



City of Appleton

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

Meeting Agenda - Final

Appleton Redevelopment Authority Exhibition Center Advisory Committee

Tuesday, September 4, 2018

1:00 PM

Council Chambers

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[18-0980](#) ARA Exhibition Center Advisory Committee Minutes from 5-1-18

Attachments: [ARA Exhibition Center Advisory Committee Minutes 5-1-18.pdf](#)

4. Public Hearings/Apearances

[18-0981](#) Any Public Participation

[18-0982](#) Linda Garvey of the Red Lion Paper Valley Hotel presenting the Fox Cities Exhibition Center booking summary, feedback received from groups that have already used the Fox Cities Exhibition Center, and an update on the Red Lion Paper Valley Hotel renovations

Attachments: [FCEC ARA Board Presentation August 2018.pdf](#)

5. Action Items

6. Information Items

[18-0983](#) Chair and Vice-Chair of this Committee were elected by Appleton Redevelopment Authority on June 20, 2018; Mayor Hanna is Chair and Marissa Downs is Vice-Chair

Attachments: [ARA Minutes 6-20-18.pdf](#)

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

[ARA Exhibition Center Advisory Committee 2016 Appointments-May 2018.pdf](#)

[18-0984](#) Upcoming Meeting Date and Time
Tuesday, November 13, 2018 at 1:00 p.m. (Changed from Tues. Nov. 6 at 1:00 p.m. due to Election Day)

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

Tuesday, May 1, 2018

1:00 PM

Council Chambers

1. Call meeting to order

Meeting called to order at 1:02 p.m.

2. Roll call of membership

Kaufert arrived at 1:03 p.m.

Present: 13 - Kaufert, Kuen, Gifford, Seidl, Harkness, Buckingham, Chairperson Hanna, Vanden Berg, Dearborn, Benz, Stankowski, Rugland and Downs

Excused: 5 - Wilde, Batley, Van Laanen, Reader and Meyerhofer

Others present:

Linda Garvey, Radisson Paper Valley Hotel

3. Approval of minutes from previous meeting

[18-0614](#)

ARA Exhibition Center Advisory Committee Minutes from 3-6-18

Attachments: [ARA Exhibition Center Advisory Committee Minutes 3-6-18.pdf](#)

Seidl moved, seconded by Dearborn, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 10 - Kuen, Gifford, Seidl, Buckingham, Vanden Berg, Dearborn, Benz, Stankowski, Rugland and Downs

Excused: 6 - Kaufert, Wilde, Batley, Van Laanen, Reader and Meyerhofer

Recused: 2 - Harkness and Chairperson Hanna

4. Public Hearings/Appealances

[18-0615](#)

Any Public Participation

There was no public participation.

[18-0616](#)

Linda Garvey of the Radisson Paper Valley Hotel presenting the Fox Cities Exhibition Center booking summary, feedback received from groups that have already used the Fox Cities Exhibition Center, and an update on the Radisson Paper Valley Hotel renovations

Attachments: [FCEC Booking Recap April 2018.pdf](#)

This Appearance was presented and discussed.

5. Action Items

6. Information Items

[18-0639](#)

Fox Cities Exhibition Center activity and economic impact provided by Pam Seidl of the Fox Cities Convention & Visitors Bureau

This Presentation was presented and discussed.

[18-0619](#)

3-D Video of the Fox Cities Exhibition Center

Attachments: [Fox Cities Exhibition Center Virtual Tour](#)

This Presentation was presented.

[18-0617](#)

Reappointments to ARA Exhibition Center Advisory Committee

Attachments: [ARA Exhibition Center Advisory Committee 2016 Appointments-Feb 2018.pdf](#)

This Presentation was presented.

[18-0621](#)

Upcoming Meeting Dates and Times

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

Benz moved, seconded by Stankowski, that the meeting be adjourned at 1:45 p.m. Roll Call. Motion carried by the following vote:

Aye: 11 - Kaufert, Kuen, Gifford, Seidl, Buckingham, Vanden Berg, Dearborn, Benz, Stankowski, Rugland and Downs

Excused: 5 - Wilde, Batley, Van Laanen, Reader and Meyerhofer

Recused: 2 - Harkness and Chairperson Hanna



FCEC Advance Booking Summary									
Year	# of Events Definite	# of Room Nights Rooms	Change	# of Events Tentative	# of Room Nights Tentative	Change	# of Events Prospect	# of Room Nights Prospect	Change
2018	53	4,440	17	1	-	-2	3	42	-8
2019	12	3,230	7	3	1,325	0	17	615	-1
2020	2	1,695	1	1	450	1	16	5,680	1
2021	1	700	1	0	-		17	7,137	3
2022	2	1,280	0	0	-	-1	15	7,422	0
2023	0	-		0	-		5	3,480	1
2024	0	-		0	-		4	700	0
2025	0	-		0	-		1	860	0
2026	0	-		0	0		1	700	0

2018 FCEC Projection

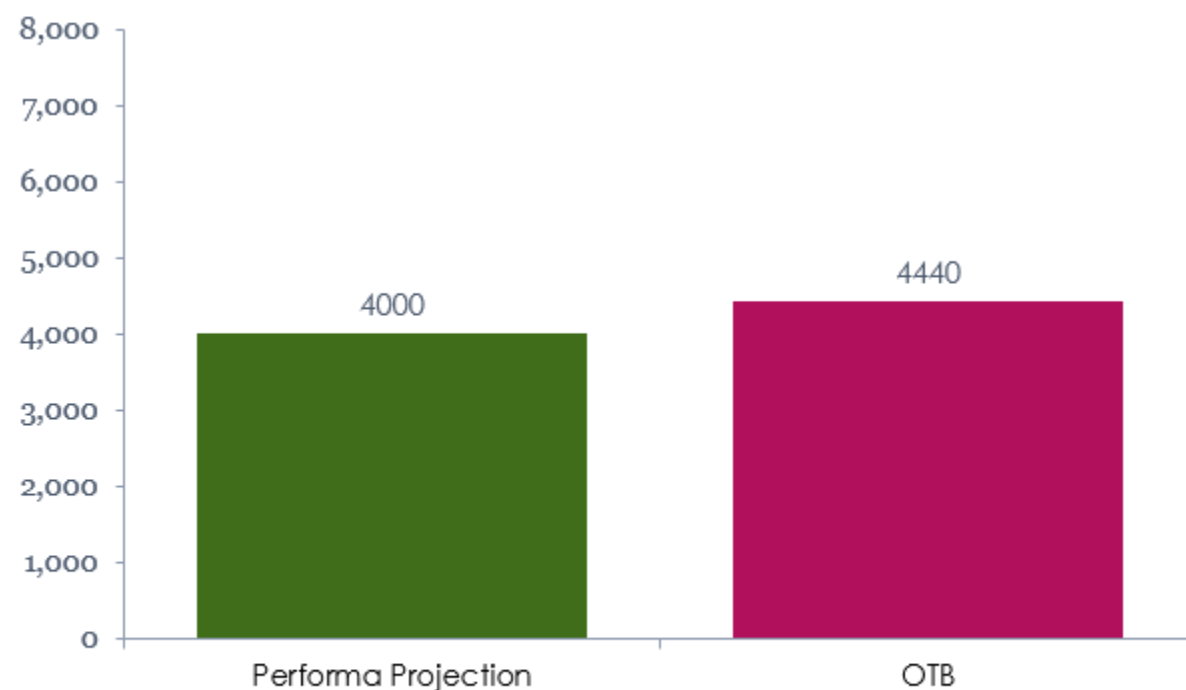
Room Nights Tracked



SUMMARY

2018 Performa Projection On the Books Reach

4000 4440 -440



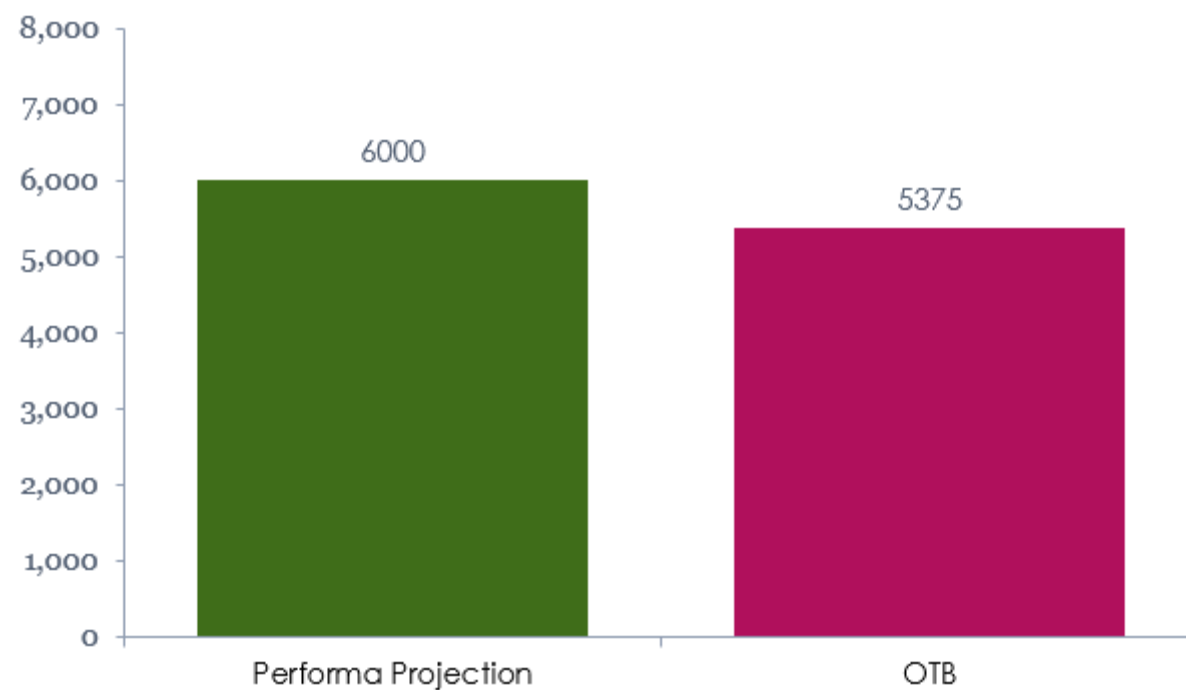
2019 FCEC Projection

Room Nights Tracked



SUMMARY

2018 Performa Projection	On the Books	Reach
6000	5375	625



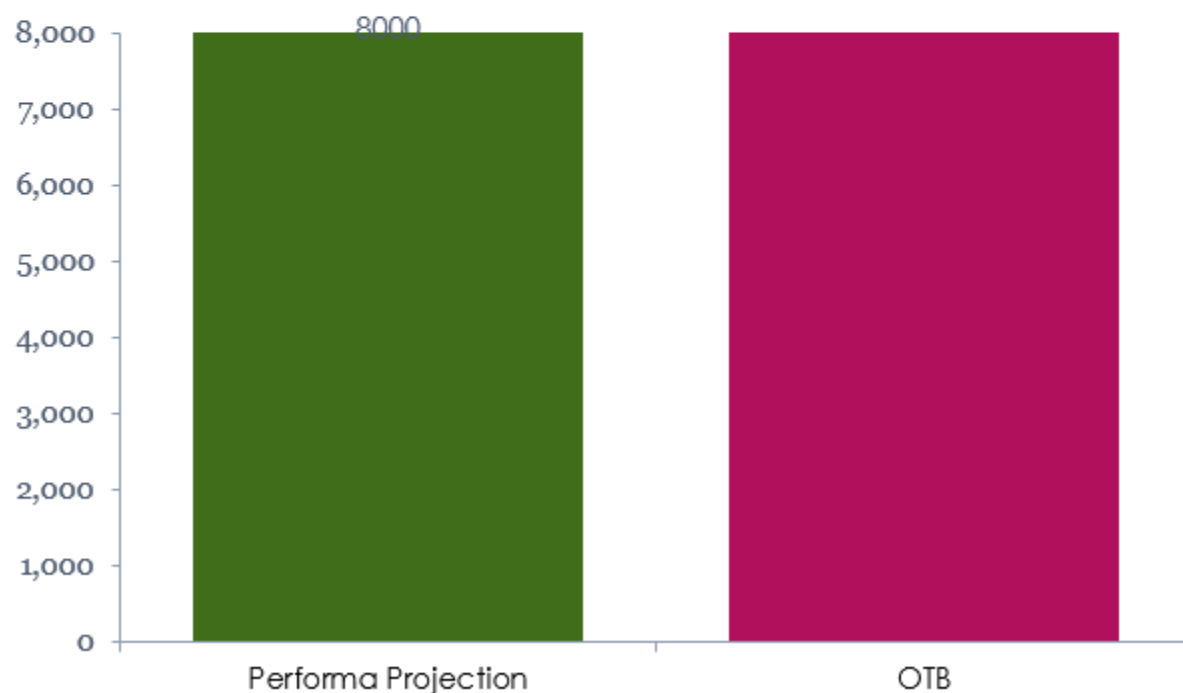
2020 FCEC Projection

Room Nights Tracked



SUMMARY

2018 Performa Projection	▼ On the Books	▼ Reach	▼
8000	9432	-1432	.







City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Appleton Redevelopment Authority

Wednesday, June 20, 2018

10:00 AM

Council Chambers, 6th Floor

SPECIAL-RESCHEDULED FROM 6-13-18 AT 10:00 AM

1. Call meeting to order

Meeting called to order at 10:02 a.m.

2. Roll call of membership

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

Excused: 2 - Higgins and Woodford

Others present:
Tony Saucerman, Finance Director

3. Approval of minutes from previous meeting

[18-0656](#)

ARA Minutes from 4-12-18

Attachments: [ARA Minutes 4-12-18.pdf](#)

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

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

Excused: 2 - Higgins and Woodford

4. Public Hearings/Appearances

5. Action Items

[18-0657](#)

Organizational Matters:

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

Karen Harkness will be the Contact Person, and the ARA will continue to meet on the 2nd Wednesday of the month at 10:00 a.m. Downs was elected as Chair and Van Dyke as Vice Chair.

Fisher moved, seconded by Alderperson Coenen, that Marissa Downs be the Chair and Jim Van Dyke be the Vice-Chair. Roll Call. Motion carried by the following vote:

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

Excused: 2 - Higgins and Woodford

[18-0658](#)

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-May 2018.pdf](#)

Mayor Hanna was elected as Chair and Downs as Vice Chair.

Alderperson Coenen moved, seconded by Van Dyke, that Mayor Tim Hanna be the Chair of the ARA Exhibition Center Advisory Committee and Marissa Downs be the Vice-Chair of the ARA Exhibition Center Advisory Committee. Roll Call. Motion carried by the following vote:

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

Excused: 2 - Higgins and Woodford

6. Information Items

[18-0659](#)

Report on meeting of ARA Exhibition Center Advisory Committee held on May 1, 2018

Attachments: [ARA Exhibition Center Advisory Committee Minutes 5-1-18.pdf](#)

This Presentation was presented.

[18-0929](#)

Update on 222 N. Oneida Street

Attachments: [222 N Oneida St Update Memo 6-14-18.pdf](#)

This Presentation was presented.

[18-0922](#)

Final bond closing memo for the Fox Cities Exhibition Center

Attachments: [Closing Memorandum for FCEC 5-1-18.pdf](#)

This Presentation was presented.

7. Adjournment

Alderperson Coenen moved, seconded by Fisher, that the meeting be adjourned at 10:25 a.m. Roll Call. Motion carried by the following vote:

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

Excused: 2 - Higgins and Woodford

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.

ARA Exhibition Center Advisory Committee Appointments Updated May 2018

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
March 2016	2 years January 2020	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 2020	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 2020	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 2020	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 2020	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 2020	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 2020	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 2020	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