

**WASHINGTON COUNTY  
SITE REDEVELOPMENT STEERING COMMITTEE**

**MINUTES**

November 12, 2015

The meeting was called to order by Chairperson Heidtke at 7:37 a.m. in room 3224 of the Public Agency Center. Affidavit of posting was read.

Members Present: Ray Heidtke, Mike Miller, TJ Justice, Lisa Maylen, Curt Pitzen, Christian Tscheschlok, John Walther

Members Excused: Justin Drew, Jessi Balcom, Jim Healy

Also Present: Debora Sielski – Deputy Planning and Parks Department Administrator, Jay Shambeau – Planning and Parks Department Administrator, Joanne Wagner - Office Manager, David Holmes - Stantec Consulting, Jorian Giorno -Vandewalle and Associates, Inc., Scott Harrington - Vandewalle and Associates, Inc.

Visitors: Marvin Kolbach – ATV Club, Rick Welch – ATV Club, Mark Piotrowicz – City of West Bend Planner.

**REVIEW AND APPROVE MINUTES OF SEPTEMBER 29, 2015**

**Motion by Mr. Miller, seconded by Mr. Justice to approve the minutes of September 29, 2015 as presented with no additions or corrections. Motion carried.**

**SITE REDEVELOPMENT PROGRAM TIMELINE**

Ms. Sielski referred the Committee to the program timeline handout and reviewed the details (see attached).

**OVERVIEW OF OCTOBER 15<sup>TH</sup> 2015 COUNTYWIDE COMMUNITY WORKSHOP**

Mr. Harrington gave a brief overview of the purpose of the workshop, and described the three step process that was used (see attachments). The workshop produced a list of 12 community priorities as important when prioritizing sites for redevelopment and investment.

**SITE INVENTORY PROCESS**

Mr. Harrington reviewed the three-step site inventory approach and process. At the completion of the inventory process, there were 117 parcels making up 55 potential redevelopment areas in the County for review in the site prioritization process (see handout attached).

**REVIEW AND APPROVE PRIORITIZATION PROCESS AND CRITERIA**

Mr. Harrington reviewed the site prioritization approach and process including the three criteria that will be used to rank the sites. The three criteria include environmental conditions, redevelopment feasibility, and community goals (see attached). Hr. Harrington clarified that the inventory process is completely separate from the coalition priority sites.

Mr. Tscheschlok provided a brief overview of the services Janet Ady from Ady Advantage has provided in this process. Via conference call, Ms. Ady reviewed the results of the redeveloper interviews (See attached).

Mike Miller left the meeting at 8:15 a.m. in order to attend another meeting.

### **FACILITATED DISCUSSION – PROGRAM PRINCIPLES FOR DECISION MAKING - SCOTT HARRINGTON**

Mr. Harrington discussed the Committee's role in using funds based on development interest and need. The Project Management Team will spend the next few weeks scoring each parcel against the 3 criteria and will provide the Committee with a prioritized list of sites for potential funding at the December meeting.

Mr. Justice inquired as to whether there are any sites where the property owners have not granted access or have not appeared to be cooperative. Mr. Harrington stated that, with over 100 sites to assess, site access was not part of the inventory process.

At this time, voting was done on the following items:

Redevelopment Feasibility Criteria with seven sub criteria each having a five point scale. **Motion by Mr. Pitzen, seconded by Ms. Maylen to approve this scoring criteria. Motion carried.**

Environmental Criteria with six sub criteria each having a three point scale. Mr. Holmes will modify criteria #5 to consider Federal and State Brownfield Assessment cleanup funding assistance potential. **Motion by Mr. Justice, seconded by Mr. Tscheschlok to approve as modified.**

Mr. Harrington asked that each Committee member vote for the top six community criteria from the twelve criteria that were determined at the community workshop. There was a tie vote for one of the criteria, so Mr. Walther changed his vote from "improves community image" to "enhances long term economic sustainability." The priority community criteria selected include:

- Creates new jobs
- Improves blighted area for re-use
- Increases property tax base
- Creates opportunities to retain/expand/recruit businesses
- Enhances long term economic sustainability
- Creates or maintains livable neighborhoods

**Motion by Mr. Justice, seconded by Ms. Maylen to approve the six criteria selected, including the change by Mr. Walther. Motion carried.**

### **NEXT STEPS IN SCORING PROCESS**

The Project Management Team members will now begin the process of scoring each parcel against the 3 criteria and will provide the Committee with a prioritized list of sites for potential funding at the December 10<sup>th</sup> meeting.

## **DISCUSSION OF DECEMBER SITE REDEVELOPMENT COMMITTEE MEETING**

The next meeting is Thursday, December 10<sup>th</sup> at 7:30 a.m. in rooms 1113A and B of the Public Agency Center. The planned agenda activities include:

- Review site scoring and rankings
- Review additional consideration factors
- Select 2-3 sites for funding
- Ask each coalition member to give a brief update on their priority sites

Mr. Tscheschlok suggested that two additional steps be added to the Redevelopment Program timeline. The first would be to provide the results of the work by Ady Advantage on the redeveloper interviews and the second is providing redeveloper outreach tools and materials separate from the planned EDWC website work.

Mr. Justice asked how many counties in Wisconsin have been recipients of this round of funding. Ms. Sielski stated that for the cycle of funding we are in, she believes Sheboygan County is the only other County. Ms. Sielski highlighted that Washington County is unique in being the only one in the State to have a County led coalition. Mr. Justice suggested the possibility of some news releases or a public relations campaign in order to get newspaper or television coverage to reach additional developers. Further discussion ensued regarding effective press releases and targeting the best audiences with public relations outreach.

Mr. Harrington stated that one of the things that differentiates Washington County is the comprehensive system for site selection and detailed inventory being created. This is a unique system that you don't find in other communities and sets Washington County apart. The EPA really prefers this kind of approach and it will serve Washington County well.

### **PUBLIC COMMENT:**

None.

### **ADJOURNMENT**

**Motion by Mr. Justice, seconded by Mr. Pitzen to adjourn the meeting at 9:00 a.m. Motion carried.**

Debora Sielski  
Deputy Planning and Parks Administrator