

Village of North Fond du Lac
OFFICIAL MINUTES - Meeting of May 3, 2010
COMMITTEE OF THE WHOLE

PRESENT:	James Moore, Village President	Richard Laudolff, Sr.
	Mike Streetar, Trustee	Tim Lakin
	Keith King, Trustee	Brenda Hicks Sorensen, FCEDC
	Mike Will, Trustee	Roger Schamberger, Burbach Engineering
	Tammy Keller, Trustee	STAFF PRESENT:
OTHERS:	Jim Scharf	Charles Hornung, Village Administrator
	Breeana Palato	Nick Leonard, Director of Engineering and Planning
	Mercedes Hollis (sp?)	William Lamb, Chief of Police
		Donna Richards, Village Clerk

Chairman: KELLER

Meeting was called to order by Chairman KELLER at 6 PM.

Citizens wishing to be heard may address the committee on any agenda issue after the committee discussion has been completed, but prior to consensus. Please raise your hand to be recognized by the chair. Citizens wishing to be heard on topics not listed on the agenda may speak under item B.

A. ADMINISTRATIVE ITEMS.

1. Annual Report by Brenda Hicks Sorensen on the work of the Fond du Lac County Economic Development Corporation.

Ms. Hicks Sorensen went through the annual report, and highlighted several points. There is a video on business attraction on-line on their website, which is very good and recommended. Clients are telling the story of their work with FCEDC. On pages 5-6 of the report it says what they do, and on page 11 says how many people they served in 2009, a 26% increase over 2008. This was a surprise, due to the financial and commercial markets. Mercury Marine went public on July 15th about their choices for location, and the phones for business assistance halted. The figures served (235 clients) are clients they meet with for at least one hour and provided significant assistance to. They do not count anyone who calls for a ten minute question/answer. 48% of clients are existing businesses, startups are 37% of the clients (anyone with an idea for a business), and business attraction was 15% of the total served in 2009. FCEDC reported on the revolving loan funds (not much money available as most of the funds are in the portfolio of loans at this time), which are gap financing. Have a \$3.4 million portfolio, only approved \$100,000 last year. They were able to find resources for projects, however. The Small Business Revolving Loan Fund is a newer fund. They are almost out of money there too, which is good. Flood follow up was also done in 2009. Worked on some local needs after the floods. Their program for the floods was used as a model for the State program. 18 loans for \$322,000 given for flood recovery in 2009. They are aggressively looking for new funds for loan funds. County did allocate additional funds to the revolving loan fund, as a special allocation. Page 12 Sources of Funds They are cognizant of financial situation of our local communities. Per capita, communities pay \$1.54 for our typical services per year to FCEDC. Also have private investors. Page 13- were successful in receiving a grant of \$440,000 from the US Department of Commerce called Impact for Economic Gardening, designed to be a model for the mid west. This program provides investment in companies with the potential for significant growth. Brenda hopes you had a chance to look at the report in advance. Do you have any questions?

Mr. Hornung asked about the Community Development Specialist position. Clarification for the Board, the CD Specialist role is new, started in January 2009. The traditional focus of the organization has been on business consulting, attraction, startup, etc. Also, provide community support as this is important to the clients and the work they do. They have been getting more involved in TIF plans, redevelopment plans, corridor plans, etc. They had been providing support in Waupun, and ended it, so they asked for additional services, Ripon saw some changes with a retirement, so this came together along with North Fond du Lac, to create a municipal staff person. North Fond du Lac has a work plan, with an emphasis on the Winnebago Project. Examples of the position's work was the feasibility study, Melissa talked to the consultants, understood our needs, and pulled that together. Time spent on this was over 45 hours, like a month of her position time for NFDL, calling consultants to coordinate this proposal. Also, working on the business park covenants with MLG. Melissa is also working with Andy Bruce from MLG to make changes to be in line with other business parks. It has been moving slowly. Waterfront corridor

is another example of what FCEDC we would normally not be involved in. Brett Traver who will be joining FCEDC will be talking to existing businesses on their needs. Full Circle program will be his, and more hands-on with existing businesses. Chuck said he wants more reporting to stay on top of what we are all doing, so Melissa Hunt will attend one of those meetings a month, to report with the staff. Board thought this person would be beating the bushes to get businesses here. That is not part of this position. If there might be a business in a TIF district, she might be pulled in to the meeting. Brenda and Owen attend the conferences around the country on business attraction. Melissa is sometimes brought into meetings more locally when we might have someone interested in NFDL. Traditional FCEDC work is marketing to attract new businesses to the area or to expand. Work plan - Here does not have the CDA as engaged as the other communities. The educational opportunities, maybe five people showed up, and she spent a lot of time on that. Mr. King mentioned that working on the covenants is important to him. When might we hear something? Not sure. Brenda said they wanted a review of covenants with MLG for some time. Mr. Will asked whose job it would be to contact the businesses and get them involved here. Brenda said that would be Brett involved in that. Might not be every single business, Melissa is capable of reviewing business plans, and has been meeting with businesses one on one, especially in TID #2. Mr. Will asked about possibilities, and Brenda said she is responsible for that function within FCEDC, and that information is not provided to their own Board. Wants to measure what happens, not contacts or clients. Ground breaking or expansions are what count. Mr. Will asked what they worked on with us: the spec building and the Winnebago Project, and Brenda said some businesses have also been worked with in the Village that she can't disclose. Mr. Will asked if they worked on TIF #1 at all. Brenda said that was before her time at FCEDC. She's been here six years in September. She thinks they were involved with that, and the recruitment of Walmart was a major project out here, and there are others. Tammy thanked Brenda for coming.

2. Discussion of signing contract with Burbach Aquatics for additional phases of the pool enhancements if project is approved and funds are raised. (Report and proposal attached.)
Mr. Hornung introduced the topic with recapping the last meeting discussion, with approval for a \$4,000 expenditure for a Phase 1, Step #2, however they want a contract that says if we do this, we are committing to work with them on the other phases of the project, so when you look at the contract there are many steps that we are potentially committing to with Burbach. Roger Schamberger is here to answer any questions you have about this contract and the various phases and steps and fees as a percentage or as an actual cost. Mr. Hornung broke out what the 8% fee would represent, so for example on a \$30,000 project this is a \$2,400 fee for the oversight and engineering. Mr. Schamberger said Burbach always works for municipal governments, and their own business plan recognizes that communities don't have discretionary money to spend on plans, so they backload their costs, with early fees being minimal, and some investment out of their own pocket to get the project started. Wants to take a loss upfront, and then if the project comes to fruition with fundraising, we'll take the risk and continue to move forward with designs and specifications. If the project is abandoned, they are paid up to that point only. This plan does give the Village a leg up to get engineering and architectural work done upfront. Phase I Step I could be done in advance to better understand the condition of the existing pool. If you vote to enter into the contract, it would authorize Phase 1 Step 2, but also the contract phases would be authorized by votes for each phase as desired. We stand by a project for as long as it takes to get a project done.... Could take ten years or could happen quickly. Ms. Keller asked for clarification that for Phase 1 Step 2 to proceed for \$4,000 that we can't do this without signing this contract. Mr. Hornung said, yes, that is why this was brought back to clarify this point to the Board. Mr. Hornung said there are several costs in the document, and walked through the various phases that would not proceed until we had funds available. Mr. Schamberger clarified that they don't do the construction; the work is done with public bidding, generally with local contractors. You want accountability that the numbers they come up with are numbers we would abide by. Can come back out with updates over time, might charge for out of pocket costs. Some fundraise, some wait for funds to come in, some move forward. Mr. Will said he is on the pool committee. They emphasized wanting to keep the pool open, and look at savings. Decided to consider improvements, and this company is top notch, may be more than what we are looking for. Mr. Will suggests we table this discussion until we have better information. The issue is

we would be locked into a long agreement. We want to do only one step for \$4,000 at this time. Mr. Streetar asked what the condition of the pool is at this time. Doesn't want to spend money unless we know there is real support for this. Drainage investment of \$10,000 is required at this time, so we know some of what is wrong with the pool. Mr. Schaumberger said we wanted to start with Step Two, instead of one, to understand what we want. But may need to start with Step One. Mr. Will had no problem with \$4,000 to give us some direction, but what if we get work donated down the road, for example. Mr. Schamberger say continuity is important, so they want to oversee the whole project. Burbach will work with the Village as we choose. Looking at the existing facility would be looking at 32 different categories of condition. We are serving the public; don't want to put money into something ready to fall apart. Mr. Leonard asked if the project is project specific, we may abandon ship and build a new facility, for example. Roger said that we come up with repairs and you decide to close it and build new, we'd be there for that part, too. Mr. Leonard asked if there is an out. What if there is a disconnect? Mr. Schamberer said you can abandon the project. There is a five year termination in it. Mr. Leonard asked if we decided that we want to move forward without working with this company. Mr. Schamberger said this is a good question. It is like a marriage, so if it didn't work out, that would be something to deal with. Nick said 12% is not out of line for construction oversight. If locked in, and we wanted to work with someone else after phase two, we would probably need to spend money bringing another firm up to speed anyways, so it would cost more, said Mr. Leonard. Mr. Moore wondered what we do each year with inspections of the pool, for the condition. Darrin is not here tonight, so we can find that out. What is wrong, what needs fixing, what will it cost....Suggested we table this tonight. Pool meeting is Wednesday night, and the committee wanted something to start fundraising with, something visual... so she too thinks we should table it, and discuss with the Pool committee, even though we won't have anything for North Fondy Fest. CONSENSUS to take it to the Board. Mr. Schamberger said often communities have volunteers, and then a fee would be attached to design it and oversee the work. That can be worked out. A value would be attached to the project. Thank you very much to Roger Schamberger for coming in.

3. Discussion of feasibility study for the Winnebago Project. (Report and proposal attached.)
Mr. Hornung said this was discussed at the special meeting, and we had this presented previously, and not proceeded on. Are we interested in proceeding on this at this time? Mr. King said yes. He thought the discussion that took place last week was very good, and that this is the next step. Mr. Moore said he thought it was important to see where the market is now vs. two years ago. Mr. Will is wondering if this is truly our expense. What if nothing proceeds past the first \$4,600 dollars? Mr. Hornung said this is not our project but who will benefit from the project. Mr. King said he thought that this first \$4,600 would be ours, as his would be how many rooms, etc, and that work would not be public information, but ours would be, so we would have the access to the information we need, and look at the numbers. Ms. Keller said she understood Mike Will's question with us putting our money up first, but wants to know what kind of project would be supported before we move forward in any direction. Mr. Will said the second half of the study would not be seen by us. Mr. King concurred. CONSENSUS to take it to the Board.
4. Discussion of waiving dance hall license fees for North Fondy Fest for June 18 and 19, 2010.
Ms. Richards said that we waived it last year, and that this year they are having music on two nights. There was some discussion as to the extension of hours and it was understood at this time that park hours will be extended on Saturday night, but not Friday night. This was requested by Randy from Outdoor Recreation, Inc., and Laurie King was consulted, as the permit will be for Pride Day, Inc. CONSENSUS to take it to the Board.
5. Discussion of improving our sound system in the Board Room for improved broadcast quality. (Report and cost estimates attached.)
Mr. Hornung said that the viewing audience knows that our sound system is not working well. Charter had provided outdated equipment many years ago, but we are on our own with updating it. Current mics are area mics, and new mics cost a lot. We are hoping we can reutilize what we have and see if it will work, before spending more money. A new mixer would have all mics plugged in, and then mixer plugged into the wall. Mr. King agrees with this, as the public is frustrated. Mr. Streetar agrees. The forum was difficult for the public to hear. Let's try the mixer first, and go slowly. Mr. Moore asked

why 12 plug mixer. This is to accommodate everyone around the table and the podium, and maybe a traveling mic. Ms. Keller asked if we would look at more than one source. Mr. Laudolff shared from the audience that he came over tonight to tell us that when Mr. Schamberger was talking he could not hear him. Mr. Will said he agreed.
CONSENSUS to take it to the Board.

B. CITIZENS TO BE HEARD. (None).

Future Possible Agenda Items can be discussed under Unfinished Business and New Business. No action will be taken at this meeting on discussions under the next two items, and discussion should be greatly limited until placed on the agenda:

C. UNFINISHED BUSINESS.

Mr. Streetar thought we should talk about the overpass again, for an update. Mr. Hornung thought it might be good to do an overall update some morning, so we all get together for some time, to bring everyone up to speed, not just Tammy.

Mr. Streetar wants to discuss a one meeting agenda again. He has studied it, and it is interesting to see his results. He will share this with the group so it can go into the packets for the next meeting.

D. NEW BUSINESS.

E. CLOSING OF MEETING.

Meeting closed at 7:10 P.M.

Respectfully submitted,

Tammy Keller, Trustee