



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
[www.appleton.org](http://www.appleton.org)

## Meeting Agenda - Final Appleton Redevelopment Authority

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Wednesday, May 11, 2016

4:00 PM

Council Chambers, 6th Floor

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

[16-764](#) ARA Minutes from 4-13-16

**Attachments:** [ARA Minutes 4-13-16.pdf](#)

### 4. Public Hearings/Apearances

### 5. Action Items

### 6. Information Items

[16-769](#) Biography of Todd Brokl, new appointment to ARA

**Attachments:** [Todd Brokl Bio - Appleton Redevelopment Authority.pdf](#)

[16-765](#) Organizational Matters:

1. Elect Chair
2. Elect Vice-Chair
3. Set Meeting Date and Time
4. Designate a Contact Person

[16-770](#) Draft Duties and Power Policy

**Attachments:** [Duties and Power Policy.pdf](#)

[16-771](#) Draft Personnel Policy and Practice

**Attachments:** [Personnel Policy and Practice.pdf](#)

[16-766](#) Update on Former Foremost Site

**Attachments:** [Eagle Point Current Site Plans.pdf](#)

[16-782](#) Report on third meeting of ARA Exhibition Center Advisory Committee held on May 5, 2016

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 5-5-16.pdf](#)

[16-772](#) Application to Wisconsin Economic Development Corporation (WEDC) for a Site Assessment Grant (SAG) for \$150,000 to investigate contamination and understand and create a mitigation plan for 618 S. Olde Oneida Street (Metso property)

**Attachments:** [Memo to CEDC on Site Assessment Grant from WEDC.pdf](#)  
[Grant Tracking Form Signed WEDC Site Assessment Grant.pdf](#)

[16-774](#) Fox Cities Visitor Spending 2015 Summary of Key Findings

**Attachments:** [Fox Cities Visitor Spending 2015 Summary.pdf](#)

[16-781](#) Appleton Downtown & Trails Plan Design Workshop on May 16-18

**Attachments:** [Appleton Downtown Design Workshops Poster May 16-18.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 Director Karen Harkness in the 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

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## Meeting Minutes - Final Appleton Redevelopment Authority

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Wednesday, April 13, 2016

4:00 PM

Council Chambers, 6th Floor

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1. Call meeting to order

Meeting called to order at 4:00 p.m.

2. Roll call of membership

**Present:** 4 - Higgins, Van Dyke, Jirschele and Fisher

**Excused:** 2 - Downs and Weider

3. Approval of minutes from previous meeting

[16-565](#)

ARA Minutes from 3-9-16

**Attachments:** [ARA Minutes 3-9-16.pdf](#)

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

Motion carried by the following vote:

**Aye:** 4 - Higgins, Van Dyke, Jirschele and Fisher

**Excused:** 2 - Downs and Weider

4. Public Hearings/Appearances

5. Action Items

[16-566](#)

The Appleton Redevelopment Authority may go into closed session according to State Statute Sec. 19.85(1)(e) for the purpose of deliberating or discussing the potential future purchase of real property in and around the City of Appleton and reconvene into open session

*The ARA went into Closed Session.*

*Discussion was held.*

*Fisher moved, seconded by Higgins, that the ARA reconvene into Open Session. Voice vote. Motion carried by a vote of 4-0.*

**Fisher moved, seconded by Higgins, to convene in Closed Session. Roll Call. Motion carried by the following vote:**

**Aye:** 4 - Higgins, Van Dyke, Jirschele and Fisher

**Excused:** 2 - Downs and Weider

[16-570](#)

Consider the request of the ARA Exhibition Center Advisory Committee to allow assignment of vote to another member

**Attachments:** [ARA Advisory Committee Creation Document-Approved by ARA-12-3-14.pdf](#)

Van Dyke moved, seconded by Fisher, that the Report Action Item be approved. Motion failed by the following vote: 0-4

(Affirmative vote) The Report Action Item be denied. Roll Call. Motion carried by the following vote:

**Aye:** 4 - Higgins, Van Dyke, Jirschele and Fisher

**Excused:** 2 - Downs and Weider

## 6. Information Items

[16-568](#)

Report on second meeting of ARA Exhibition Center Advisory Committee held on April 7, 2016 (Minutes from 4-7 to be distributed at 4-13 ARA meeting)

**Attachments:** [ARA Exhibition Center Advisory Committee MINUTES March 3 2016 REVISED.pdf](#)  
[ARA Exhibition Center Advisory Committee Minutes 4-7-16.pdf](#)

This Presentation was discussed.

[16-574](#)

Appleton Neighborhood Academy

**Attachments:** [NeighborhoodAcademy2016\\_Flyer.pdf](#)

This Presentation was presented.

## 7. Adjournment

Van Dyke moved, seconded by Fisher, that the meeting be adjourned at 5:00 p.m. Roll Call. Motion carried by the following vote:

**Aye:** 4 - Higgins, Van Dyke, Jirschele and Fisher

**Excused:** 2 - Downs and Weider



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

**OFFICE OF THE MAYOR**

Timothy M. Hanna  
100 North Appleton Street  
Appleton, Wisconsin 54911-4799  
(920) 832-6400 FAX (920) 832-5962  
email: mayor@appleton.org

April 15, 2016

Members of the Common Council:

The following is being presented for your confirmation at the April 20 Council meeting:

**APPLETON REDEVELOPMENT AUTHORITY**

Appointment of one (1) member to fill the term vacated by \_\_\_\_\_:

**Todd Brokl**

\_\_\_\_year term to expire May \_\_\_\_

Todd Brokl has been a resident of Appleton since 2003. Originally from Southern WI, he married a Little Chute native which brought him to the Fox Valley. Todd is currently working as a commercial banker for First National Bank Fox Valley in Appleton. He earned his B.S. degree in Finance from Concordia University Wisconsin. After graduation, Todd has worked in the banking industry since January 2000.

After moving to the area, he worked 12 years for US Bank in commercial lending for both the Appleton and Oshkosh markets. Last April, Todd joined the commercial banking team for FNB Fox Valley. The scope of his duties in commercial banking include servicing small to medium sized businesses in the Fox Valley, through business & real estate loans, cash management services and other specialized banking products including industrial revenue bonds. These client relationships require financial analysis along with appropriate due diligence to be compliant with bank loan policy and regulations. Todd is excited for the opportunity to serve on the Appleton Redevelopment Authority. His banking experience and attention to detail will assist the authority with local community projects.

Todd's organizational memberships include: Downtown Appleton Rotary Club, Faith Lutheran Church Board Member, and multiple volunteer coaching roles for his kids' recreation teams.

It is with pleasure that I make this recommendation.

Sincerely,

**TIMOTHY M. HANNA**  
Mayor of Appleton

<b>APPLETON REDEVELOPMENT AUTHORITY</b>		<b>TITLE: DUTIES AND POWERS POLICY</b>
DATE OF ADOPTION:	LAST UPDATE:	Total Pages: 4

## **I. PURPOSE**

The purpose of this policy is to summarize the duties and powers of the Appleton Redevelopment Authority (“ARA”).

## **II. POLICY**

This policy is to serve as a guideline for the ARA and the city of Appleton, and is intended to supplement applicable state and federal laws.

## **III. DISCUSSION**

On October 11, 1972, the Appleton City Council (“City Council”) adopted a resolution to create a redevelopment authority for the purpose of carrying out urban renewal projects and programs, blight elimination and slum clearance in the city of Appleton. With its creation, the ARA was granted the exclusive power to eliminate blight and carry out urban renewal projects in the city of Appleton. The City Council retained the authority to approve the budget for each fiscal year of the ARA, as well as the power to alter or modify any item of that budget relating to salaries, office operation or facilities.

Because the ARA was not created under the supervision of the City Council, it is not accountable to the City Council nor can its actions be vetoed by the City Council. Any debt or obligation of the ARA shall not be considered the debt or obligation of the city of Appleton or any other governmental authority other than the ARA itself.

The policies governing the ARA are the by-laws, this Duties and Powers Policy, and the Personnel Policy. The laws that govern the ARA are the Uniform Relocation Assistance and Real Property Acquisition for Federal and Federally Assisted Programs, 49 CFR Part 24; and the Urban Redevelopment and Renewal, Wis. Stat. Ch. 66, Sub. XIII, § 66.1301 *et seq.*

Since its creation, the ARA has been instrumental in helping to reshape and advance the central business district and other areas in the city of Appleton. Some of the successes of the ARA include:

- City Center Plaza,
- Foremost – John Street,
- Landmark Office Buildings,
- Lawrence Court/Appleton Center/Houdini Plaza,

- Paper Valley Hotel,
- Performing Arts Center,
- Richmond Terrace,
- Soldier's Square, and
- Trolley Square.

## IV. DEFINITIONS

***Blighted Area*** - An area in which there is a predominance of buildings or improvements, or the presence of a substantial number of substandard, deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, which by reason or dilapidation or other conditions may endanger life or property or constitute an economic or social liability and is a menace to the public health, safety, morals or welfare in its present condition and use.

***Bonds*** – any bond, including refunding bonds, notes, interim certificates, certificates of indebtedness, debentures or other obligations.

***Redevelopment Plan*** – a plan for the redevelopment of all or any part of an area.

## V. PROCEDURES

The duties of the ARA are to foster and promote business expansion and job creation in the city of Appleton, to eliminate blighted conditions that may hinder neighborhood reinvestment and growth, and to encourage and facilitate new business development and growth. To accomplish these duties, the ARA may use the powers vested in them by virtue of this policy as well as federal and state laws.

### I. The Duties of the ARA are as follows:

#### 1. Redevelopment and Blight Elimination:

- a. Acquisition of a blighted area or portions thereof;
- b. Demolition and removal of buildings and improvements;
- c. Installation, construction or reconstruction of streets, utilities, parks, playgrounds, and other improvements necessary for carrying out in the project area the objections in accordance with the redevelopment plan;
- d. Disposition of any property acquired in the project area (including sale, initial leasing or retention by the ARA) at its fair value for uses in accordance with the redevelopment plan;

- e. Carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements in accordance with the redevelopment plan; and
  - f. Acquisitions of any other real property in the project area where necessary to eliminate unhealthful, unsanitary or unsafe conditions, lessen density, eliminate obsolete or other uses detrimental to the public welfare or otherwise to remove or prevent the spread of blight or deterioration, or to provide land for needed public facilities.
- 2. Arts Incubator: Studying the feasibility of and initial design for an arts incubator, developing and operating an arts incubator, and applying for a grant or loan in connection with an arts incubator.
  - 3. Technology Incubator: Studying the feasibility of an initial design for a technology-based incubator, developing and operating a technology-based incubator and applying for a grant in connection with a technology based incubator.

## II. The ARA's powers are as follows:

- 1. Preparing or causing to be prepared redevelopment plans and to act on said plans.
- 2. Entering into contracts necessary for redevelopment plans.
- 3. Purchasing, leasing, or taking by eminent domain or condemnation property in the city of Appleton for redevelopment.
  - a. Selling, leasing, subdividing, retaining or making available to the city of Appleton any property owned by the ARA.
  - b. Mortgaging or disposing of any property owned by the ARA.
- 4. Borrowing money and issuing bonds.
- 5. Establishing a procedure for the preservation of internal records.
- 6. Exercising such other powers as may be required or necessary in order to effectuate the purposes hereof.

<b>APPLETON REDEVELOPMENT AUTHORITY</b>		<b>TITLE: PERSONNEL POLICY AND PRACTICE</b>
ISSUE DATE:	LAST UPDATE:	Total Pages: 2

## **I. PURPOSE**

The purpose of this policy is to outline the procedure for the appointment of commissioners to the Appleton Redevelopment Authority (“ARA”) and the responsibilities of appointed commissioners.

## **II. POLICY**

It shall be the policy of the ARA to abide by Wis. Stat. § 66.1333(3) regarding the appointment of commissioners to the ARA.

## **III. DISCUSSION**

On October 11, 1972, the Appleton City Council adopted a resolution to create a redevelopment authority. Upon its creation, the mayor appointed seven residents of the city of Appleton to be commissioners of the ARA. Two served for one year each, two served for two years, one served for three years, one served for four years, and one served for five years. After the initial terms, all commissioners serve a term of five years.

Not more than two commissioners can be officials of the city of Appleton. Commissioners should have an interest in and experience with the field of urban renewal and community redevelopment, and should represent the general public, labor, industry, finance or business groups and civic organizations. Commissioners are expected to attend all ARA meetings and to meaningfully contribute to the discussion and actions taken by the ARA.

## **IV. PROCEDURE**

### **1. Term**

- a. The ARA shall consist of seven commissioners, all of whom are residents of the city of Appleton and each with an interest in and experience with urban renewal and community redevelopment.
- b. The Mayor shall be responsible for appointing commissioners.
- c. No more than two of the commissioners may be officers of the city of Appleton.

- d. Commissioners shall serve for a five year term and until a successor is appointed and qualified.
- e. In the event there is a vacancy, the Mayor shall be responsible for appointment a new member pursuant to this policy.

## 2. Compensation

- a. Commissioners shall be reimbursed for their actual and necessary expenses including local travel expenses incurred in the discharge of their duties.

## 3. Responsibilities

- a. Commissioners are expected to attend all ARA meetings. In the event a commissioner is unable to attend a meeting, he/she must notify the Chair prior to the start of the meeting to be marked as excused.
- b. Commissioners are expected to remain up-to-date on all relevant state and federal legislation.
- c. Commissioners are expected to meaningfully participate in the all discussions and negotiations undertaken by the ARA.

## V. COMMISSIONERS

### 2016 Commissioners of the ARA

Chair: Marissa Downs

Vice Chair: Jeffrey Jirschele

Curt Detjen

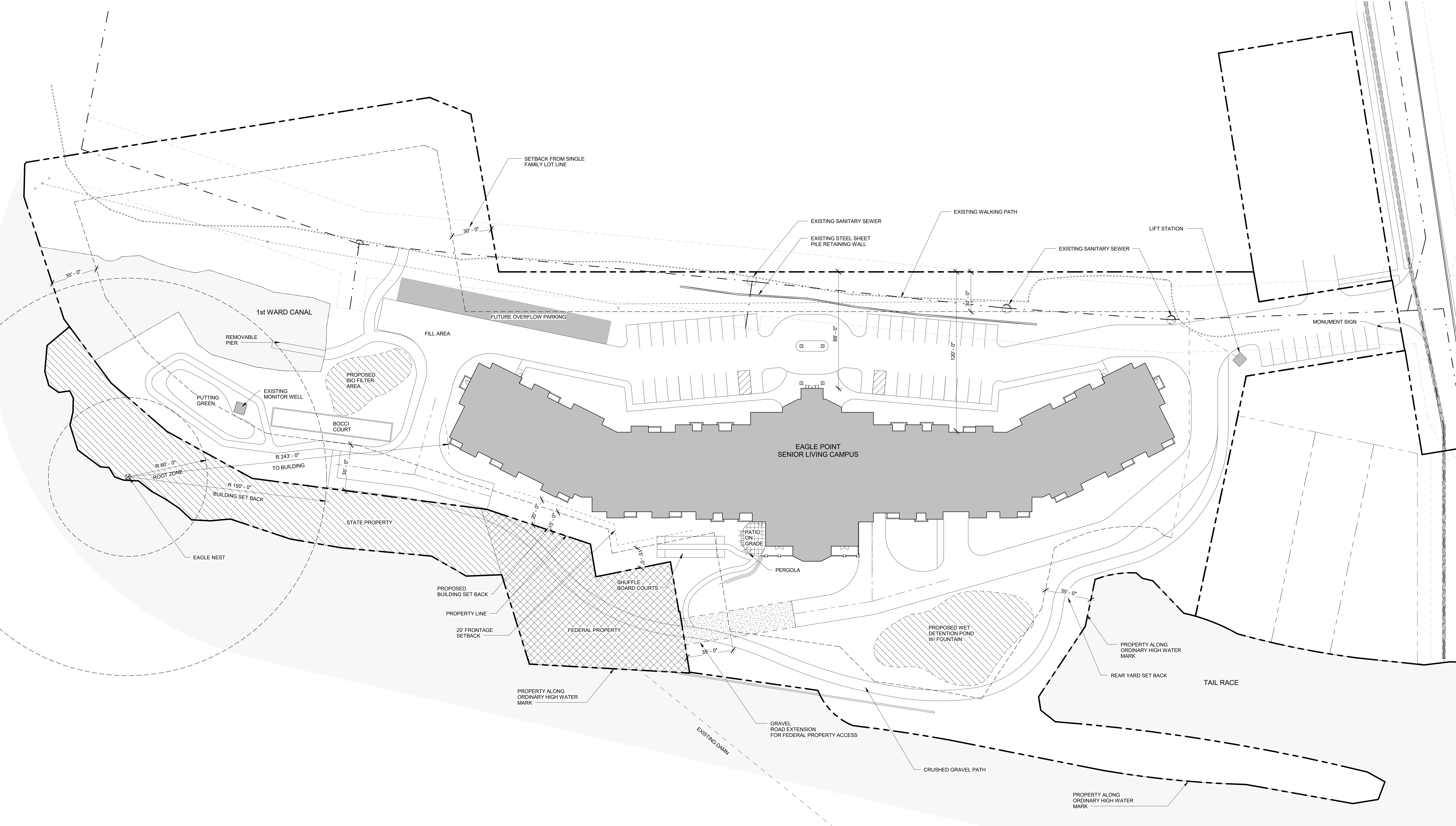
Gerald Fisher

Anne Higgins

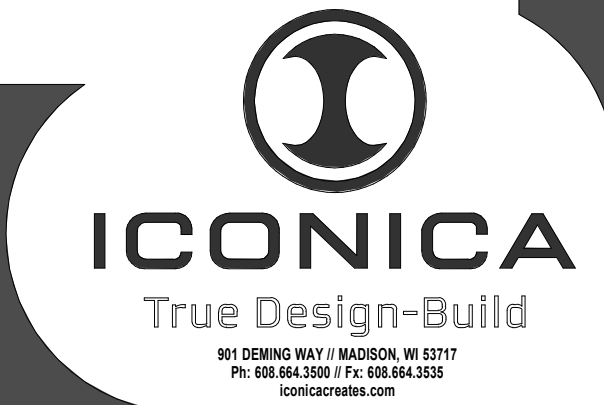
Jim Van Dyke

Will Weider





SITE PLAN - SENIOR LIVING SITE



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# City of Appleton

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Appleton, WI 54911-4799  
[www.appleton.org](http://www.appleton.org)

## Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

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Thursday, May 5, 2016

1:00 PM

Council Chambers

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1. Call meeting to order

Meeting called to order at 1:00 p.m.

2. Roll call of membership

**Present:** 16 - Reader, Downs, Scott, Kaufert, Kuen, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl, Dearborn and Harkness

**Excused:** 1 - Meyerhofer

*Others present:*

*Aldersperson Joe Martin, District #4*

*Aldersperson Jeff Jirschele, District #15*

*Jim March, Town Administrator for Grand Chute*

*Jay Schumerth, Inner Circle*

*Madeleine Behr, Post-Crescent*

3. Approval of minutes from previous meeting

[16-672](#)

ARA Exhibition Center Advisory Committee Minutes from 4-7-16

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 4-7-16.pdf](#)

**Batley moved, seconded by Van Laanen, that the Minutes be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 15 - Reader, Downs, Scott, Kaufert, Kuen, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl and Dearborn

**Excused:** 1 - Meyerhofer

**Recused:** 1 - Harkness

4. Public Hearings/Apearances

[16-673](#)

Any Public Participation

There was public participation.

5. Action Items

6. Information Items

[16-674](#) Appleton Redevelopment Authority Minutes from 4-13-16

Attachments: [ARA Minutes 4-13-16.pdf](#)

**This Presentation was presented.**

[16-676](#) Update on RFQ Process

**This Presentation was presented.**

[16-677](#) Report on meeting with Joe Gillespie, owner of Inner Circle

**This Presentation was presented.**

7. Adjournment

**Benz moved, seconded by Stankowski, that the meeting be adjourned at 2:15 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 15 - Reader, Downs, Scott, Kaufert, Kuen, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl and Dearborn

**Excused:** 1 - Meyerhofer

**Recused:** 1 - Harkness



## MEMORANDUM

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TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director of Community & Economic Development

DATE: May 5, 2016

RE: Application for Site Assessment Grant for 618 S. Olde Oneida Street

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The Community and Economic Development Department would like permission to apply to Wisconsin Economic Development Corporation (WEDC) for a Site Assessment Grant (SAG) for the maximum amount allowed which is \$150,000 to investigate contamination and understand and create a mitigation plan for 618 S. Olde Oneida Street. The local government (as defined under SS 238.133 Wisconsin Stats.) needs to apply for this grant. We would apply in partnership with Andy Dumke and Cal Schultz who have an accepted offer to purchase and plan to demolish the building and redevelop. Their specific plans and details are still being developed as they continue the due diligence process.

The SAG is due July 1, 2016, and it will be approximately 3 months before awards are announced.

Obtaining the SAG would allow the City of Appleton to continue redevelopment of the flats, eliminate blight, create redevelopment opportunities and add to our tax base.

# GRANT TRACKING FORM



## PART #1: Notification of Grant Funds

(email to [Tony.Saucerman@appleton.org](mailto:Tony.Saucerman@appleton.org))

**APPLICANT DEPARTMENT:** Community and Economic Development

**DATE:** 5/3/2016

**APPLICANT DEPARTMENT GRANT CONTACT NAME/TITLE:** Karen Harkness/Director

**COMMITTEE OF JURISDICTION:** CEDC

**NAME OF GRANT/FUNDING SOURCE:** WEDC/Site Assessment Grant (SAG)

**AMOUNT OF GRANT REQUEST:** \$150,000

**LOCAL MATCH REQUIREMENT:** \$75,000

**SOURCE OF MATCH:** ☐ General Fund ☒ Non-General Fund ☐ Not Applicable

**TIMEFRAME OF GRANT:** 7/1/2016 through 10/1/2017

**TYPE OF GRANT REQUEST:** ☒ Monetary ☐ Other (explain under 'purpose of grant')

**PURPOSE OF GRANT (summary):** Identify and quantify the degree and extent of soil and groundwater contamination.

**How does the grant meet City/Department/Program goals?** Promote and support economic development along the waterfront, bring underutilized sites back into productive reuse, remove blight, add to the tax base

**What are the personnel requirements (include both existing and new staff) of the grant?** Work with developer and consulting firm to write and submit grant. If awarded grant, work with developer to create development agreement, assist developer with permits, site plan, etc.

**DEPARTMENT HEAD SIGNATURE:** Karen E. Harkness

## PART #2: Request to Accept Grant Funds

(complete after notification of grant award; email to [lisa.remiker@appleton.org](mailto:lisa.remiker@appleton.org))

**AMOUNT OF GRANT AWARD:** \$ \_\_\_\_\_

**FEDERAL/STATE ID #:** \_\_\_\_\_

**LOCAL MATCH REQUIREMENT:** \$ \_\_\_\_\_

**Please describe the source of match, if applicable:** \_\_\_\_\_

**Please describe any major changes in proposed grant-funded activities:** \_\_\_\_\_

PART	TO:	DATE:	TO:	DATE:	TO:	DATE:
#1: Request to Apply	Finance Dept		COJ - Info/Action		FAC - Info/Action	
#2: Request to Accept	Finance Dept		COJ - Action		FAC - Action	

COJ = Committee of Jurisdiction

FAC = Finance and Administration Committee

# FOX CITIES OF WISCONSIN

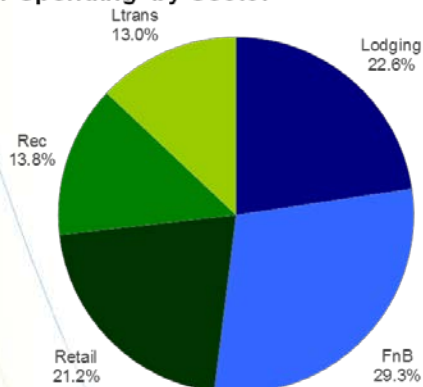
## Fox Cities Visitor Spending 2015

### Summary of Key Findings

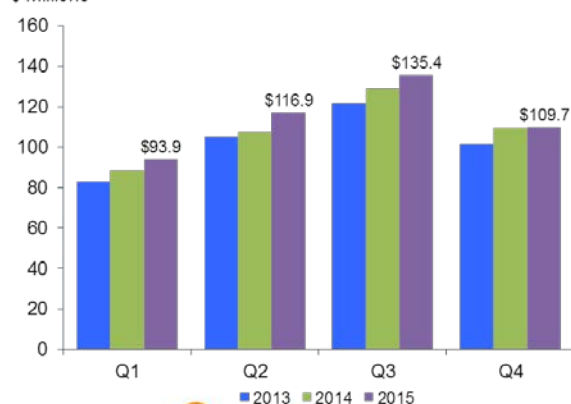
- Visitors to the Fox Cities region spent **5% more** in 2015 than in 2014.
- Visitor spending in the Fox Cities has grown an average of more than 5% year-over-year for the past three years.
- Visitor spending of **\$456 million generated nearly \$590 million in total business sales.**
- The \$56 million in visitor spending directly supported **5,661 jobs** in Fox Cities in 2015.
- Employees in these jobs earned **\$99 million in wages** and benefits.
- Including indirect and induced impacts, **tourism in the Fox Cities generated 57.8 million in state and local taxes** last year.
- **\$21 million in revenue accrued to local Fox Cities governments** due to visitor activity in the region.
- Spending growth was strongest on accommodations and food and beverage.
- **Each household in Fox Cities would need to be taxed an additional \$940 per year to replace the tourism taxes received by state and local governments.**

Visitor Spending and Impacts Fox Cities						
County	Millions					Pch Change
	2011	2012	2013	2014	2015	
Lodging	\$85.5	\$85.1	\$89.6	\$95.6	\$103.3	8.05%
Food & Beverages	\$113.4	\$114.8	\$121.4	\$128.5	\$133.7	4.07%
Retail	\$88.0	\$86.7	\$88.8	\$91.1	\$96.9	6.32%
Recreation & Entertainment	\$49.0	\$52.1	\$55.5	\$60.5	\$62.9	3.92%
Local Transportation	\$46.4	\$51.5	\$55.6	\$58.7	\$59.2	0.84%
Total	\$382.3	\$390.2	\$411.0	\$434.3	\$455.9	4.96%
Growth Rate		2.05%	5.35%	5.67%	4.96%	

Visitor Spending by Sector



Fox Cities Visitor Spending  
\$ Millions



Source: Tourism Economics 2015 of Visitor Spending in the 20 municipalities served by the Fox Cities Convention & Visitors Bureau.



# MAY 16

Appleton Downtown  
Design Walking Tour

9:00 am - 10:00 am  
Houdini Plaza (rain or shine)

# MAY 16

Appleton Downtown &  
Trails Plan Public  
Workshop

6:00 pm - 8:00 pm  
Atlas Coffee Mill & Café  
425 West Water Street

# MAY 17

Downtown & Trails  
Bike Tour

9:00 am - 11:00 am  
Houdini Plaza (rain or shine)

## ENVISION APPLETON



## Downtown & Trail Plan Design Workshop

# MAY 17

Preliminary Downtown  
Design Concepts Open  
House

12:30 pm - 1:30 pm  
City Center Plaza, Board Room  
(follow signs inside)

For more information about  
upcoming events, visit:

<http://www.envisionappleton.org/>

<https://www.facebook.com/AppletonCEDC/events>

# MAY 18

Downtown Plan  
Concepts Review  
Open House

5:00 pm - 7:30 pm  
City Center Plaza, Board Room  
(follow signs inside)