

CONSERVATION, EDUCATION AND ECONOMIC
DEVELOPMENT COMMITTEE
AGENDA

DATE: Tuesday, May 21, 2019
TIME: 1:00 p.m.
LOCATION: Wood County Courthouse, Room 115

1. Call meeting to order.
2. Declaration of quorum.
3. Approve minutes.
4. Consent Agenda
 - a. Review/approve minutes from previous committee meetings.
 - b. Review monthly letter of comment.
5. Public Comments (*brief comments/statement regarding committee business*)
6. Discussion on North Central Wisconsin Regional Planning Commission membership with Dennis Lawrence, Executive Director.
7. Report and consideration of 2019 fund release for Marshfield Area Chamber of Commerce and Industry (MACCI).
8. Report and consideration of 2019 fund release for Marshfield Residential Housing Incentive (MRI).
9. Report and consideration of 2019 fund release for Marshfield Economic Development Board.
10. Update on REDI Grant application and discussion of other opportunities to complete a countywide economic development strategy.
11. Adjourn

MINUTES
CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
TUESDAY, APRIL 16TH, 2019
WOOD COUNTY COURTHOUSE, ROOM #114, WISCONSIN RAPIDS WI

Members Present: Kenneth Curry, Robert Ashbeck, Mark Holbrook, Dave LaFontaine, Bill Leichtnam.

Staff Present:

Planning & Zoning Staff: Jason Grueneberg & Victoria Wilson

Others Present: Jake Hahn (District 8 Supervisor), Angel Whitehead (HOW-President), Bill Clendenning (District 15 Supervisor), Dennis Polach (District 14 Supervisor), Nancy Turyk (UW Extension), Rick Bakovka (REGI), Scott Larson (Marshfield Chamber of Commerce)

Members Excused: Harvey Peterson

1. **Call to Order.** Chairperson Curry called the CEED Meeting to order at 1:01 p.m.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Consent Agenda.**
 - a. Review/approve minutes from previous committee meetings. Jason stated that last month the committee requested that Dennis Lawrence come to this meeting to discuss membership in North Central Wisconsin Regional Planning Commission. Jason did call to schedule this but Dennis is out of town this week. He will schedule Dennis to be on the agenda for next month. The other request was to have someone from another county that is on the board of directors for NCWRPC. Jason is hoping to have a report on the agenda next month to outline the resources, staff and budget for economic development from other counties.
 - b. Review monthly letter of comment. Dave L made a motion to approve the consent agenda. Second by Mark H. All ayes. Motion carried.
4. **Public Comments.**
 - Bob mentioned an article he saw in the Portage County Gazette regarding creation of a TID district. <https://stevenspoint.news/2019/04/02/planning-commission-approves-creation-of-tid-district/>. (Copy link into browser to view full article)
5. **Review and discussion of Committee's thought on what economic "success" looks like.**
 - Jason spoke on the comments submitted by the committee members regarding what economic "success" looks like. The comments were needed for submission with the REDI grant application. These comments are also a starting point for us to look at some of the strengths and challenges we face in economic development in our county and start a discussion for the future of ED as well. Jason asked for thoughts on the comments, such as anything that stood out or any commonalities. Bill L. said jobs and roads stood out to him. Chairperson Curry stated he felt that the comments are about what he expected. People seem satisfied with our area. Bill L. said some of the underlying themes seem to be keeping younger people in the area and attracting other young people to the area. Infrastructure also came up. Dave asked about the reference to legislature. Mark clarified that he was referring to State legislature. Mark feels that we need to be thinking about ED 20 to 30 years down the road rather than discussion about right now, as it will not get us far. The question was raised as to what the county's role is in some of the topics that were identified. Discussion followed. A great deal of the discussion centered on what the CVBs and Chambers' roles are in promotion, development and marketing of the county.

6. Discussion on grant opportunity for countywide tourism and marketing.

- Jason indicated that he has been approached by an entity to consider a match for \$30,000 for a countywide marketing and tourism plan. He would like to gauge the committee's interest in this match opportunity. The entity would like to know by June or July. If the committee was not interested, the entity would allocate the funds elsewhere. Options for the matching funds would be from the contingency fund or next year's budget if the committee would like to be involved. Bill L. and Dave expressed interest. Mark would like to know more details about this. Jason can provide more information if the committee is interested, at the next meeting. Chairperson Curry stated the consensus is that the committee will look at this. Jason will have this as an agenda item for next month's meeting.

7. Update on Rural Economic Development Initiative Grant application and discussion of other opportunities to complete a countywide economic development strategy.

- The REDI Grant application was submitted on time. We should know by the end of the month how successful it was. If the REDI grant is not approved we will need to look at other options for strategic planning resources for economic development. Some of these include the NCWRPC and private consultants. The other question is, if there is a cost and we decide to go forward with this in 2019, where does the funding come from. This will likely be on next month's agenda.

8. SolSmart Update.

- Nancy provided an update on the SolSmart initiative. This program is funded through the US Department of Energy. They are providing guidance. There are two pieces to this project. The SolSmart part requires that we go through ordinances to eliminate regulatory barriers and cumbersome permitting processes. The other piece is educational. The Executive Committee is talking about forming an energy team. Jason has given the Executive Committee a couple of models to start with to form an energy/renewable team. They may be taking action on that at the next Executive Committee meeting. Nancy said to visit the Wood County Planning & Zoning webpage if interested in hearing more about renewables.
www.co.wood.wi.us/Departments/UWEX/Energy.aspx
- Rick Bakovka asked when the committee intends to act on the funds that the county allocates to economic development partners. He asked if the partners are able to come and request those funds at this time. Jason stated the partners would more than likely need more time to complete their projects. The committee has outlined in the past that they would like a one-page report on the progress of the partner's project before releasing the funds. It was decided by Chairperson Curry that this would be discussed at a future meeting.
- The next scheduled meeting is Tuesday, May 21, 2019.

9. Adjourn.

- Ken Curry declared the meeting adjourned at 3:05 p.m.

Respectfully submitted,



Mark L. Holbrook, Secretary

Minutes by Victoria Wilson, Planning & Zoning Office

Review for submittal to County Board by Mark L. Holbrook (approved on May 15th, 2019 @ 10:38 a.m.)

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
ECONOMIC DEVELOPMENT ACTIVITIES REPORT-JASON GRUENEGER

ATV/UTV Implementation – On April 23rd I attended the ATV/UTV implementation meeting. Notes from the meeting are attached to this report.

Wood County Economic Development Roundtable – On April 26th Wood County hosted a quarterly economic development roundtable at the Pittsville Fire Department. The meeting was well attended and updates on economic development activity were provided by all in attendance.

ATV/UTV Ribbon Cutting Planning – on April 29th I facilitated a meeting to plan for an ATV/UTV ribbon cutting. The Heart of Wisconsin Chamber of Commerce is helping County staff plan the event that will be held on June 5th, beginning at 4:30pm at Ho-Chunk Gaming Nekoosa. More details regarding the event will be shared as they become available. A save the date notification is attached to this report.

Nekoosa Strategic Plan Implementation – On May 1st I met with Department of Public Works Director Rick Schmidt, to discuss projects that will help implement their strategic plan. The projects pertain to recreation on the Wisconsin River and improving the quality, variety and availability of housing in the city.

Business Development – On April 25th, May 2nd, May 6th, and May 14th I met with a business owner regarding expansion in the area. The business is in the process of purchasing a building in Wisconsin Rapids.

Executive Committee – On May 7th I attended the Executive Committee meeting to discuss options for a sustainable and renewable committee, provide an update on SolSmart, and talk about the 2019 review process for both the Lean Process Initiative and Sustainable and Renewable grants.

Ho-Chunk Gaming – On May 8th and May 15th I met with Ho-Chunk representatives to provide updates on county projects such as ATV/UTV routes and trails, bicycle and pedestrian trail wayfinding, and planned Powers Bluff improvements.

County Property – On May 13th I attended a meeting to review properties owned by Wood County. In June, a presentation will be made to the Highway, Infrastructure and Recreation Committee with possible recommendations on what to do with properties that have no current or planned use by the County.

Central Wisconsin Economic Development Fund (CWED) – On May 15th I participated in the CWED Board of Directors meeting. Agenda Items included consideration of two subordinations, review of financial reports, service provider updates, and election of officers. I was elected to another term as the CWED treasurer. The fund currently has about \$7,000,000 available for gap financing and micro loans in the region.

Facilitating:

Jason Grueneberg

Attending: Fritz Schubert-Parks & Forestry; Chad Schooley-Parks & Forestry; Sandra Green-Parks & Forestry; Roland Hawk-Highway; Victoria Wilson-Planning & Zoning; Joel Ortman-Highway; Calvin Dorshorst-Sheriff's Dept.; Joe Zurfluh Jr-Sheriff's Dept.

Discussion Items:

1. Ribbon Cutting
2. Signs
3. Grants
4. Dexter Campsites
5. Opening day

1. Ribbon Cutting

- Jason is trying to get in contact with Krista Coon from HOW to set up a ribbon cutting to help promote the opening of trails in Wood County. He's hoping to do something by the casino or possibly in Pittsville.

2. Signs

- Roland stated they are only signing the main routes at this time. Chad and Fritz will work on the signing of off road trails.
- Roland spoke with Town of Remington and they have decided to open all town roads. The bridge at Babcock is not open at this time. Once it is, they can then sign Ball Road. At a town meeting Roland attended, people stated they felt neglected and that the county doesn't do enough in their area. They are concerned about needing more enforcement in that area if ATVs are allowed. Roland let them know he would share their concerns with the committee. Remington is opening the town roads on a 1 year trial basis and will re-evaluate next year to see if adjustments need to be made.
- Ball Road does get wet at times during the year so it was asked if the county would provide maintenance. Jason suggested the road could be closed if there is a problem with flooding also.
- The new owner of The Frost Watch has expressed interest in being part of a club or patrol group. Anyone wishing to volunteer or join an ATV club should be referred to Sandra Green. Sandra went to a recent WATVA conference and learned about the trail ambassador program. This program recruits and trains volunteers to be the "eyes and ears" of the ATV trails. They do not act as law enforcement but can provide education to riders or make referrals to law enforcement if needed.
- Roland continues to work with the state on crossing the Nekoosa Bridge.

3. Grants

- Sandra has submitted multiple grant applications to the state and hopes to hear back in August on the success of those grants.

4. Dexter Campsites

- The hope was to have the 10 ATV sites ready for the campground opening, however that will not be obtainable. Chad is now hoping to have these sites ready prior to Memorial Day. It may be a good idea to do the ribbon cutting at that time.

5. Opening day

- Discussion was had on when we might be able to open the trails. The original goal was mid-May, same as Jackson County. More than likely we won't make that date, it will be closer to the end of May.

➤ Action Items:

- A. Victoria will set up a doodle poll for the next meeting in May.
- B. Keep an eye on budget numbers.

SAVE THE DATE!
June 5, 2019, 4:30 pm.

WOOD COUNTY ATV TRAIL & ROUTE SYSTEM

Ho-Chunk Gaming Nekoosa will be hosting a ribbon cutting ceremony on June 5 for the Wood County ATV Trail & Route System.

Doors open at 4:30 pm with the ceremony to start at 5:00 pm.

Enjoy cake and punch followed by an opportunity to view the new trails at 5:30pm. \$10 Rewards Play for all guests and multiple door prizes available.

More information to come later.

Sandra Green
Wood County Parks & Forestry
ATV Trail Coordinator
sgreen@co.wood.wi.us



City of Marshfield Memorandum

TO: Wood County Conservation, Education, and Economic Development Committee
FROM: Josh Miller, Development Services Director
DATE: May 21, 2019

RE: 2019 Budget – Project Funding Report for the City of Marshfield’s Economic Development Board (EDB)

The 2019 funding request from Wood County is shown below:

Category	Amount	Program
Misc. or Other	\$30,500	Housing Study Implementation Efforts, Redevelopment Sites, Industrial Park Expansion
Misc. or Other	\$31,250	Marshfield MRI – Housing Incentive
Total	\$61,750	

Housing Study Implementation Efforts, Redevelopment Sites, and Industrial Park Expansion

The City and EDB is looking for ways to meet the housing demands of the area. Once the Housing Study Update is complete (later this fall), we want to begin looking at ways to implement the recommendations. Funding from the County will help us achieve that goal. Examples of implementation include:

- Develop an incentive program for rehabbing homes in blighted areas
- Develop neighborhood planning
- Implement maintenance standards in the building code

The Economic Development Board supported the creation of a new a Housing Committee under MACCI. The Committee is focusing on three strategies to address the housing needs in Marshfield. The first project they will be working on is to develop a draft program where the City can invest in new infrastructure to open up new residential lots. The funding and structure of the program will need to work for both the City and the developer. The second program will be looking at developing a revolving loan fund for targeted areas to fix up owner and renter occupied housing. The third project is developing pattern books for homeowners to help them visualize remodeling projects to encourage redevelopment rather than demolition.

Another economic development project that we will look to get started on this year is the Sewer Service Area Plan update. This is a vital first step in being able to expand the Yellowstone Industrial Park and look at ways to make it more shovel ready.

Funding from the County will likely be used for either the pattern book development or the Sewer Service Area Plan update.

MRI Program

To help foster new residential development and meet the owner-occupied housing needs identified the 2014 Housing Study, in 2017 the EDB approved the Marshfield Residential Incentive Program which provides financial incentives to those that construct single and two family residential dwelling units. The payment structure was as follows:

- 5% incentive for new homes with an assessed value of \$150,000 or less
- 4% incentive for new homes with an assessed value of \$150,001-\$175,000
- 3% incentive for new homes with an assessed value of \$175,001-\$200,000
- 2% incentive for new homes with an assessed value of \$200,001+

In 2017, the City received 11 MRI applications (starting June 1, 2017). The estimated assessed values of the 11 homes total \$2,073,700 with a total incentive payment of \$65,383 being paid developers/home owners. The average assessed value has been \$188,518 with an average incentive payment of \$5,943.91 being paid. In 2017, there were 15 new single family home building permits taken out and one permit taken out for a duplex. Between 2010 and 2016, the City of Marshfield averaged fewer than 10 new single family homes per year. So 2017 was a significant increase in new single family housing starts.

In 2018, the City has already received 24 MRI applications (14 single family and 10 duplexes). Not all the projects are completed yet, but of the 14 projects assessed, the estimated assessed values of the homes total \$2,748,700 with a total incentive payment of \$58,886 being paid developers/home owners. The average assessed value has been \$249,882 with an average incentive payment of \$5,321.57 being paid.

For the first two years of the program, the total investment has been \$124,269 and added \$4,822,400 in new assessed value, generating an estimated \$120,000 in new tax revenue.

Funding from the County will continue to be used for incentives for the MRI program.