ventures)*

#### *Aaron Popkey – Titledown District in Green Bay*

- 45 acre mixed use development on Lombardi Avenue, west of Lambeau Field on former run down commercial properties
- Packers have invested \$100 million in Titledown
- Effort to invest in Main Street instead of Wall Street to create benefit for local economy
- Includes an 8 acre park with football field and sled hill
- 3 anchors – Hinterland Brewing, Bellin Sports Medicine Clinic, and Lodge Kohler
- Now working on Titledown Tech in collaboration with Microsoft

#### *Jerry Murphy – Menomonee Nation Arena in Oshkosh*

- New home of the Milwaukee Herd (Bucks G-League franchise)
- Built on site of former Buckstaff Furniture Co. on what had originally been the industrial side of the Fox River, across from downtown
- Buckstaff closed in 2011 – blighted and contaminated
- City acquired the site
- Very fast turnaround on RFP and construction to improve infrastructure and build arena
- Arena will anchor river/lake front Sawdust District – 60 acre mixed use area

### Alex Lasry – Fiserv Forum in Milwaukee

- Son of one of the Bucks principal owners and team Sr. VP
- Family looked into purchasing several teams – other teams were just basketball opportunities, Bucks were basketball team with adjacent redevelopment opportunities – presented a chance to have a lasting impact on the city
- Arena designed to also host major concerts – now have over 100 concerts per year – most big tours couldn't/wouldn't play at Bradley Center
- Will host the 2020 Democratic National Convention – would not have been possible without the new arena
- Large plaza has become 'Milwaukee's living room' – melting pot area that is unique in the city
- In and around the arena they are looking for businesses/attractions that are either "uniquely Wisconsin" or "unique in Wisconsin"

### Mike Zimmerman – ROC Sports in Franklin

- ROC stands for return on community – as opposed to return on investment
- Ballpark Commons – mixed use area around minor league ballpark – also home to UW-Milwaukee baseball
- Shifting toward an experience economy
- Adjacent to earlier Rock Sports Complex – multiple little league fields

### Tim Sheehy – Politics of public funding for Miller Park and Fiserv Forum

- Vote for public funding for Miller Park came down to one vote – senator was voted out because of it
- Campaign for Fiserv Forum focused on tax revenue on player salaries that would go away if the NBA left Wisconsin (\$10 million per year and growing)
- \$250 million in public funds went into arena with Herb Kohl donation, new owners' contribution, and city infrastructure

### Tom Barrett – Mayor of Milwaukee

- Also noted the success of Pabst redevelopment – first attempt failed
- Public service at the local level is the most frustrating, but also the most rewarding

### **Regional Economic Development Leadership Council**

*Presenters: Pat O'Brien (Exec. Dir. – Milwaukee 7); Steve Jahn (Exec. Dir. – Momentum West); Barb LaMue (Exec. Dir. – New North); and Jerry Murphy (Exec. Dir. – New North)*



- WI has nine regional economic development organizations – all counties are in one regional district – act as intermediaries between state and 640 local economic development professionals
- Scale allows more tools than are available locally
- New North created a supply chain database later replicated at the state level for Foxconn suppliers
- “career cruising” program – companies put profiles on site for students to review – makes finding interns/internships easier – 80% of interns in program are offered permanent jobs at place of internship, about 80% of those interns accept
- Golden shovel program created at regional level to provide less expensive alternative to state site certification program
- Momentum West started internship program with UW-Stout, UW-River Falls, and UW-Eau Claire

### ***Foxconn in Wisconsin***

*Presenters: Jela Trask (Business Liason – WEDC); Sam Ridders (Strategic Initiatives Dir. – WI DOA); Laura Million (Business Dev. Mgr. – Racine County EDC)*

- Why did Foxconn choose WI? – WI did not offer the highest incentive package – manufacturing legacy – skilled talent – business climate - collaboration and culture – geographic location and water resources
- Expecting 13,000 jobs averaging \$53k and \$10 billion investment
- Transformative project to create high tech ecosystem
- Statewide supply chain portal
- Clear and frequent communication is essential
- Need for housing in the area to accommodate new workers
- Political transition, Walker to Evers

### ***Capital Stacking – Alternate Options to Fund Your Project***

*Presenters: Lynda Templen (Husch-Blackwell); Kevin Flaherty (PNC); David Kircher (Phoenix Financial Advisors)*

- Projects benefit most from assistance that “looks like equity”
- Toolbox:
  - Conventional bank loan – heavily regulated – requires equity
  - Local TIF – up front or pay as you go – pay as you go incentives not typically treated as equity
  - WEDC – various programs related to job creation – tax credits or loan
  - PACE – for environmental improvements
  - County – may have revolving loan fund or micro lending

- Tax exempt bonds – industrial revenue bonds – qualified 501(c)3 loans – exempt facility bonds
- New market tax credits – must be located in qualified low income area, intended to attract capital to underserved areas
- SBA 504 – fixed asset capital – as little as 10% down – 20 year fixed rate

### ***Best Practices in Talent Strategies***

*Presenters: Janet Ady (President & CEO – Ady Advantage); Ashley Scray (Dir. of Client Services – Ady Advantage)*

- Ady Advantage held a competition for best practices in talent strategy – presented four winning programs
- *Promise Scholarship – Michigan City, IN* – up to \$5000 per year for four years for graduates of Michigan City HS – for use at college, university, or other post secondary school in Indiana – 40 hours of community service per year – parent/guardian must maintain residence in Michigan City
- *TigerPath – Hutchinson, MN* – utilize student aptitude and interests to guide career choices – acquire marketable skills prior to pursuing higher education – pursue careers that match high paying, high demand local jobs
- *Logistics Sector Partnership – Hendricks County, IN* – Hendricks County (near Indianapolis) is a major logistics hub for national retailers – program to help logistics companies find candidates for employment – partner with schools, government agencies, and logistics companies to spread the word about logistics
- *Pick Perry – Perry County, IN* – campaign to change perceptions about local community – get locals to recognize local attributes and build capacity to publicize the community