



City of Appleton

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

Meeting Minutes - Final Community & Economic Development Committee

Wednesday, March 10, 2021

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 4:35 p.m.

2. Roll call of membership

Alderpersons Thao's and Otis' videos were not displaying for part of the meeting; therefore, they were unable to vote on some of the items.

Present: 5 - Coenen, Reed, Firkus, Otis and Thao

Others present:

Chip Wood, Rebuilding Together Fox Valley

Matthew Cole, 318 College Ave LLC

Brannin Gries, Gries Architectural Group

Ethan Fett, Blue Sky Contractors, LLC

Jennifer Stephany, Appleton Downtown Inc.

Djuanna Hugdahl, Appleton Downtown Inc.

Jason Zimmerman, Action 2 News

Karen Harkness, Director of Community & Economic Development

Monica Stage, Deputy Director of Community & Economic Development

Matt Rehbein, Economic Development Specialist

Nikki Gerhard, Community Development Specialist

Nick VandeCastle, Assistant City Attorney

3. Approval of minutes from previous meeting

[21-0246](#)

CEDC Minutes from 1-27-21

Attachments: [CEDC Minutes 1-27-21.pdf](#)

Reed moved, seconded by Firkus, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Otis

Excused: 1 - Thao

4. Public Hearings/Appearances

5. Action Items

[21-0260](#)

Request to approve the REVISED 2021-2022PY Community Development Block Grant (CDBG) funding as specified in the attached community partner allocation recommendations

Attachments: [Alloc Recs Memo to CEDC Final Award 03-10-2021.pdf](#)
[Alloc Recs Memo to CEDC 11-11-20.pdf](#)
[FINAL 2021 CDBG Community Partner Recommendations 3-10-21.pdf](#)
[FINAL 2021 CDBG Simple Summary Recommendations 3-10-21.pdf](#)
[Letter From Apricity Request for Additional Funds.pdf](#)

Reed moved, seconded by Otis, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Otis

Excused: 1 - Thao

[21-0249](#)

Request to approve the Development Agreement with 318 College Ave LLC for improvements and redevelopment of the property located at 318 W. College Avenue (the Park Central Property) in Tax Increment Financing District No. 11

Attachments: [Memo to CEDC 318 W College Ave Park Central Dev Agrmt 3-10-21.pdf](#)
[318 W College Ave Park Central - Dev Agrmt - 02-24-2021.pdf](#)

Reed moved, seconded by Otis, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Firkus, Otis and Thao

[21-0248](#)

Request to approve recommended funding of \$15,000 for 2021 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document

Attachments: [Memo to CEDC on ADI Sponsorships 2021.pdf](#)
[ADI Support Proposal to City 2021.pdf](#)

Reed moved, seconded by Otis, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Firkus, Otis and Thao

[21-0247](#)

Request to approve the City of Appleton maintain its current selling prices for business/industrial park land and hold option fees as described in the attached documents

Attachments: [Business-Industrial Park Land Value Memo_3-10-21.pdf](#)
[Exhibit A-Ind Land Sales Comparison.pdf](#)
[Exhibit B-Ind Land Asking Price Comparison.pdf](#)
[Southpoint Commerce Park Map.pdf](#)
[NE Business Park Map.pdf](#)

Reed moved, seconded by Firkus, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Firkus, Otis and Thao

6. Information Items

[21-0250](#)

2020 Growth Report for the City of Appleton

Attachments: [2020 Growth Report Summary_CEDC 3-10-21.pdf](#)
[2020 City of Appleton Growth Report.pdf](#)

This item was presented and discussed.

7. Adjournment

Reed moved, seconded by Coenen, that the meeting be adjourned at 5:15 p.m. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis