

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**January 25, 2012**  
**MINUTES**

---

**A. CALL TO ORDER**

The meeting was called to order at 5:00 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

REDEVELOPMENT AUTHORITY MEMBERS PRESENT: Kip Golden, Kim Vanderhyden, Bob Stevens, Gail Popp and Ald. Jim Englebert

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Linda Kennedy

OTHERS PRESENT: CDD Keil, PP Homan, Ald. Klein, Sue Schrange, Dave Wuestenberg, Corey Krueger, Lisa Ripley, Tom Werth, Amy Rockwell, Patrick Connor, Elizabeth Ringgold, K.C. Maurer, Jim Fletcher and John Gabbey

**C. MINTUES TO APPROVE**

1. **Minutes of the January 18, 2012 Redevelopment Authority Meeting**

Motion by Ald. Jim Englebert, seconded by Bob Stevens to approve the January 18, 2012 Redevelopment Authority meeting minutes.

The motion carried.

**D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA**

(five (5) minute time limit for each person)

1. Dave Wuestenberg commented on the importance of making social media a component of a marketing strategy.
2. Ald. Klein commented on establishing a marketing budget and questioned the source of funds to support it.

**E. COMMUNICATION**

1. **None**

**F. DISCUSSION**

1. **Presentation of Real Estate & Marketing Proposals for Lake Park Area:**

- a. **Coldwell Banker, the Real Estate Group – Ripley & Krueger (5:05 PM)**
- b. **Coldwell Banker, the Real Estate Group – Rockwell & Werth (5:30 PM)**
- c. **Grub & Ellis / Pfefferle (5:55 PM)**
- d. **RE/MAX 24/7 (6:20 PM)**

## **F. ACTION ITEMS**

### **1. Selection of Preferred Residential and Commercial Real Estate Proposal(s) for Lake Park Square and Lake Park Villas**

Commissioners discussed the qualifications of the respective firms and the proposed approaches to marketing. Specific discussion was held with regard to the following matters:

- The image of the existing development within the Fox Cities real estate market and strategies for overcoming negative perceptions.
- The character of the existing Lake Park Villas development including the demographic profile of residents, the quality and character of housing units, the relationship of residents to the businesses in the Lake Park Square commercial area, and the “lifestyle” concept the development was predicated on.
- The current building standards and covenants as related to builder/buyer expectations.
- The size of existing lots and the configuration of the development as related to current market trends.
- Proposed marketing approaches with respect to lot pricing, methods and media to be used in advertising and promotion.
- The need for and possible sources of funding a marketing budget.
- The creation of spec homes and the establishment of an on-site marketing presence.
- The relationship between commercial/residential brokers and the connection with the Cypress Homes and Lexington Homes brokers and marketing efforts.

In consideration of the above and the specific content of the proposals, Ald. Englebert made, and Bob Stevens seconded a motion to select Amy Rockwell and Thomas Werth representing Coldwell Banker, The Real Estate Group, Inc. for marketing the residential properties, and Pat Connor and Elizabeth Ringgold representing Grubb & Ellis / Pfefferle for marketing the commercial properties.

The motion carried.

## **ADJOURNMENT**

Motion by Ald. Englebert, seconded by Kip Golden to adjourn at 7:55 p.m.

The motion carried.

*Minutes respectfully submitted by Greg Keil, Community Development Director.*