

**COMMUNITY DEVELOPMENT AUTHORITY MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING ~ 300 LA CROSSE STREET**  
**WISCONSIN DELLS, WI 53965**  
**APRIL 16, 2014**

Chairperson Borchner called the meeting to order at 5:00P.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, Ald. Jesse DeFosse, Ald. Mike Freel, Shaun Tofson, Kirk Kettleison, Joan Ragan, and John Campbell.  
  
Others: City Clerk Nancy R. Holzem, City Treasurer Kate Anger-Seep, Ald. Ed Fox, Chris Fearing, Chuck Sulik and Justin Sornsins from MSA, and Kay James from the *Dells Events*.
2. Motion by Ald. Freel seconded by Ald. DeFosse to approve the minutes of the May 16, 2014 CDA meeting. Motion carried unanimously.
3. The application for a TIF Economic Development Loan submitted by The Ivy Cottage – Wisconsin Dells, LLC (Chris Fearing) was reviewed. The applicant is requesting a \$20,000 loan for a proposed retail business at 817 Broadway. Justin Sornsins from MSA reviewed the application with the committee. Assessed value of the property is \$209,600 with a purchase price is \$157,900. The Bank of Mauston would have a \$140,000 first position lien since they are the primary lender. The city would be in second position for a \$20,000 lien creating uncollateralized debt of \$2,100. Sornsins stated that this would be a new business with no new taxable value since it would be replacing a previously closed business. He stated that the proposed loan would fit within the program guidelines. Chairperson Borchner stated that parking was put in that area along Broadway in order to expand commercial ventures and that he was not too concerned about the uncollateralized \$2,100. Sornsins stated that after the first year of the loan, the \$2,100 would be covered. Ald. DeFosse stated that although the applicant appeared to have met several of the objectives in the loan program. He noted concerns with the assessed valuation being so much higher than the purchase price and that the applicant would then be asking the city to lower her assessment. Member Joan Ragan stated that she understood his concerns and about setting precedence for future applicants. Ald. Freel stated that the Premier Resort Tax that the new business would have to collect would be generating revenue for the city instead of sitting vacant. Member Lisa Delmore questioned if leaving the building vacant year after year would in turn lower its assessed valuation. Sornsins stated that leaving it vacant would have a better chance of having it lowered than putting a business in there. Member John Campbell stated that it would be keeping the historical integrity of the city to utilize the building. It was moved by Campbell seconded by Ragan to approve a \$20,000 RLF to The Ivy Cottage-Wisconsin Dells LLC, Christie Kleifgan-Fearing and Dan Fearing. Motion carried 6-1 with Ald. DeFosse voting no.

4. The committee discussed the option of allocating some RLF funds into a façade improvement grant program to help with much needed improvements to the appearance of the downtown. The RLF account has \$436,166 with \$220,000 of it currently being utilized. Façade improvements are a qualifying expense for the loan program however there have been no applications submitted since the program started in 2008. Some felt that by making this a match grant program it would help jump start façade improvements. Ald. DeFosse objected to the idea as he did not want to deplete the account funds. Ald. Freel thought it sounded like a good idea however he understood Ald. DeFosse's concerns. Chairperson Borchert stated that it could play into the Visitor Bureau's plans for the revitalized downtown area. MSA stated that it would only take a few minor revisions to the current RLF manual to add a matching grant section. Motion by Ald. Freel seconded by Campbell to table this item until the results of the Visitor Bureau plans have been made public. Motion carried unanimously.
5. There were no items for referral.
6. Motion by Ald. Freel seconded by Shaun Tofson to adjourn. Motion carried unanimously and the meeting adjourned at 5:45P.M.

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Nancy R. Holzem  
City Clerk/Coordinator