



# City of Appleton

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

## Meeting Agenda - Final

### Appleton Redevelopment Authority Exhibition Center Advisory Committee

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Thursday, October 12, 2017

2:00 PM

Council Chambers

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#### SPECIAL

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[17-1011](#) ARA Exhibition Center Advisory Committee Minutes from 5-3-17

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 5-3-17.pdf](#)

4. **Public Hearings/Appealances**

[17-1012](#) Any Public Participation

5. **Action Items**

6. **Information Items**

[17-1519](#) New Grand Chute representative to this Committee is Bob Buckingham, Community Development Director, replacing Chadd Scott

[17-1035](#) Chair and Vice-Chair of this Committee were elected by Appleton Redevelopment Authority on July 12, 2017, Mayor Hanna is Chair and Marissa Downs is Vice-Chair

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

[ARA Minutes 7-12-17.pdf](#)

[ARA Exhibition Center Advisory Committee 2016 Appointments-Aug 2017.pdf](#)

[17-1511](#) Update on Fox Cities Exhibition Center construction and Radisson Paper Valley Hotel renovations

[17-1514](#) Fox Cities Exhibition Center booking summary provided by Jay Schumerth of the Radisson Paper Valley Hotel

**Attachments:** [FCEC Advance Booking Summary as of August 2017.pdf](#)

[17-1029](#)

Future Meeting Date and Time

Wednesday, November 1, 2017 at 1:00 p.m.

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 agenda are to be directed to Karen Harkness, Director of Community & Economic Development, at 920-832-6468.*

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



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

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Wednesday, May 3, 2017

1:45 PM

Council Chambers

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1. Call meeting to order

Meeting called to order at 1:50 p.m. by Acting Chair Chuck Kuen.

2. Roll call of membership

**Present:** 12 - Reader, Kaufert, Kuen, Vanden Berg, Wilde, Gifford, Benz, Batley, Van Laanen, Rugland, Seidl and Harkness

**Excused:** 5 - Downs, Scott, Meyerhofer, Stankowski and Dearborn

*Others present:*

*Aldersperson Kathleen Plank, District #7*

*Jay Schumerth, Radisson Paper Valley Hotel*

3. Approval of minutes from previous meeting

[17-601](#)

ARA Exhibition Center Advisory Committee Minutes from 3-1-17

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 3-1-17.pdf](#)

**Rugland moved, seconded by Gifford, that the Minutes be approved. Roll Call.  
Motion carried by the following vote:**

**Aye:** 11 - Reader, Kaufert, Kuen, Vanden Berg, Wilde, Gifford, Benz, Batley, Van Laanen, Rugland and Seidl

**Excused:** 5 - Downs, Scott, Meyerhofer, Stankowski and Dearborn

**Recused:** 1 - Harkness

4. Public Hearings/Appearances

[17-602](#)

Any Public Participation

There was no public participation.

[17-603](#) Presentation regarding the exhibition center sales and bookings by Jay Schumerth of the Radisson Paper Valley Hotel

**Attachments:** [FCEC Advance Booking Summary.pdf](#)

Jay Schumerth gave an update and distributed a handout showing number of bookings received to date and marketing activities completed.

## 5. Action Items

## 6. Information Items

[17-605](#) Update on Radisson Paper Valley Hotel renovations

**This Presentation was presented and discussed.**

[17-604](#) View latest video of the Fox Cities Exhibition Center  
[<https://cloud.zastudios.com/index.php/s/PbGK0VONFMu05AI>](https://cloud.zastudios.com/index.php/s/PbGK0VONFMu05AI).

**This Presentation was presented.**

[17-606](#) Future Meeting Dates and Times  
Wednesday, July 5, 2017 at 1:00 p.m.  
Wednesday, September 6, 2017 at 1:00 p.m.  
Wednesday, November 1, 2017 at 1:00 p.m.

**It was decided the Wednesday, July 5 meeting will be moved to Wednesday, July 12 at 1:00 p.m. Karen added this may be a site visit.**

[17-607](#) Link to Appleton Redevelopment Authority Agendas, Minutes & Videos  
<https://cityofappleton.legistar.com/Calendar.aspx>

**This Presentation was presented.**

[17-608](#) Process to confirm and/or elect Chair and Vice-Chair

**Attachments:** [ARA Advisory Committee Creation Document-Approved by ARA-12-3-14.pdf](#)  
[ARA Exhibition Center Advisory Committee 2016 Appointments.pdf](#)

**This Presentation was discussed, and members were asked if they had interest in serving as Chair or Vice-Chair.**

## 7. Adjournment

**Kaufert moved, seconded by Batley, that the meeting be adjourned at 2:40 p.m.  
Roll Call. Motion carried by the following vote:**

**Aye:** 11 - Reader, Kaufert, Kuen, Vanden Berg, Wilde, Gifford, Benz, Batley, Van Laanen, Rugland and Seidl

**Excused:** 5 - Downs, Scott, Meyerhofer, Stankowski and Dearborn

**Recused:** 1 - Harkness

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.



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## Meeting Minutes - Final Appleton Redevelopment Authority

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Wednesday, July 12, 2017

10:00 AM

Council Chambers, 6th Floor

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1. Call meeting to order

**Meeting called to order at 10:00 a.m.**

2. Roll call of membership

*Brokl arrived at 10:01 a.m.*

*Weider arrived at 10:03 a.m.*

**Present:** 7 - Higgins, Van Dyke, Downs, Weider, Siebers, Fisher and Brokl

*Others present:*

*Attorney Ben LaFrombois, von Briesen & Roper, S.C.*

*Tony Saucerman, Finance Director*

3. Approval of minutes from previous meeting

[17-1036](#)

ARA Minutes from 6-14-17

**Attachments:** [ARA Minutes 6-14-17.pdf](#)

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

**Motion carried by the following vote:**

**Aye:** 5 - Higgins, Van Dyke, Downs, Siebers and Fisher

**Excused:** 2 - Weider and Brokl

4. Public Hearings/Appealances

5. Action Items



[17-671](#)

Designate Chair and Vice-Chair of the ARA Exhibition Center Advisory Committee

**Attachments:**     [ARA Advisory Committee Creation Document-Approved by ARA-12-3-14.pdf](#)  
[ARA Exhibition Center Advisory Committee 2016 Appointments.pdf](#)

Fisher moved, seconded by Higgins, that Mayor Tim Hanna be the Chair of the ARA Exhibition Center Advisory Committee. Fisher moved, seconded by Siebers, that Marissa Downs be the Vice-Chair of the ARA Exhibition Center Advisory Committee. Roll Call. Motions carried by the following vote:

**Aye:** 6 - Higgins, Van Dyke, Downs, Siebers, Fisher and Brokl

**Excused:** 1 - Weider

[17-1067](#)

Request to approve resolution of the Redevelopment Authority of the City of Appleton as conduit borrower, authorizing the borrowing not more than \$31,000,000 for the construction of the Fox Cities Exhibition Center

**Attachments:**     [Resolution of ARA as Conduit Borrower for FCEC 7-12-17.pdf](#)

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

**Aye:** 7 - Higgins, Van Dyke, Downs, Weider, Siebers, Fisher and Brokl

## **6. Information Items**

## **7. Adjournment**

Fisher moved, seconded by Siebers, that the meeting be adjourned at 10:15 a.m. Roll Call. Motion carried by the following vote:

**Aye:** 7 - Higgins, Van Dyke, Downs, Weider, Siebers, Fisher and Brokl

## ARA Exhibition Center Advisory Committee 2016 Appointments Updated August 2017

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
March 2016	2 years January 2018	Dana Reader	City of Appleton	110 N. Richmond St. Appleton WI 54911	920-735-9500	<a href="mailto:goodcompanyltd@aol.com">goodcompanyltd@aol.com</a>
January 2016	3 years (initial) January 2019	Bob Buckingham	Town of Grand Chute	1900 W. Grand Chute Blvd. Appleton WI 54913	920-832-1599	<a href="mailto:robert.buckingham@grandchute.net">robert.buckingham@grandchute.net</a>
January 2016	3 years (initial) January 2019	Dean Kaufert	City of Neenah	211 Walnut St. Neenah WI 54956	920-886-6104	<a href="mailto:dkaufert@ci.neenah.wi.us">dkaufert@ci.neenah.wi.us</a>
January 2016	3 years (initial) January 2019	Chuck Kuen	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	920-716-4502	<a href="mailto:ckuen@valleymanagement.com">ckuen@valleymanagement.com</a>
January 2016	2 years January 2018	Lee Meyerhofer	City of Kaukauna	903 Shamrock Ct. Kaukauna WI 54130	920-360-0400 920-766-0195	<a href="mailto:lee.meyerhofer@kaukauna-wi.org">lee.meyerhofer@kaukauna-wi.org</a> <a href="mailto:lisameyerhofer@aol.com">lisameyerhofer@aol.com</a>
January 2016	2 years January 2018	Mike Vanden Berg	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	920-851-4983	<a href="mailto:presidentvandenberglittlechutewi.org">presidentvandenberglittlechutewi.org</a>
January 2016	3 years (initial) January 2019	Thomas Wilde	Town of Neenah	163 Kuettel Ct. Neenah WI 54956	920-725-0014	<a href="mailto:twilde@new.rr.com">twilde@new.rr.com</a>
January 2016	2 years January 2018	George Dearborn	Village of Fox Crossing	2000 Municipal Dr. Neenah WI 54956	920-720-7105	<a href="mailto:gdearborn@foxcrossingwi.com">gdearborn@foxcrossingwi.com</a>
January 2016	3 years (initial) January 2019	Chuck Gifford Comfort Suites	City of Menasha	1229 Beechwood La. Menasha WI 54952	920-730-3800	<a href="mailto:cqgifford@wiscohoteles.com">cqgifford@wiscohoteles.com</a>
January 2016	2 years January 2018	Bob Benz	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	920-989-1760	<a href="mailto:bobmarbenz7@aol.com">bobmarbenz7@aol.com</a>
January 2016	3 years (initial) January 2019	Rich Batley Bridgewood Hotel	Hotelier	1000 Cameron Way Neenah WI 54956	920-720-8000	<a href="mailto:rich@rbhospitality.com">rich@rbhospitality.com</a>
February 2016	2 years January 2018	Char Stankowski Country Inn/Suites	Hotelier	130 Patriot Dr. Little Chute WI 54140	920-788-8080	<a href="mailto:c.stankowski@cisappleton.com">c.stankowski@cisappleton.com</a>
January 2016	3 years (initial) January 2019	Maria Van Laanen President of PAC	Community Member	400 W. College Ave. Appleton WI 54911	920-730-3787	<a href="mailto:mvanlaanen@foxcitiespac.com">mvanlaanen@foxcitiespac.com</a>
January 2016	2 years January 2018	Walter Rugland Ret. COO of AAL	Community Member	1225 W. Cedar Street Appleton WI 54914	920-830-9999	<a href="mailto:walterrugland@gmail.com">walterrugland@gmail.com</a>
January 2016	2 years January 2018	Marissa Downs (Vice Chair)	ARA Member	6625 N. Smoketree Pass Appleton WI 54913	920-602-6679	<a href="mailto:downs@commonwealthco.net">downs@commonwealthco.net</a>
		Pam Seidl	FCCVB Executive Director	3433 W. College Ave. Appleton WI 54914	920-734-3358	<a href="mailto:pseidl@foxcities.org">pseidl@foxcities.org</a>
Non-voting Advisory member		Karen Harkness	Community/Econ Dev Director	100 N. Appleton St. Appleton WI 54911	920-832-6408	<a href="mailto:karen.harkness@appleton.org">karen.harkness@appleton.org</a>
Non-voting Advisory member		Tim Hanna (Chair)	Appleton Mayor	100 N. Appleton St. Appleton WI 54911	920-832-6400	<a href="mailto:tim.hanna@appleton.org">tim.hanna@appleton.org</a>



**FCEC Advance Booking Summary****As of August 2017**

Year	# of Events Definite	# of Room Nights Rooms	# of Events Tentative	# of Room Nights Tentative	# of Events Prospect	# of Room Nights Prospect
2018	13	3,397	4	500	13	2,276
2019	1	1,482	0	-	8	4,710
2020	0	-	0	-	3	2,427
2021	0	-	0	-	4	2,095
2022	0	-	0	-	2	1,600
2023	0	-	0	-	4	3,425
2024	0	-	0	-	1	700
2025	0	-	0	-	0	-
2026	0	-	0	0	1	700

**FCEC Advance Booking Summary****As of May 2017**

Year	# of Events Definite	# of Room Nights Rooms	# of Events Tentative	# of Room Nights Tentative	# of Events Prospect	# of Room Nights Prospect
2018	4	2,220	2	150	14	3,617
2019	1	1,482	0	-	9	4,710
2020	0	-	0	-	3	1,927
2021	0	-	0	-	4	2,095
2022	0	-	0	-	2	1,600
2023	0	-	0	-	4	3,425
2024	0	-	0	-	1	700
2025	0	-	0	-	0	-
2026	0	-	0	0	1	700