

COMMUNITY DEVELOPMENT AUTHORITY MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING ~ 300 LA CROSSE STREET
WISCONSIN DELLS, WI 53965
FEBRUARY 16, 2011

Chairperson Borchner called the meeting to order at 4:00P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Chairperson Ben Borchner, Alderperson Dan Gavinski, Alderperson Brian Holzem, Joyce Nelson, Jesse Leichsenring, Kirk Kettleon, and Dan Anchor

Others: City Clerk-Treasurer Dale Darling, Adm. Deputy Clerk-Treasurer Nancy R. Holzem, Assistant Public Works Director Mike Horkan, Alderperson Debbie Kinder, Chuck Sulik and Jeff Thelan from MSA, Char Krueger, Skip Krueger, Brian Landers, Mark Nykaza, and Kay James from the *Dells Events*.

2. Motion by Anchor seconded by Holzem to approve the February 1, 2010 CDA meeting minutes. Motion carried unanimously.

3. Chuck Sulik from MSA gave an overview of the two revolving loan fund (RLF) programs the CDA offers. The first loan program is the Department of Commerce Community Development Block Grant (CDBG) RLF. This program requires an applicant to provide a minimum of 50% of the financing and create one full-time position for every \$20,000 borrowed. Currently there is \$16,000 available in this account. The second loan program is the city's TIF Economic Development RLF. The funds for this program were generated from interest accrued on TIF #3 funds. The primary focus of this program is the redevelopment of the downtown area. With the addition of \$75,000 in Premier Resort funds recently allocated to this account for economic development, the balance available is now \$175,000.

The application for a TIF ED RLF submitted by Timm and Sheila Breitreutz was reviewed. The applicant is requesting a Type 1 loan for \$49,520 to establish a new business known as the Wisconsin House of Wine located at 1009 Stand Rock Road. The funds would be used for equipment and start up expenses. MSA noted the following concerns and recommended denial of the application:

- The project location is not in the area of preference (downtown).
- The applicant's resume indicates minimal previous retail experience.
- Interior remodeling of an existing location will not add significant additional tax base to the city.
- The project is not likely to increase employment in the city.
- Only 30% of the proposed project costs submitted is eligible.
- The applicant's application for a bank loan was denied.

Motion by Anchor seconded by Holzem to **deny** the TIF RLF application submitted by Timm and Sheila Breitreutz for not meeting program requirements and for the lack of equity in the project. Motion carried unanimously.

4. The request for a TIF ED loan submitted by Char and Skip Krueger was reviewed. The applicant is requesting a Type II loan for \$100,000 loan for the conversion of the former Black Bart's Buffet/Outlaw Steakhouse at 420 State Hwy. 13 into a new family restaurant. The funds would be used for building improvements and repairs. The proposed new business would seat approximately 384 indoor with seating for 80-100 outdoor weather permitting. June 1, 2011 is their target opening date. MSA noted the following concerns:

- No façade rendering for the buildings have been submitted.
- Project location is not in the area of preference (downtown).
- No new buildings or expansion.

MSA did however note that the business plan was sound and that the owners have good credit, sufficient collateral and additional funding sources. The proposed project would renovate a property that is in need of renovation and repair; subsequently creating a higher tax base for the property. The proposed project is projected to create 30 new jobs. MSA recommends approval of this application contingent upon receiving renderings of the final project. Chairperson Borchert stated that back in October, the city tried to secure a small piece of property at that location for a lift station and that as a representative of the city, he would like any agreement reached regarding a loan to be contingent upon an arrangement with the city being solidified. The Krueger's stated that they were aware of the city's need for this property and would be more than willing to work out the details for an agreement.

Motion by Anchor seconded by Holzem to **approve** the TIF ED RLF application submitted by Skip and Char Krueger in the amount of \$100,000 contingent upon the city securing the real estate it needs for the lift station, and the applicant submitting renderings of the final project to MSA for review and approval. Motion carried unanimously.

5. Currently there is \$30,000 is the city's Housing CDBG RLF program for home repairs. The committee was asked to pass this information along in the community so that funds can be utilized.
6. Motion by Gavinski seconded by Anchor to adjourn. Motion carried unanimously and the meeting adjourned at 4:25PM.