



City of Appleton

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

Meeting Agenda - Final Appleton Redevelopment Authority

Wednesday, January 10, 2018

10:00 AM

Council Chambers, 6th Floor

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

[18-0035](#) ARA Minutes from 12-13-17

Attachments: [ARA Minutes 12-13-17.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[18-0044](#) Request to approve short-term 0% interest loan not to exceed \$31,000,000 from the City of Appleton for the construction of the Fox Cities Exhibition Center to be repaid upon ARA's closing of long-term financing for the project which is anticipated in early 2018

Attachments: [ARA - FCEC Financing - City Loan 2018.pdf](#)

[18-0036](#) Request to approve re-appointments to the ARA Exhibition Center Advisory Committee

Attachments: [Memo re ARA EC Advisory Committee Re-Appointments.pdf](#)

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

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

6. Information Items

[18-0037](#) Report on meeting of ARA Exhibition Center Advisory Committee held on January 3, 2018

Attachments: [ARA Exhibition Center Advisory Committee Minutes 1-3-18.pdf](#)

[18-0043](#) Update on 222 N. Oneida Street

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 Karen Harkness, Director, Community and Economic Development Department 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

Wednesday, December 13, 2017

10:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 10:01 a.m.

2. Roll call of membership

Present: 5 - Van Dyke, Downs, Siebers, Fisher and Brokl

Excused: 2 - Higgins and Woodford

3. Approval of minutes from previous meeting

[17-1978](#)

ARA Minutes from 11-8-17

Attachments: [ARA Minutes 11-8-17.pdf](#)

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

Aye: 5 - Van Dyke, Downs, Siebers, Fisher and Brokl

Excused: 2 - Higgins and Woodford

4. Public Hearings/Appearances

5. Action Items

[17-1979](#)

Consider approval of the offer to purchase of 222 N. Oneida Street in Appleton, Wisconsin by the Appleton Redevelopment Authority in the amount of \$250,000 with an escrow of \$75,000 to be provided by the seller at closing for environmental considerations

Attachments: [222 N Oneida Purchase Memo 12-6-17.pdf](#)
[222 N Oneida Offer and Counter Offer Signed.pdf](#)
[222 N Oneida Ph I Report 10.4.17.pdf](#)
[222 N Oneida Ph II Report 11.22.17 Final E-copy.pdf](#)
[RR579 - LGU Liability Exemption.pdf](#)
[RR055 - LGU Liability Exemption.pdf](#)

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

Aye: 5 - Van Dyke, Downs, Siebers, Fisher and Brokl

Excused: 2 - Higgins and Woodford

6. Information Items

[17-1980](#)

The Appleton Redevelopment Authority may go into closed session pursuant to Wis. Stat. §19.85(1)(e) for the purpose of deliberating or discussing the purchasing of certain real property located at 222 N. Oneida Street and then reconvene into open session

The Appleton Redevelopment Authority did not go into closed session.

[17-1981](#)

Report on meeting of ARA Exhibition Center Advisory Committee held on December 6, 2017

Attachments: [ARA Exhibition Center Advisory Committee Minutes 12-6-17.pdf](#)

This Presentation was presented.

[17-1986](#)

Fundraising for the grand opening of the Fox Cities Exhibition Center on January 11, 2018 with monies collected to route through the Appleton Redevelopment Authority

This Presentation was presented.

[17-1982](#)

DRAFT Business Enhancement Grant Guidelines for Tax Incremental Financing District #11 - East College Avenue area and Tax Incremental Financing District #12 - Downtown West

Attachments: [Memo on Business Enhancement Grant Program December 2017.pdf](#)
[Business Enhancement Grant Program DRAFT TIF11.pdf](#)
[Business Enhancement Grant Program DRAFT TIF12.pdf](#)

This Presentation was presented.

7. Adjournment

Siebers moved, seconded by Van Dyke, that the meeting be adjourned at 10:20 a.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Van Dyke, Downs, Siebers, Fisher and Brokl

Excused: 2 - Higgins and Woodford



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

FINANCE DEPARTMENT

100 N Appleton Street
Appleton, Wisconsin 54911
(920) 832-6442

To: Members of the Appleton Redevelopment Authority

From: Tony Saucerman, City of Appleton Finance Director

Date: December 29, 2017

Re: Short-term Loan from the City of Appleton

To date, the financing package for the construction of the Fox Cities Exhibition Center has yet to be completed. Due to this unanticipated delay, and the decision to proceed with the construction in 2016, the City of Appleton has been paying the construction costs as bills have come due. This arrangement was initially meant to be a short-term solution while the long-term financing package was put together. Unfortunately, due to this delay in financing, a substantial amount of time has passed resulting in a large majority of the project costs being funded by the City.

Since the eventual long-term funding will come from the ARA, which is a legally separate entity from the City, in essence, the City has been providing a short-term loan to the ARA while the long-term funding plan is being finalized. In recognition of this fact, and as recommended by the City and ARA's auditors since the loan will appear on the both the City and ARA's December 31, 2017 financial statements, approval of this short-term financing arrangement between the City and ARA is being requested.

It is not without recognition that this request is being made after the majority of the construction costs have already been paid by the City and for that I apologize and ask for your understanding. I realize the uncomfortable position for which you are being placed. However, as noted previously, it was never anticipated that the ARA borrowing would be outstanding at the end of 2017.

As a result, I am requesting approval of the acceptance of a short-term 0% interest loan from the City of Appleton for an amount not to exceed \$31,000,000 for the construction of the Fox Cities Exhibition Center which will be repaid upon the closing of long-term financing by the Appleton Redevelopment Authority which is anticipated in early 2018.



MEMORANDUM

TO: ARA

FROM: Karen Harkness, Director of Community & Economic Development

DATE: January 4, 2018

RE: Re-Appointments to the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

Two of Chairperson Downs' re-appointments to the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority need to be approved by ARA.

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").

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.

Re-Appointment of ARA Member:
Marissa Downs

Re-Appointment and ARA approval of one community member:
Walter Rugland, Retired COO of AAL

Re-Appointment and ARA approval of one hotelier:
Char Stankowski, Country Inn/Suites, Little Chute

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”).

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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.

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



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Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

Wednesday, January 3, 2018

1:00 PM

Council Chambers

1. Call meeting to order

Meeting called to order at 1:05 p.m.

2. Roll call of membership

Present: 16 - Kaufert, Kuen, Wilde, Gifford, Batley, Van Laanen, Seidl, Harkness, Buckingham, Chairperson Hanna, Reader, Vanden Berg, Benz, Stankowski, Rugland and Downs

Excused: 2 - Meyerhofer and Dearborn

Others present:

Jeff Jirschele

Madeleine Behr, Post-Crescent

3. Approval of minutes from previous meeting

[17-2026](#)

ARA Exhibition Center Advisory Committee Minutes from 12-6-17

Attachments: [ARA Exhibition Center Advisory Committee Minutes 12-6-17.pdf](#)

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

Aye: 14 - Kaufert, Kuen, Wilde, Gifford, Batley, Van Laanen, Seidl, Buckingham, Reader, Vanden Berg, Benz, Stankowski, Rugland and Downs

Excused: 2 - Meyerhofer and Dearborn

Recused: 2 - Harkness and Chairperson Hanna

4. Public Hearings/Apearances

[17-2027](#)

Any Public Participation

There was no public participation.

5. Action Items

6. Information Items

[17-2028](#)

Fox Cities Exhibition Center Grand Opening on January 11, 2018

This Presentation was presented.

[17-2029](#)

Fox Cities Exhibition Center Financing

This Presentation was presented.

[17-2030](#)

Fox Cities Exhibition Center booking summary provided by Linda Garvey of the Radisson Paper Valley Hotel

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

This Presentation was presented.

[17-2031](#)

Upcoming Meeting Dates and Times

Tuesday, March 6, 2018 at 1:00 p.m.

Tuesday, May 1, 2018 at 1:00 p.m.

Tuesday, July 10, 2018 at 1:00 p.m.

Tuesday, September 4, 2018 at 1:00 p.m.

Tuesday, November 6, 2018 at 1:00 p.m.

This Presentation was presented.

7. Adjournment

Kuen moved, seconded by Stankowski, that the meeting be adjourned at 1:35 p.m. Roll Call. Motion carried by the following vote:

Aye: 14 - Kaufert, Kuen, Wilde, Gifford, Batley, Van Laanen, Seidl, Buckingham, Reader, Vanden Berg, Benz, Stankowski, Rugland and Downs

Excused: 2 - Meyerhofer and Dearborn

Recused: 2 - Harkness and Chairperson Hanna