

MINUTES FOR THE ECONOMIC DEVELOPMENT COMMITTEE
MEETING HELD AUGUST 13, 2019, 5:30PM

Members present: Chairman Brian McManus, Charles Buechel, Rick Wier, Tom Dillon, Greg Schlecht, Caryle Babcock, Bryan Kamm, Jay Iverson, Mayor Ken Tutaj, City Administrator Mark Johnsrud.

Excused: Charles Buechel, Tom Dillon, Sandy Jaskulski, Greg Schlecht, and City Engineer/Director of Public Works Melinda Dejewski

Also present: Jay Blue of Ayres and Associates and Deputy Clerk/Treasurer Rebecca Gagnon.

1. Call to Order

The meeting was called to order at 5:31 PM by Chairman McManus.

2. Minutes

A motion was made by Committee Member Iverson, seconded by Administrator Johnsrud to approve the minutes. Motion carried.

3. Discussion and Possible Action Items

A. Ayres Presentation – KK Corners Design/Marketing Plan

Mr. Blue presented concept drawings of what the 3 corners of S. Kinnickinnic Avenue and E. Howard Avenue intersection could look like. He described some of the updates from the last presentation.

Mr. Blue stressed the visual packet contained aesthetics and characteristics to provide to developers. There has already been some developer interest, the hope is to get information to the Council for approval on August 20th, since early developer interest is a good thing. Also included were tree planting guidelines that are more modern than past, postwar standards, creating a walkable microclimate on 10 ft. sidewalks that inspires more foot traffic.

Mr. Blue noted that building placement closer to the street with elevated patio space creates more visual interest to foot, bike, and vehicular traffic. Architectural interest from ample glass window storefront creates ambient lighting in the evening, and lowering light standard to pedestrian grade along with modern tree spacing encourages a walkable downtown feel for this gateway anchor to the City. Further, a gateway marker with statement signage cements the image the City wants to convey as we prepare to move forward and grow. The mix of retail, dining, recreation, and living space in this bulkhead area will appeal to a wide variety of lifestyles, and reanimate the KK Corners area, setting up the area for future development.

He then described the proposed small, single family development for Norwich Avenue as attractive to both young professionals and empty nesters, with a modern yet traditional aesthetic. The development is most like what is already there, and could spur increase in home values and also connect via bike path trail to the other development.

Comments after the presentation included:

Committee Member Iverson felt the land cost of the single family development was going to be very pricey, and may require a land incentive.

Administrator Johnsrud believes the close proximity to downtown is going to be very appealing to those who may be looking to build and don't want to be as far away as Oak Creek and other outlying communities.

Several Committee members noted the low parking scenario and there was discussion on possible solutions such as underground parking on some parcels, or parking lots that “flip” usage from retail parking to guest residential parking at a certain time.

Committee Member Iverson believes marketing the trail system is going to be a good way to encourage residents to be satisfied with the project, while Administrator Johnsrud believes a branding campaign may be necessary.

Mr. Blue reiterated that what is shown on the drawing will not be built exactly as shown. These are concepts to inspire. The take away is the standards that have created to achieve the look and feel of the concepts.

A motion was made to recommend Ayres presentation to Common Council on August 20th, 2019 by Committee Member Wier, seconded by Committee Member Kamm. Motion carried.

B. Report from Business of the Year Subcommittee

Committee Member/Subcommittee Chairperson Babcock provided an update for the committee. The taste testing at Carl’s went very well, and beef medallions with chicken cordon bleu were selected for the main, green beans and parsley potatoes for the vegetable, homemade rolls and salad, and Suzy’s cheesecake for dessert. Round tables will be used at the Lions Club, with simple floral centerpieces. The Subcommittee will check on the possibility of music (SFHS band) for the cocktail hour, and also will contact the Historical Society to inquire about a short presentation or slide show. Invites will go out as soon as possible, and tickets will be prepared. It was suggested the list of City business owner be typed as a list and the list divided and personal calls and visits made. It was also suggested that the tickets be on hand to purchase as in-person visits are made. Ticket price will be \$50. Pens will also be ordered to place at each place setting.

4. Correspondence

None.

5. Adjourn

A motion was made by Committee Member Bilot, seconded by Administrator Johnsrud to adjourn. Meeting adjourned at 6:52 PM.