



City of Appleton

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

Meeting Agenda - Final Appleton Redevelopment Authority

Wednesday, April 12, 2023

9:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[23-0317](#) ARA Minutes from 11-17-22

Attachments: [ARA Minutes 11-17-22.pdf](#)

4. **Public Hearings/Apearances**

5. **Action Items**

[23-0318](#) Request to consider Amendment to the Organization and Establishment of Exhibition Center Advisory Committee of the Appleton Redevelopment Authority Creation Document relating to membership terms

Attachments: [ARA FCEC Advisory Bylaw Revision Memo 4-12-23.pdf](#)

[ARA FCEC Advisory Committee Creation Document-Proposed Edits.pdf](#)

[23-0319](#) Request to approve one (1) vacated Hotelier Appointment and one (1) Community Member Re-Appointment to the ARA Exhibition Center Advisory Committee

Attachments: [ARA FCEC Adv Com Vacant Hotelier Appt + Comm Member Re-Appt Memo.pdf](#)

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

6. **Information Items**

[23-0320](#) Introduction of Kara Homan, Director of Community & Economic Development and David Kress, Deputy Director of Community & Economic Development

[23-0321](#) Update on 222 N. Oneida Street

Attachments: [222 N Oneida Sale to Valley Transit Update Memo 4-12-23.pdf](#)

[Detailed Site Map 222 N Oneida.pdf](#)

[23-0322](#)

Update on City-wide ARA Business Enhancement Grants

Attachments: [ARA Business Enhancement Grant Update Memo 4-12-23.pdf](#)

7. 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.

**We are currently experiencing intermittent issues/outages with our audio/video equipment. Meeting live streams and recordings are operational but unreliable at times. This is due to delays in receiving necessary system hardware components. We continue to look for solutions in the interim and we hope to have these issues resolved soon.*



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Meeting Minutes - Final Appleton Redevelopment Authority

Thursday, November 17, 2022

9:00 AM

Council Chambers, 6th Floor

SPECIAL

1. Call meeting to order

Meeting called to order at 9:03 a.m.

2. Roll call of membership

Present: 5 - Downs, Van Dyke, Brokl, Higgins and Stuck

Excused: 2 - Fisher and Alderperson Firkus

Others present:

Ron McDonald, General Manager Valley Transit

3. Approval of minutes from previous meeting

[22-1486](#)

ARA Minutes from 10-27-22

Attachments: [ARA Minutes 10-27-22.pdf](#)

Van Dyke moved, seconded by Higgins, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Downs, Van Dyke, Brokl, Higgins and Stuck

Excused: 2 - Fisher and Alderperson Firkus

4. Public Hearings/Appearances

5. Action Items

[22-1487](#)

Request to proceed with securing an accepted Offer to Purchase from Valley Transit for 222 N. Oneida Street at a purchase price of \$150,000 and subject to the 4 contingencies listed in the attached offer

Attachments: [222 N Oneida St Potential Sale Memo 11-17-22.pdf](#)
[0832 - Offer to Purchase 222 N Oneida \(working v 11-09-2022\) 1.pdf](#)
[2022 11 15 Stakeholder Presentation_VT Template.pdf](#)

Higgins moved, seconded by Brokl, that the Report Action Item be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Downs, Van Dyke, Brokl, Higgins and Stuck

Excused: 2 - Fisher and Alderperson Firkus

[22-1488](#)

The Appleton Redevelopment Authority may go into closed session pursuant to State Statute §19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential sale of 222 N. Oneida Street and then reconvene into open session

The ARA did not go into closed session.

6. Information Items

7. Adjournment

Stuck moved, seconded by Van Dyke, that the meeting be adjourned at 9:30 a.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Downs, Van Dyke, Brokl, Higgins and Stuck

Excused: 2 - Fisher and Alderperson Firkus



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

MEMORANDUM

TO: Appleton Redevelopment Authority

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

DATE: April 12, 2023

RE: Proposed Revision to the Exhibition Center Advisory Committee

Background & Overview:

The Exhibition Center Advisory Committee was formed by the Appleton Redevelopment Authority (ARA) as part of the effort to plan and implement the Exhibition Center Project. Current committee members have appointments dating back to 2016. The committee typically meets twice per year to review and discuss operational matters related to the Fox Cities Exhibition Center. The Advisory Committee's Bylaws, as approved, place a three term limit on the membership of most members. The committee is at a point where, due to time, the vast majority of committee members have or will reach their term limits in the near future.

Staff has evaluated two options for proceeding – 1. Leave the Bylaws "as-is"; 2. Amend the Bylaws to remove the limit on number of terms.

Leave "As Is." The benefit to the option is there would be turnover in membership and an infusion of new ideas and perspectives. The negative is that it may force members off the committee who are subject matter experts and have institutional knowledge and strong community relationships and/or professional networks.

Remove limit on terms. The benefit of this option is it would allow for continuity of operations and institutional knowledge, especially when considering the infrequency of this committee's meetings. It would also allow for any appointing entity to choose someone different at the end of each two-year term. The negative is it would not "force" turnover, but rather defer that decision-making to the appointing entity.

Staff will be communicating this potential bylaw change to remove the limit on the number of terms to the appointing entities/communities for their review and feedback in advance of the ARA meeting where this will be an action item.

Staff Recommendation:

Staff recommends approval of the proposed Exhibition Center Advisory Committee Bylaw Amendment, removing the limit on the number of terms for members. This will allow the decision of when it is best for a member to be replaced to be deferred to the appointing entity/community.

Organization and Establishment of
Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

ARTICLE 1- NAME

The name of the advisory committee shall be the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority (“Exhibition Center Advisory Committee”, “Advisory Committee” or “Committee”).

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.

SECTION 3. Meetings and Reports- The Committee shall hold regular meetings at such times, places and dates as may be determined by its members and provide monthly reports to ARA.

SECTION 4. Notice of Meetings- Notice of regular meetings, including the time and place, shall be provided to the members at least two business days prior to such meeting. Notice of special meetings, including the time and place therefore, shall be provided to the members at least twenty-four hours prior to such meeting. The Executive Director of the Authority shall cause

such notices to be given in person, by telephone, by mail or by email. Public notice of all Committee meetings shall be made in accordance with the appropriate provisions of the Wisconsin Open Meetings Law.

SECTION 5. Quorum- A majority of the appointed members of the Committee shall constitute a quorum.

SECTION 6. Official Action- A vote by a majority of Committee members at any meeting where a quorum is present shall constitute official action by the Committee.

SECTION 7. Reimbursement; No Compensation. The members of the Committee shall receive no compensation or reimbursement for attending regular meetings or public functions. Reimbursement for actual expenses incurred in the performance of their duties may be provided by the Authority, upon submission of receipts, for performance of other Committee related duties requested and approved in advance by the Authority.

SECTION 8. Committee Procedure. The Committee shall operate under the same procedural rules adopted by the Appleton Redevelopment Authority and may develop additional rules and operating procedures subject to prior approval by a majority of members of the Appleton Redevelopment Authority.



MEMORANDUM

TO: Appleton Redevelopment Authority (ARA)

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

DATE: April 12, 2023

RE: Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

Laura Dietz, a hotelier representative on the ARA Exhibition Center Advisory Committee, resigned from General Manager of Country Inn & Suites late last year. The new GM, Brad Vanden Boom, has agreed to fill her vacant hotelier seat on the committee. 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 a 2-year term due to expire in January 2025.

In addition, one re-appointment (Maria Van Laanen) made by Chairperson Downs to the ARA Exhibition Center Advisory Committee needs to be approved by ARA. This is also a 2-year term due to expire in January 2025.

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

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”).

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Appointment & ARA Approval of Vacant Hotelier:

Brad Vanden Boom, GM at Country Inn & Suites, Grand Chute

Re-Appointment & ARA Approval of Community Member:

Maria Van Laanen, Performing Arts Center

ARA Exhibition Center Advisory Committee Appointments Updated April 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	920-735-9500 920-730-8300	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	Brad Vanden Boom Country Inn & Suites (2023)	Hotelier	355 Fox River Dr. Grand Chute WI 54913	920-830-3240	cx_gcwi@countryinnamericas.com
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@brandthq.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	3433 W. College Ave. 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: Matt Rehbein, Economic Development Specialist

DATE: April 12, 2023

RE: 222 N. Oneida Street Sale to Valley Transit Update

The Appleton Redevelopment Authority (ARA) acquired the property at 222 N. Oneida Street in December 2017. Subsequently, ARA proceeded to raze the structure and began remediation of environmental concerns. Utilizing the Local Governmental Unit (LGU) status, ARA "paused" work on continued remediation in October 2019 with the intent to revisit once a potential development is identified.

ARA and Valley Transit entered into a purchase contract on November 17, 2022, for a sale price of \$150,000. Valley Transit's funding source requires a letter of closure with respect to any environmental issues prior to closing on the property. To accommodate this, Valley Transit has put \$50,000 into a segregated account to be spent on environmental remediation to bring this site to closure. To date, invoices totaling \$1,684 of the \$50,000 allocated have been authorized for payment.

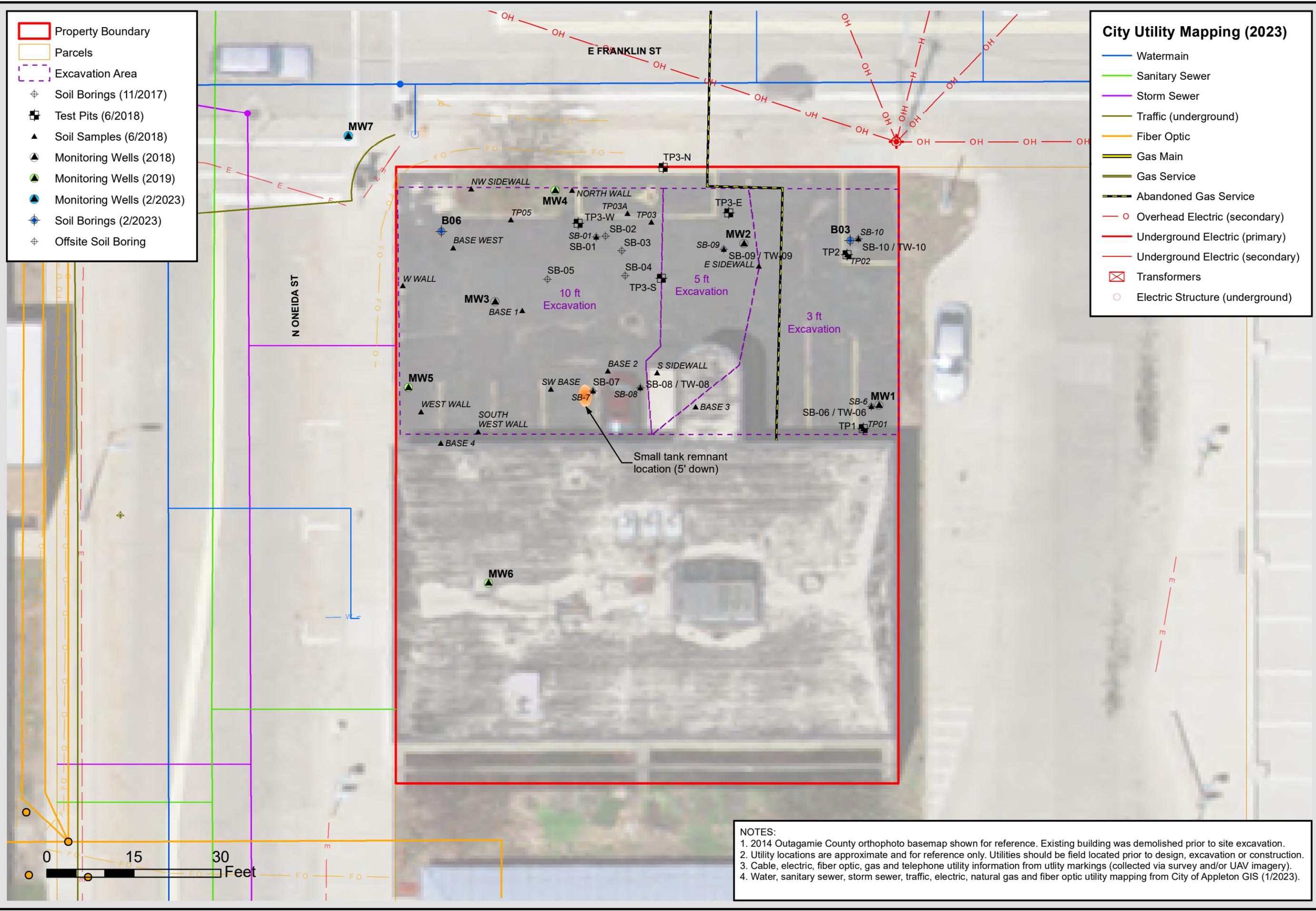
Work to bring the site to closure has commenced, and the Department of Natural Resources (DNR) suggested another monitoring well (MW7) be drilled in the right-of-way just northwest of the site to identify the boundary of the contamination (see attached map). The newly installed monitoring well (MW7) was anticipated to be an upgradient well and show slight-to-no impacts based on the previous investigation; however, field evidence and laboratory results are showing some of the highest impacts at that location so far. This could be due to a couple of different factors or from an entirely different release somewhere nearby. The DNR would like us to collect an additional round of groundwater samples from all of the monitoring wells. If the results indicate no significant changes from previous rounds, we should be done with the investigation and can finalize the reports. The DNR prefers to see groundwater sampling conducted quarterly, so the next sampling event would be in May.

- Property Boundary
- Parcels
- Excavation Area
- + Soil Borings (11/2017)
- + Test Pits (6/2018)
- ▲ Soil Samples (6/2018)
- ▲ Monitoring Wells (2018)
- ▲ Monitoring Wells (2019)
- ▲ Monitoring Wells (2/2023)
- + Soil Borings (2/2023)
- + Offsite Soil Boring

- ### City Utility Mapping (2023)
- Watermain
 - Sanitary Sewer
 - Storm Sewer
 - Traffic (underground)
 - Fiber Optic
 - Gas Main
 - Gas Service
 - Abandoned Gas Service
 - Overhead Electric (secondary)
 - Underground Electric (primary)
 - Underground Electric (secondary)
 - ⊠ Transformers
 - Electric Structure (underground)



Project Manager: JCW
 Project Engineer: JCW
 Drawn By: JCW
 Checked By:
 Date: 2/20/2023



NOTES:
 1. 2014 Outagamie County orthophoto basemap shown for reference. Existing building was demolished prior to site excavation.
 2. Utility locations are approximate and for reference only. Utilities should be field located prior to design, excavation or construction.
 3. Cable, electric, fiber optic, gas and telephone utility information from utility markings (collected via survey and/or UAV imagery).
 4. Water, sanitary sewer, storm sewer, traffic, electric, natural gas and fiber optic utility mapping from City of Appleton GIS (1/2023).

**222 N ONEIDA STREET INVESTIGATION
 DETAILED SITE MAP**



CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN

SCALE:
 1" = 15'

PROJECT NO.
R3001534.03

FIGURE NO.
2



MEMORANDUM

TO: Appleton Redevelopment Authority

FROM: Matt Rehbein, Economic Development Specialist

DATE: April 12, 2023

RE: Appleton Redevelopment Authority (ARA) Business Enhancement Grant Update

The Appleton Redevelopment Authority (ARA) authorized funds to provide Business Enhancement Grants to support façade improvements City-wide on July 15, 2020. These grants were modeled on the successful Business Enhancement Grant program available since 2018 in Tax Incremental Financing Districts #11 and #12.

Staff created the program guidelines, application and launched the program on August 25, 2020.

There are currently four (4) approved grants with \$28,000 in grant funds allocated and seventeen (17) completed projects totaling \$90,611.37. This grant funding has leveraged \$287,907.86 in owner investment for a total investment of \$378,519.23 in property improvements (details below).

<u>Business</u>	<u>Address</u>	<u>Estimated Total Project</u>	<u>Estimated ARA Grant Commitment</u>	<u>Owner Investment</u>
<i>Wishing Well Bar & Grill</i>	2709 E. Newberry	\$79,900.00	\$7,000.00	\$72,900.00
<i>Grishaber Service</i>	1404 E. South River St.	\$19,600.00	\$7,000.00	\$12,600.00
<i>Noble Assets LLC</i>	211 S. Walnut St.	\$16,835.00	\$7,000.00	\$9,835.00
<i>Replay Toys, LLC</i>	104 E. Wisconsin Ave.	\$39,878.00	\$7,000.00	\$32,878.00
Paid/Closed:				
<i>Red Ox Seafood and Steakhouse</i>	2318 S. Oneida St.	\$10,226.86	\$5,113.43	\$5,113.43
<i>Chain Reaction Cyclery</i>	818 N. Superior St.	\$4,900.00	\$2,450.00	\$2,450.00
<i>Grumpys Pub</i>	1501 N. Richmond St.	\$8,267.14	\$3,727.20	\$4,539.94
<i>Marks East Side</i>	1405 E. Wisconsin Ave.	\$12,495.50	\$6,247.75	\$6,247.75
<i>Outer Edge Stage</i>	303 N. Oneida St.	\$2,484.38	\$1,242.19	\$1,242.19
<i>920 Home Pro, LLC</i>	625 W. Lawrence	\$8,850.00	\$4,425.00	\$4,425.00
<i>Randercom Properties, LLC</i>	311 W. Packard St	\$21,515.00	\$7,000.00	\$14,515.00
<i>Valley Packaging Industries, Inc.</i>	110 N. Kensington Dr.	\$16,127.15	\$7,000.00	\$9,127.15
<i>Daily Care, LLC</i>	323 N. Morrison St.	\$13,235.83	\$6,487.15	\$6,487.15
<i>Simple Simon</i>	218 E. Wisconsin Ave.	\$7,030.00	\$3,515.00	\$3,515.00
<i>Fitzgerald Law Firm</i>	304 N. Appleton St.	\$14,316.00	\$5,193.00	\$9,123.00
<i>Little Diner Xpress</i>	1939 N. Richmond St.	\$6,421.30	\$3,210.65	\$3,210.65
<i>Professional Associates, Inc.</i>	2718 N. Meade St.	\$26,879.00	\$7,000.00	\$19,879.00
<i>101 Holdings, LLC</i>	1101 W. Wisconsin Ave.	\$14,950.00	\$7,000.00	\$7,950.00
<i>Fitzgerald Law Firm</i>	300 N. Appleton St.	\$14,175.00	\$7,000.00	\$7,175.00
<i>Onstage Audio, LLC</i>	1430 N. Ballard Rd.	\$49,492.00	\$7,000.00	\$42,492.00
<i>Dibbs Properties, LLC</i>	516 E. Wisconsin Ave.	\$19,202.60	\$7,000.00	\$12,202.60
	Subtotal of ARA Funds Committed/Spent:		\$118,611.37	\$287,907.86
	<i>Balance of ARA Grant Funds:</i>		<i>\$61,388.63</i>	

Staff continues to receive inquiries, and interest in the program. Marketing of the program is made via direct contact with businesses, word of mouth, referrals from contractors, real estate brokers, lenders and others.