

Harmony EDA Minutes

April 3, 2008
7:30 a.m.

Council Room
Community Center

Present: Roxanne Johnson, Sherry Hines, Steve Cremer, Linda Grover
Present: Jerome Illg, Cris Gastner, Kris Torgerson, Paula Fischer, Jill Fishbaugher, Deb Scrabeck

Meeting was called to order 7:30 a.m. by Sherry Hines.

Public Hearing for Industrial Park Lot Sale

Sherry opened the public hearing to discuss the proposed lot sale. Some comments and concerns were presented on the lot sale to Jean Ingvalson and were resolved. Sherry closed the hearing at 7:40 am.

Minutes

Motion by Linda, seconded by Steve to approve the March 6th minutes. Motion carried.

Financials

Motion by Roxanne, seconded by Steve to approve claims and financials with the addition of industrial park assessments of \$6,715.20. Motion carried.

Revolving Loan

Stanley Maroushek's revolving loan delinquency was discussed. He has indicated he will pay on Monday.

Heritage Grove

Heritage Grove operations report was reviewed.

Industrial Park

Discussion occurred on selling the lot to Ingvalson's. Motion by Roxanne, seconded by Steve to recommend selling lot to city council, as well as approval of TIF plan and development agreement. Motion carried. Jerome mentioned that the TIF plan and development agreement are being drafted.

Mobile Home Park

Three proposals for the mobile home park were handed out and reviewed. Chris Skaalen's correspondence regarding the plans was reviewed. Discussion occurred regarding the proposals at it related to zoning (R-1 & R-2). Jerome mentioned that the planning and zoning board had recently met regarding rezoning in the area and were not in favor of rezoning. EDA recommended a joint meeting with the planning and zoning board to discuss the proposals and the rezoning potential as it relates to development opportunities of the EDA.

Downtown Redevelopment

We received the DEED grant for assistance of redevelopment of the site. Jerome requested approval to discuss with engineer plans to install parking lot based on the grant received. Also an estimate was reviewed by the city council for extending the decorative street lights along Center St each direction (east and west) to 1st Ave from Main Ave. They have considered it.

Marketing

Cris presented some information regarding utilizing TV stations to develop commercial(s). It was noted that we would own the footage and commercials produced. Also, the production would be included in the price. KAAL from Austin proposed for 12 spots per month for April-May, 8 spots per month for June-Aug, 12 spots per month from Sept-Oct. KAAL would cost \$5,000. WKBT from LaCrosse would have commercials April- Oct with peak being, June, July, August for 1 week/month in their morning, afternoon and evening (6 pm) with 5 spots each. WKBT would cost \$7,000. It was suggested next year to utilize Department of Tourism matching grant for advertising out of state.

Motion by Steve, seconded by Roxanne to advertise on both stations. Motion carried.

Housing Incentive

Jerome and Cris presented information regarding the housing incentive program as it relates to a relative purchasing a home, and whether they should be eligible or not. The property is classified for tax purposes as a relative homestead. We would have paid incentive to owner anyways. Consensus was that they would be eligible for housing incentive program.

Folders

Cris discussed ordering some folders from Big Woods Graphics from mailings, welcome packets, etc. Consensus was to order because of their multiple usage.

Prospects

Cris discussed some prospects.

At 9:00 a.m. motion was made by Linda to adjourn, seconded by Roxanne, motion carried.