



# 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

---

Tuesday, March 5, 2019

1:00 PM

Council Chambers

---

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[19-0291](#) ARA Exhibition Center Advisory Committee Minutes from 11-13-18

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 11-13-18.pdf](#)

#### 4. Public Hearings/Apearances

[19-0292](#) Any Public Participation

[19-0293](#) Linda Garvey of the Red Lion Hotel Paper Valley 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 Hotel Paper Valley renovations

**Attachments:** [FCEC ARA Board Presentation Mar 2019.pdf](#)

#### 5. Action Items

#### 6. Information Items

[19-0294](#) New Appointment and Reappointments to the ARA Exhibition Center Advisory Committee (New Appointment of Amanda Hedtke [Hotelier], Reappointment of Maria Van Laanen, Retirement of Rich Batley [Hotelier now vacant], Reappointments from Municipalities)

**Attachments:** [ARA ECAdvCom Vacant Hotelier Appt & Comm Member Re-Appt Memo.pdf](#)

[ARA Minutes 2-28-19.pdf](#)

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

[ARA Exhibition Center Advisory Committee 2016 Appointments-2-28-19.pdf](#)

[19-0295](#) Upcoming Meeting Date and Time  
Tuesday, September 10, 2019 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.*



# City of Appleton

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

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

---

Tuesday, November 13, 2018

1:00 PM

Council Chambers

---

1. Call meeting to order

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

2. Roll call of membership

**Present:** 11 - Kaufert, Wilde, Batley, Van Laanen, Seidl, Harkness, Chairperson Hanna, Reader, Vanden Berg, Benz and Rugland

**Excused:** 5 - Kuen, Gifford, Meyerhofer, Dearborn and Downs

*Others present:*

*Linda Garvey, Red Lion Hotel Paper Valley*

3. Approval of minutes from previous meeting

[18-1645](#)

ARA Exhibition Center Advisory Committee Minutes from 9-24-18

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 9-24-18.pdf](#)

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

**Aye:** 9 - Kaufert, Wilde, Batley, Van Laanen, Seidl, Reader, Vanden Berg, Benz and Rugland

**Excused:** 5 - Kuen, Gifford, Meyerhofer, Dearborn and Downs

**Recused:** 2 - Harkness and Chairperson Hanna

4. Public Hearings/Appealances

[18-1646](#)

Any Public Participation

There was no public participation.

[18-1647](#)

Linda Garvey of the Red Lion Hotel Paper Valley 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 Hotel Paper Valley renovations

**Attachments:** [FCEC ARA Board Presentation Nov 18.pdf](#)

**This Appearance was presented and discussed.**

## **5. Action Items**

## **6. Information Items**

[18-1648](#)

Resignation of Char Stankowski, a Hotelier Representative

**Attachments:** [ResignationfromARA-ECAdvisoryCommittee Stankowski 9-24-18.pdf](#)  
[ARA Advisory Committee Creation Document-Approved by ARA-12-3-14.pdf](#)

**This Presentation was presented.**

[18-1649](#)

Upcoming Meeting Dates and Times  
Tuesday, March 5, 2019 at 1:00 p.m.  
Tuesday, September 10, 2019 at 1:00 p.m.

**This Presentation was presented.**

## **7. Adjournment**

**Benz moved, seconded by Seidl, that the meeting be adjourned at 1:29 p.m.**

**Roll Call. Motion carried by the following vote:**

**Aye:** 9 - Kaufert, Wilde, Batley, Van Laanen, Seidl, Reader, Vanden Berg, Benz and Rugland

**Excused:** 5 - Kuen, Gifford, Meyerhofer, Dearborn and Downs

**Recused:** 2 - Harkness and Chairperson Hanna





|  | A                                   | B                       | C                         | D      | E                        | F                             | G      | H                       | I                            | J      |
|--|-------------------------------------|-------------------------|---------------------------|--------|--------------------------|-------------------------------|--------|-------------------------|------------------------------|--------|
|  | <b>FCEC Advance Booking Summary</b> |                         |                           |        |                          |                               |        |                         |                              |        |
|  |                                     |                         |                           |        |                          |                               |        |                         |                              |        |
|  | Year                                | # of Events<br>Definite | # of Room<br>Nights Rooms | Change | # of Events<br>Tentative | # of Room Nights<br>Tentative | Change | # of Events<br>Prospect | # of Room<br>Nights Prospect | Change |
|  | 2018                                | 58                      | 4,895                     | 2      | 0                        | -                             | -1     | 0                       | -                            | -3     |
|  | 2019                                | 37                      | 5,445                     | 17     | 3                        | -                             | 0      | 5                       | 550                          | -9     |
|  | 2020                                | 5                       | 3,177                     | 1      | 2                        | 675                           | 1      | 15                      | 3,074                        | -1     |
|  | 2021                                | 2                       | 855                       | 1      | 1                        | 400                           | 1      | 12                      | 7,137                        | -5     |
|  | 2022                                | 3                       | 1,787                     | 0      | 0                        | -                             |        | 14                      | 8,492                        | -4     |
|  | 2023                                | 0                       | -                         |        | 0                        | -                             |        | 11                      | 3,480                        | 6      |
|  | 2024                                | 0                       | -                         |        | 0                        | -                             |        | 4                       | 700                          | 0      |
|  | 2025                                | 0                       | -                         |        | 0                        | -                             |        | 1                       | 860                          | 0      |
|  | 2026                                | 0                       | -                         |        | 0                        | 0                             |        | 1                       | 700                          | 0      |

# Red Lion Hotel Paper Valley Updates since November

- All meeting space carpet is now in.
- Canopy and column wrap to be completed prior to this meeting.
- Spending many resources on infrastructure at the hotel that has pushed guest room area behind.
- Looking forward to the possibility of having some of the equipment needed at the FCEC.









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

# MEMORANDUM

---

TO: Appleton Redevelopment Authority (ARA)

FROM: Karen Harkness, Director of Community & Economic Development

DATE: February 15, 2019

RE: Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

---

On September 24, 2018, Char Stankowski, a hotelier representative on the ARA Exhibition Center Advisory Committee tendered her resignation from the committee. Chairperson Downs' appointment to fill this vacated position on the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority (named below) needs to be approved by ARA. For your information, Rich Batley, the other hotelier representative, has also since retired, and his position will need to be filled as well. We are working to find a replacement and will bring forward an appointment for your approval at a future meeting.

In addition, one re-appointment by Chairperson Downs (named below) to the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority needs 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.

Appointment & ARA Approval of Vacant Hotelier (Char):

**Amanda Hedtke, GM at Residence Inn, Grand Chute**

Amanda has been with TMI Hospitality for almost 19 years. She also is an adjunct teacher at FVTC in hospitality and has instructed hospitality students for over 5 years.

Re-Appointment & ARA Approval of Community Member:

**Maria Van Laanen, Performing Arts Center**



# City of Appleton

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

## Meeting Minutes - Final Appleton Redevelopment Authority

---

Thursday, February 28, 2019

4:00 PM

Council Chambers, 6th Floor

---

### SPECIAL

1. Call meeting to order

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

2. Roll call of membership

**Present:** 4 - Van Dyke, Downs, Fisher and Brokl

**Excused:** 3 - Higgins, Woodford and Alderperson Coenen

*Others present:*

*Alderperson Vered Meltzer, District #2*

*Alderperson Kathleen Plank, District #7*

3. Approval of minutes from previous meeting

[19-0242](#)

ARA Minutes from 12-12-18

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

**Van Dyke moved, seconded by Brokl, that the Minutes be approved. Roll Call.**

**Motion carried by the following vote:**

**Aye:** 4 - Van Dyke, Downs, Fisher and Brokl

**Excused:** 3 - Higgins, Woodford and Alderperson Coenen

4. Public Hearings/Apearances

5. Action Items

[19-0243](#)

The Appleton Redevelopment Authority will go into closed session according to State Statute §19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session regarding certain real property located at 320 E. College Avenue and then reconvene into open session

**Attachments:**     [Woodford Recusal 320 E College Ave.pdf](#)

*The Appleton Redevelopment Authority went into Closed Session at 4:04 p.m.*

*Discussion was held.*

*Fisher moved, seconded by Brokl, to rise and report, returning into Open Session at 4:59 p.m. Roll Call. Motion carried by a vote of 4-0.*

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

**Aye:** 4 - Van Dyke, Downs, Fisher and Brokl

**Excused:** 2 - Higgins and Alderperson Coenen

**Recused:** 1 - Woodford

[19-0262](#)

Consider investment of funds to facilitate purchase of 320 E. College Avenue

**Attachments:**     [Woodford Recusal 320 E College Ave.pdf](#)

*The motion to approve allows for ARA contribution up to \$250,000.*

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

**Aye:** 4 - Van Dyke, Downs, Fisher and Brokl

**Excused:** 2 - Higgins and Alderperson Coenen

**Recused:** 1 - Woodford



[19-0244](#)

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

**Attachments:**    [ARA ECAdvCom Vacant Hotelier Appt & Comm Member Re-Appt Memo.pdf](#)  
[ResignationfromARA-ECAdvisoryCommittee Stankowski 9-24-18.pdf](#)  
[ARA Advisory Committee Creation Document-Approved by ARA-12-3-14.pdf](#)  
[ARA Exhibition Center Advisory Committee 2016 Appointments-Feb 2019.pdf](#)

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

**Aye:** 4 - Van Dyke, Downs, Fisher and Brokl

**Excused:** 3 - Higgins, Woodford and Alderperson Coenen

## **6. Information Items**

## **7. Adjournment**

**Fisher moved, seconded by Van Dyke, that the meeting be adjourned at 5:05 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 4 - Van Dyke, Downs, Fisher and Brokl

**Excused:** 3 - Higgins, Woodford and Alderperson Coenen

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 February 2019

| Term Started                     | Term Expires                      | Committee Member                     | Represents                     | Address   | Phone                        | Email  |
|----------------------------------|-----------------------------------|--------------------------------------|--------------------------------|---|------------------------------|--|
| March 2016                       | 2 years<br>January 2020           | Dana Reader                          | City of Appleton               | 110 N. Richmond St.<br>Appleton WI 54911          | 920-735-9500                 | <a href="mailto:goodcompanyltd@aol.com">goodcompanyltd@aol.com</a>   |
| January 2016                     | 3 years (initial)<br>January 2021 | Bob Buckingham                       | Town of Grand Chute            | 1900 W. Grand Chute Blvd.<br>Grand Chute WI 54913 | 920-832-1599                 | <a href="mailto:robert.buckingham@grandchute.net">robert.buckingham@grandchute.net</a>   |
| January 2016                     | 3 years (initial)<br>January 2019 | Dean Kaufert                         | City of Neenah                 | 211 Walnut St.<br>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)<br>January 2021 | Chuck Kuen                           | Village of Kimberly            | 132 S. Willow St.<br>Kimberly WI 54136            | 920-716-4502                 | <a href="mailto:ckuen@valleymanagement.com">ckuen@valleymanagement.com</a>   |
| January 2016                     | 2 years<br>January 2020           | Lee Meyerhofer                       | City of Kaukauna               | 903 Shamrock Ct.<br>Kaukauna WI 54130             | 920-360-0400<br>920-766-0195 | <a href="mailto:lee.meyerhofer@kaukauna-wi.org">lee.meyerhofer@kaukauna-wi.org</a><br><a href="mailto:lisameyerhofer@aol.com">lisameyerhofer@aol.com</a> |
| January 2016                     | 2 years<br>January 2020           | Mike Vanden Berg                     | Village of Little Chute        | 427 Sanitorium Rd.<br>Kaukauna WI 54130           | 920-851-4983                 | <a href="mailto:presidentvandenberglittlechutewi.org">presidentvandenberglittlechutewi.org</a>   |
| January 2016                     | 3 years (initial)<br>January 2021 | Thomas Wilde                         | Town of Neenah                 | 163 Kuettel Ct.<br>Neenah WI 54956                | 920-725-0014                 | <a href="mailto:twilde@new.rr.com">twilde@new.rr.com</a>   |
| January 2016                     | 2 years<br>January 2020           | George Dearborn                      | Village of Fox Crossing        | 2000 Municipal Dr.<br>Neenah WI 54956             | 920-720-7105                 | <a href="mailto:gdearborn@foxcrossingwi.gov">gdearborn@foxcrossingwi.gov</a>   |
| January 2016                     | 3 years (initial)<br>January 2019 | Chuck Gifford<br>Comfort Suites      | City of Menasha                | 1229 Beechwood La.<br>Menasha WI 54952            | 920-730-3800                 | <a href="mailto:cgifford@wiscohoteles.com">cgifford@wiscohoteles.com</a>   |
| January 2016                     | 2 years<br>January 2020           | Bob Benz                             | Village of Sherwood            | N7639 Lower Cliff Rd.<br>Sherwood WI 54169        | 920-989-1760                 | <a href="mailto:bobmarbenz7@aol.com">bobmarbenz7@aol.com</a>   |
| January 2016                     | 3 years (initial)<br>January 2021 | Vacant                               | Hotelier                       |   |                              |  |
| February 2016                    | 2 years<br>January 2020           | Amanda Hedtke<br>Residence Inn       | Hotelier                       | 310 Metro Dr.<br>Grand Chute WI 54913             | 920-954-0570                 | <a href="mailto:amanda.k.hedtke@marriott.com">amanda.k.hedtke@marriott.com</a>   |
| January 2016                     | 3 years (initial)<br>January 2021 | Maria Van Laanen<br>President of PAC | Community Member               | 400 W. College Ave.<br>Appleton WI 54911          | 920-730-3787                 | <a href="mailto:mvanlaanen@foxcitiespac.com">mvanlaanen@foxcitiespac.com</a>   |
| January 2016                     | 2 years<br>January 2020           | Walter Rugland<br>Ret. COO of AAL    | Community Member               | 1225 W. Cedar Street<br>Appleton WI 54914         | 920-830-9999                 | <a href="mailto:walterrugland@gmail.com">walterrugland@gmail.com</a>   |
| January 2016                     | 2 years<br>January 2020           | Marissa Downs<br>(Vice Chair)        | ARA Member                     | 6625 N. Smoketree Pass<br>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.<br>Appleton WI 54914         | 920-734-3358                 | <a href="mailto:pseidl@foxcities.org">pseidl@foxcities.org</a>   |
| Non-voting<br>Advisory<br>member |                                   | Karen Harkness                       | Community/Econ<br>Dev Director | 100 N. Appleton St.<br>Appleton WI 54911          | 920-832-6408                 | <a href="mailto:karen.harkness@appleton.org">karen.harkness@appleton.org</a>   |
| Non-voting<br>Advisory<br>member |                                   | Tim Hanna<br>(Chair)                 | Appleton Mayor                 | 100 N. Appleton St.<br>Appleton WI 54911          | 920-832-6400                 | <a href="mailto:tim.hanna@appleton.org">tim.hanna@appleton.org</a>   |