

**MINUTES OF THE REDEVELOPMENT AUTHORITY MEETING
October 22, 2015**

The meeting of the Slinger Redevelopment Authority was called to order by Chairman Brandt at the Slinger Village Municipal Building, 300 Slinger Road, Slinger, Wisconsin on Thursday, October 22, 2015 at 7:30 a.m. in accordance with the Notice of Meeting delivered to the members on Friday, October 16, 2015.

1. Roll Call & Notice of Meeting:	<u>Present</u>	<u>Absent</u>
Russell Brandt, Chairman	x	
Jessi Balcom	x	
Dean Otte	x	
Scott Stortz	x	
Dianne Retzlaff	x	
Sherry Schaefer	x	
Ed Bergmann Jr.	x	
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Also Present: Margaret Wilber, Village Treasurer
 Tammy Tennes, Village Clerk
 Jim Haggerty, Village Engineer
 Daren Sievers, Superintendent of Slinger Schools
 Deborah Reinbold, Economic Development Washington County

Chairman Russell Brandt informed the members that the open meeting law had been complied with in connection with the meeting. Notice of the meeting was sent to all who requested same and posted in three public locations.

2. Approval or Correction of the Minutes: 09-24-2015

Motion Schaefer/Retzlaff to approve the minutes from the 09-24-2015 RDA meeting as presented. Motion passed.

3. Old Business:

A. Update Regarding Economic Development and Promotion Services RFP

Administrator Balcom stated that the request for proposal are due tomorrow and that staff has received one so far and another consultant stated they would be submitting a proposal. She stated that the one received did have all the items that had been requested.

4. New Business & Action Thereon:

A. Discuss funding for potential Hwy Access/Traffic Study for properties within TID #4

Superintendent Daren Sievers appeared before the Board with a request for funding for a highway traffic study for school properties along Hwy 60/Interstate 41 within the tax incremental district (TID). He stated that the school no longer foresees using this land for a future school site and in speaking with a realtor, it was suggested that the school develop a plan for access to this property. Superintendent Sievers stated that for \$17,300 Traffic Engineering Services would conduct a traffic study and submit to the Department of Transportation. He stated that the school is inquiring if the cost of the study can be shared between the Village and school or if this cost could be a TID reimbursement.

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Discussion was held on the need to know what is planned for these properties and the timeframe of the study.

Engineer Haggerty noted that the DOT will require this study before moving forward on developing these properties.

Motion Otte/Stortz to approve funding of the traffic study as arranged by the school with the funds coming from the RDA, to be reimbursed by the TID, for a cost not to exceed \$17,300 as presented. Motion passed.

B. Discuss Take Aways from the 2015 Business Ready Wi.com conference

Chairman Brandt stated that many of the members had attended the conference and they felt it was very beneficial and wanted to share with those unable to attend.

Administrator Balcom stated that one of the most beneficial ideas that was taken from the conference was business retention, staying in contact with businesses and knowing what needs they may have or the challenges they are facing. She stated that Treasurer Wilber had put together a proposal for Village business visits.

Discussion was held on fine tuning the Village policies and procedures, outside of the required statutes, to assist in economic development and business retention. It was noted that the proposed Village business visits was an excellent idea and it would be beneficial to both the Village and the businesses within the Village.

Scott Stortz discussed how he recalled the City of West Bend creating a “certified site”, meaning getting the land ready for a developer to be able to purchase the site and start building almost immediately.

C. Discuss Existing Online Marketing as Potential Economic Development Opportunity, EDWC website (<http://www.BusinessReadyWi.com>) and M7 website (<http://www.milwaukeeprospector.com/>)

Ms. Reinbold, representing EDWC, appeared before the Board to give an overview of online marketing on the EDWC website along with the M7 website. She also updated the Board on the 2015 Business Ready Wi.com conference, which she stated the Village of Slinger represented well. Ms. Reinbold stated that for the first year of this conference, it was well attended and the goal was education, networking, and exposure to the area, Washington County. She stated that attendees seemed to find the conference beneficial. Ms. Reinbold provided the Board with an overview packet of the conference.

Ms. Reinbold commented on the “certified site” and told the Board she would check into what the qualifications are to be considered a “certified site”.

Ms. Reinbold went over the website to show the Board the information and tools that prospective businesses have to utilize when considering located their business in Washington County or specifically the Village of Slinger. It was noted that the data is updated twice a year and comes from several different sources.

Discussion was held on updating the community page for Slinger on the EDWC website.

D. Vision 2050 Workshop #4 by Southeastern Wisconsin Regional Planning Commission scheduled for Wednesday, November 18 at 6PM at the Washington County Public Agency Center in West Bend

Chairman Brandt provided the Board with information on Vision 2050 and the dates for upcoming workshops.

Scott Stortz discussed how he and other business persons in Jackson, along with the Village and Town of Jackson formed a group called Greater Jackson Business Alliances, which meets once a quarter over the lunch hour to network, hold a meeting and listen to a business speaker. Scott stated that through social media websites, a business website, and email campaigns communication between the Village and Town of Jackson and businesses has opened up and both parties have stated that this group is beneficial and is viewed positively by the community. He stated that Treasurer Wilber's memo proposing business visits is a great start to communicating with businesses and possibly developing an alliance group in the Village of Slinger similar to that in the Village of Jackson.

5. Adjourn Meeting

Prior to adjourning, the RDA set the next meeting for 7:30am on Thursday, November 19, 2015.

Motion Otte/Schaefer to adjourn at 8:51am; carried unanimously.

Prepared by: Tammy Tennes, Village Clerk