



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Appleton Redevelopment Authority

Wednesday, February 14, 2024

9:00 AM

Council Chambers, 6th Floor

1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting

[24-0137](#) ARA Minutes from 11-29-23

Attachments: [ARA Minutes 11-29-23.pdf](#)

5. Public Hearing/Apearances

6. Action Items

[24-0138](#) Request to approve one (1) vacated Hotelier Appointment, one (1) Hotelier Reappointment, and one (1) ARA Member Reappointment to the ARA Exhibition Center Advisory Committee

Attachments: [ARA EC Adv Comm Appt + Re-Appts Memo 2-14-24 .pdf](#)

[ARA Exhibition Center Advisory Committee 2016 Appointments-Nov 2023.pdf](#)

[24-0139](#) The Appleton Redevelopment Authority may go into closed session pursuant to Wis Stat §19.85(1)(e) for the purpose of deliberating or negotiating real estate agreements and the investment of public funds related to a property located in the Central Business District of the City of Appleton and then reconvene into open session

7. Information Items

[24-0140](#) Status Update; Recruitment of ARA Vacancy

Attachments: [ARA Position Vacancy Recruitment Update 2-14-24.pdf](#)

[24-0141](#) Presentation on Redevelopment Authority Powers & Duties; Planning & Land Acquisition Process

Attachments: [ARA Presentation 2-14-24.pdf](#)

[24-0143](#) Requests for Future Agenda Items

8. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Kara Homan, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Appleton Redevelopment Authority

Wednesday, November 29, 2023

11:00 AM

Council Chambers, 6th Floor

Special

1. Call meeting to order

Chair Downs called the meeting to order at 11:01 a.m.

2. Pledge of Allegiance

3. Roll call of membership

Present: 5 - Downs, Fisher, Van Dyke, Brokl and Alderperson Thyssen

Excused: 1 - Higgins

Others present:

Lisa Shovan, Fox Cities Performing Arts Center

Attorney Michael Lokensgard, Godfrey & Kahn

4. Approval of minutes from previous meeting

[23-1409](#)

ARA Minutes from 10-25-23

Attachments: [ARA Minutes 10-25-23.pdf](#)

Fisher moved, seconded by Van Dyke, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 5 - Downs, Fisher, Van Dyke, Brokl and Alderperson Thyssen

Excused: 1 - Higgins

5. Public Hearing/Appearances

6. Action Items

[23-1410](#)

Review and approval of a Resolution Authorizing a Remarketing Circular and Replacement Bonds Relating to the Authority's Adjustable Rate Demand Redevelopment Revenue Bonds, Series 2001B (Fox Cities Performing Arts Center Project)

Attachments: [MEMO 2023 Memo to Appleton Redevelopment Authority.pdf](#)
[Appleton RDA 2001B Fox Cities PAC 2023 Remarketing - Issuer Authorizing Resolution.pdf](#)
[Appleton RDA Fox Cities PAC 2023 Remarketing - Remarketing Circular.pdf](#)
[Appleton RDA 2001B Fox Cities PAC 2023 Remarketing - Bond R-3.pdf](#)

Brokl moved, seconded by Fisher, that the Resolution be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Downs, Fisher, Van Dyke, Brokl and Alderperson Thyssen

Excused: 1 - Higgins

7. Information Items

[23-1411](#)

Resignation of Amanda Stuck from the Appleton Redevelopment Authority

Attachments: [Amanda Stuck Resignation.pdf](#)

This item was presented.

[23-1412](#)

Requests for Future Agenda Items

This item was presented and discussed.

8. Adjournment

Fisher moved, seconded by Brokl, that the meeting be adjourned at 11:20 a.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Downs, Fisher, Van Dyke, Brokl and Alderperson Thyssen

Excused: 1 - Higgins



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Appleton Redevelopment Authority (ARA)
FROM: Kara Homan, AICP, Director of Community & Economic Development
DATE: February 14, 2024
RE: Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

Brad Vanden Boom, a hotelier representative on the ARA Exhibition Center Advisory Committee, is no longer with Country Inn & Suites. Ryan Batley, GM of Best Western Premier Bridgewood, has agreed to fill Brad's vacated hotelier seat. Chairperson Downs' appointment to fill this vacated position on the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority needs to be approved by ARA. This is filling a 2-year term that will expire in January 2025.

Appointment & ARA Approval of Hotelier:

Ryan Batley

In addition, there are two (2) re-appointments needed to the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority (named below) that are appointed by Chairperson Downs and approved by ARA. These are 2-year terms that will expire in January 2026.

Re-Appointment & ARA Approval of Hotelier:

Amanda Hedtke

Re-Appointment & ARA Approval of ARA Member:

Marissa Downs

Lastly, Walter Rugland, a community member representative on the ARA Exhibition Center Advisory Committee has requested to step down from the committee. We are working to find a replacement for this vacated community member seat and that appointment will be brought to a future ARA meeting.

Below are two excerpts from the Creation Documents adopted by ARA on 12/3/2014 and amended on 4/12/2023:

ARTICLE 2 – PURPOSE AND ORGANIZATION

SECTION 1. Purpose - The general purpose of the Exhibition Center Advisory Committee is to represent, inform, engage and make recommendations on behalf of the stakeholders in the greater Fox Valley about the Exhibition Center Project as well as operations and management of the Exhibition Center "Center". The Committee shall strictly serve in an advisory capacity to the Appleton Redevelopment Authority ("ARA" or "Authority").

SECTION 2. Membership - The Exhibition Center Advisory Committee shall include the following: one representative from each municipality collecting hotel room tax used in part to fund the exhibition center operations [appointed by the municipality], two (2) hoteliers collecting room tax used in part to fund the exhibition center [appointed by the ARA Chairperson and approved by ARA], two (2) community members residing within a community collecting room tax used in part to fund the exhibition center operations [appointed by the ARA Chairperson and approved by ARA], one (1) member of the ARA [appointed by the ARA Chairperson] and the Executive Director of the Convention and Visitors Bureau, or designee. The City of Appleton Community and Economic Development Director, or designee thereof, shall also be a non-voting, advisory member of the Committee. The Chair and Vice-Chair of the Committee shall be designated by ARA and shall serve one year terms that may be renewed at the discretion of ARA. Committee members, with the exception of the Executive Director of the Convention and Visitors Bureau and City of Appleton Community and Economic Development Director, or designees thereof, shall serve terms of two (2) years ~~and may serve up to three (3) consecutive terms~~. However, upon establishment of this committee, the following shall serve an initial term of three years: (list half of the participating municipalities), one of the hotelier representatives and one of the community members.

ARA Exhibition Center Advisory Committee Appointments Updated November 2023

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
January 2022	2 years January 2024	Dana Reader (2016)	City of Appleton	110 N. Richmond St. Appleton WI 54911	920-830-7855 Ext. 202	goodcompanyltd@aol.com
April 2023	2 years January 2025	Mike Patza (2021)	Town of Grand Chute	1900 W. Grand Chute Blvd. Grand Chute WI 54913	920-832-1599	michael.patza@grandchute.net
March 2023	2 years January 2025	Todd Stevenson (2023)	City of Neenah	211 Walnut St. Neenah WI 54956	920-722-5440	tstevenson@ci.neenah.wi.us
March 2023	2 years January 2025	Chuck Kuen (2016)	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	920-716-4502	ckuen@valleymanagement.com
January 2022	2 years January 2024	Kelli Antoine (2022)	City of Kaukauna	144 W. Second Street Kaukauna WI 54130	920-284-0265	kelli.antoine@kaukauna-wi.org
March 2022	2 years January 2024	Mike Vanden Berg (2016)	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	920-851-4983	presidentvandenberglittlechutewi.org
March 2023	2 years January 2025	Thomas Wilde (2016)	Town of Neenah	163 Kuettel Ct. Neenah WI 54956	920-725-0014	twilde@new.rr.com
January 2022	2 years January 2024	George Dearborn (2016)	Village of Fox Crossing	2000 Municipal Dr. Neenah WI 54956	920-720-7105	gdearborn@foxcrossingwi.gov
April 2023	2 years January 2025	Chuck Gifford (2016)	City of Menasha	1229 Beechwood La. Menasha WI 54952	920-730-3800	cgifford@wiscohoteles.com
January 2022	2 years January 2024	Bob Benz (2016)	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	920-989-1760	bobmarbenz7@aol.com
April 2023	2 years January 2025	Vacant	Hotelier			
March 2022	2 years January 2024	Amanda Hedtke Fairfield Inn & Suites (2019)	Hotelier	130 S. Nicolet Rd. Grand Chute WI 54914	920-418-0288	amanda.hedtke@brandthg.com
April 2023	2 years January 2025	Maria Van Laanen President of PAC (2016)	Community Member	400 W. College Ave. Appleton WI 54911	920-730-3787	mvanlaanen@foxcitiespac.com
March 2022	2 years January 2024	Walter Rugland Ret. COO of AAL (2016)	Community Member	1225 W. Cedar Street Appleton WI 54914	920-830-9999	walterrugland@gmail.com
March 2022	2 years January 2024	Marissa Downs (Vice Chair) (2016)	ARA Member	2520 E. Apple Hill Blvd. Appleton WI 54913	920-602-6679	marissadowns@gmail.com
		Pam Seidl	FCCVB Executive Director	213 S. Nicolet Rd. Appleton WI 54914	920-734-3358	pseidl@foxcities.org
Non-voting Advisory		Kara Homan	Community/Econ Dev Director	100 N. Appleton St. Appleton WI 54911	920-832-6408	kara.homan@appleton.org

Non-voting Advisory member		Jake Woodford (Chair)	Appleton Mayor	100 N. Appleton St. Appleton WI 54911	920-832-6400	jake.woodford@appleton.org
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MEMORANDUM

TO: Appleton Redevelopment Authority (ARA)

FROM: Kara Homan, AICP, Director of Community & Economic Development

DATE: February 14, 2024

RE: Recruitment Update; Appleton Redevelopment Authority Vacancy

As was discussed at the previous ARA meeting, the ARA vacancy created by Amanda Stuck's resignation was to be posted for recruitment. The Mayoral Appointment has been posted on the City's website ([here](#)), with the application period scheduled to close February 18, 2024. Candidates will be reviewed by the mayor, with an appointment recommendation to Common Council anticipated to occur on or around the month of March.

As the posting is still open, should you be aware of any Appleton residents interested in serving, please share the position posting with them.

Appleton Redevelopment Authority, Preparing for Opportunities



February 14, 2024



Presentation Overview

ARA History and Background

Statutory Powers / Duties of ARA

Statutory Funding Mechanisms

Significance of Redevelopment Plan

ARA Planning & Project History

Procedure for Redevelopment Plan Creation

Overview of Key Steps for ARA Action

Future Opportunities

Next Steps – Laying the Groundwork



ARA History and Background

ARA established in 1972

Purpose:

- Blight Elimination
- Slum Clearance
- Urban Renewal Programs and Projects

Guided by Wis Stats §66.1333



Statutory Powers / Duties of ARA

Per Wis Stats. §66.1333:

Enter contracts that the Authority determines are necessary to carry out its projects.

The Authority may **acquire title to property** by purchase, lease, eminent domain or otherwise for redevelopment purposes

The Authority may subsequently **mortgage, transfer, sell, lease, subdivide, retain or otherwise dispose of the property**. It may also make the property available for the City's use.



Statutory Funding Mechanisms

Per Wis Stats, The Authority may:

-Borrow money

-Issue bonds

-Apply for and accept advances, loans, grants, contributions and other forms of financial assistance from the city, state, or federal government as well as any other public or private sources.

NOTE: Debts or similar obligations incurred by the Authority are not considered the debt/obligation of the City.



Significance of Redevelopment Plan

ARA's powers and duties described previously should be **driven by specific redevelopment plans**

Redevelopment Plan should be **consistent with City planning efforts**

- Comprehensive Plan
- Corridor Plans
- Neighborhood Plans



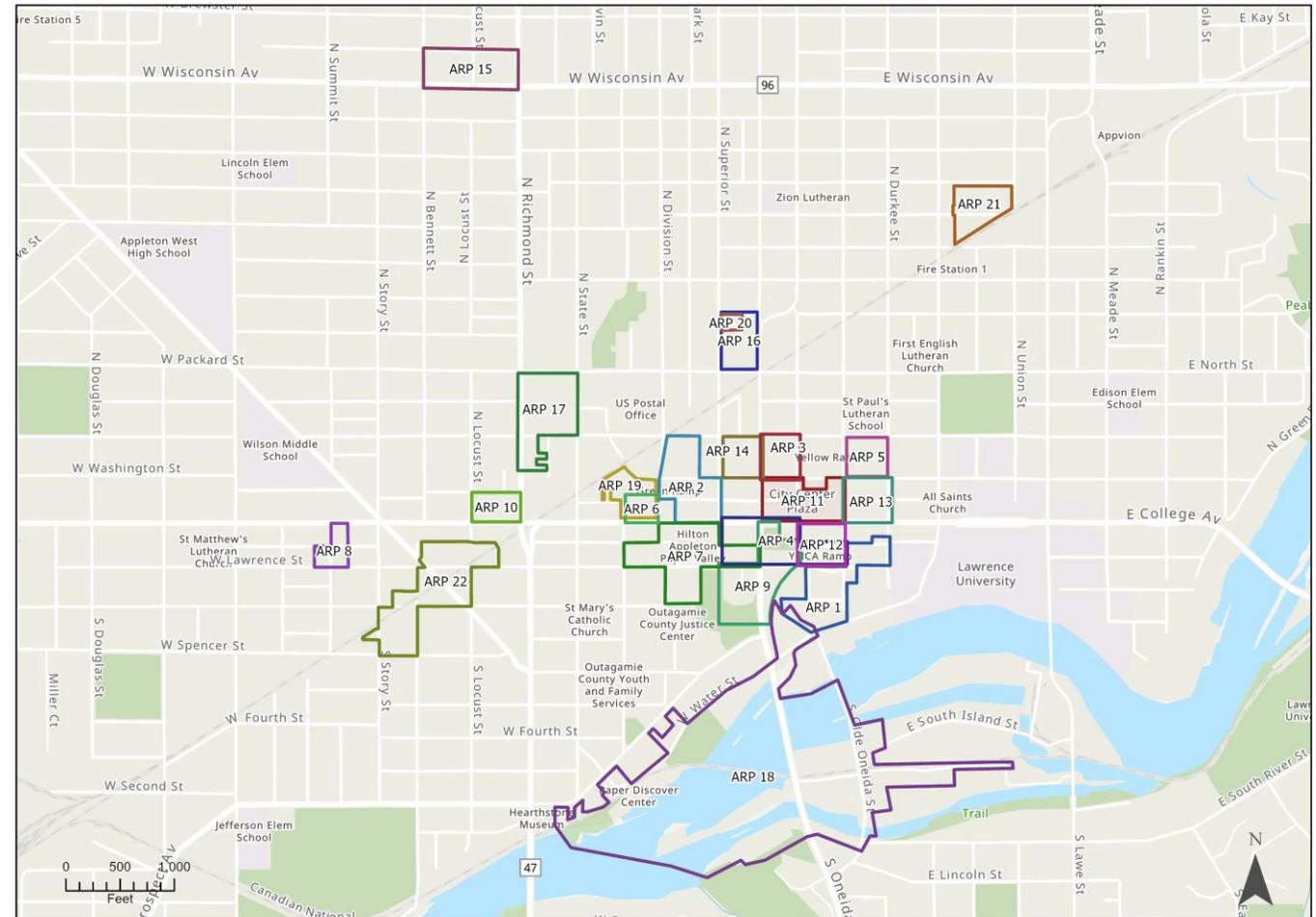
ARA Planning & Project History

22 Appleton Redevelopment Plans (ARP)

Past ARA Projects:

- Paper Valley Hotel
- Lawrence Court/Appleton Center/Houdini Plaza
- Avenue Mall (City Center Plaza)
- Evans Office Building/Washington Ramp
- Richmond Terrace
- Vulcan Heritage Park/Supple Restaurant
- Fox Cities Performing Arts Center
- Trolley Square
- Foremost Redevelopment Project
- Union Square Apartments

Appleton Redevelopment Authority



Procedure for Redevelopment Plan Creation

Process highlights from Wis Stats §66.1333

1. Create Redevelopment Plan
2. Notice Property Owners
3. Public Hearing at ARA
4. ARA Approve Plan and Boundary
5. Plan Commission Approve Plan and Boundary
6. Common Council Approve Plan and Boundary



Overview of Key Steps for ARA Action

Redevelopment Plan

Secure Funding

Property Acquisition

Cleanup, RFP, Sell

Redevelop



Future Opportunities

- **Infill and redevelopment** is the future for the City, which means opportunity for more engaged role for ARA

Long-range planning upcoming, Comprehensive Plan, including sub area planning (could tie into future ARPs)

ARA can be positioned (structurally and financially) to serve as an **implementation mechanism** as city/redevelopment plans are completed.





Next Steps – Laying the Groundwork

- **Evaluate Existing Plans.** Inventory, understand, and clean up existing (past) ARPs as needed (22 total).
- **Leverage Future City Planning.** Utilize planning updates underway in 2024 to inform/establish future ARPs.
- **Organizational Analysis.** Evaluate current state of ARA financial resources / budget mechanisms, bylaws and Cooperative Agreement with City; make recommendations for changes in the future where warranted.