

CITY OF MENASHA
Redevelopment Authority
Council Chambers, 3rd Floor, City Hall – 140 Main Street
January 31, 2013
MINUTES

A. CALL TO ORDER

The meeting was called to order at 6:03 p.m. by Chairman Kim Vanderhyden.

B. ROLL CALL/EXCUSED ABSENCES

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

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Kip Golden and Susan Smith

OTHERS PRESENT: CDD Keil, CAHRD Pamela Captain, Tom Wirth, Pat Connor, Amy Rockwell and Ald. Chris Klein.

C. MINUTES TO APPROVE

1. **Minutes of the August 23, 2012 Redevelopment Authority Meeting**

Motion by Ald. Englebert, seconded by Linda Kennedy to approve the August 23, 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. Ald. Chris Klein commented on the schedule for implementing the proposed 2013 Advertising and Marketing Plan and questioned whether the costs as proposed included the media buys/placements, or was just for the preparation of the marketing materials.

E. DISCUSSION

1. **Marketing/Lot Sale Update**

a. **Lake Park Villas Residential Lots – Coldwell Banker-The Real Estate Group**

Amy Rockwell summarized the inquiries that had been received on the residential lots. She also commented on the need to update the covenants as several provisions are obsolete. Several board members commented on needing to complete this expeditiously so that the status of the covenants is not a cause for concern among prospective purchasers.

b. **Lake Park Villas Commercial Lots – Grubb-Ellis-Pfefferle**

Pat Connor commented on the general state of the commercial real estate market. He noted that the level of activity is increasing and commercial lenders are more willing to borrow funds for projects than they have been for several years.

c. **Community at Lake Park Marketing/Website and Print Materials – Ark Media Group**

John Behrens presented static images of the website content and explained the overall approach to the website design. Several board members commented on the website including size and impact of headings and legibility of text over images. There was also considerable discussion about how the covenants should be addressed in the website given their transitional status. The real estate brokers also questioned whether there would be facebook/twitter links and the desirability of adding images of the existing commercial

establishments in the Lake Park Square section.

The consensus was that Ark Media should make the live version of the website available for internal review prior to making it available to the public.

2. Residential Development Update

a. Pond of Menasha Plat

CDD Keil reported that 16 homes have been completed and that another five are under construction.

b. Cottages at Lake Park Condominiums

CDD Keil reported that 2 of the condo units have been completed and that 2 are under construction.

c. Woodlands Natural Park

CDD Keil stated that the city had received a Stewardship Grant from the Department of Natural resources for ½ of the land acquisition cost. The Common Council has approved the purchase of the 5 acre parcel immediately north of the Ponds of Menasha Plat.

3. Lake Park Villas Homeowners Association Update

a. Amendment to Lake Park Villas Phase II Homeowners Association Covenants

CDD Keil reviewed the status of the rewrite of the covenants. The main changes involve removing obsolete references to the prior developer, the fitness center and clubhouse. There is also a need to clarify the description of lots and outlots that are in the homeowners association.

Board members discussed where the responsibility lies for completing the rewrite between the homeowners association, its attorney and city/RDA staff. The adoption of the restated covenants is considered to be urgent given the efforts to create a fresh start for the Lake Park Villas residential development.

b. Change in Home Owners Association Dues

CDD Keil reported that as of January 1, 2013 the homeowners association dues had been reduced from \$180 to \$160 per month. There was some discussion about the dues level. Ms. Popp stated that the fees are not out of line when compared to similar developments.

c. Proposed/Pending Change to Lot and Streets

CDD Keil reported that there will be a need to change some of the lot configurations due to changes in the street configurations resulting from the Ponds of Menasha plat. There is also a need to address some discrepancies with several lots and outlots.

d. Outlot 2 Pond

CDD Keil reported that he had reached a tentative understanding with Lexington Homes regarding the pond. It is proposed to have the RDA transfer an undivided interest in the outlot to the adjoining lots. This matter is to be discussed with the two property owners in the Lake Park Villas Homeowners Association with regard to giving them an undivided interest as well.

e. Garage

CDD Keil stated that the City Attorney had reached a settlement with the entity JLKP which had a claim on the building. There is no immediate plan to develop the property adjacent to the garage and individuals in the homeowners association have expressed an interest in leasing the garage space. The consensus was that CDD Keil should work with the homeowners association and bring back a lease proposal.

f. Silos

CDD Keil stated that there's been some communication between the homeowners

association and Lexington Homes regarding the removal of the silos, but there is no specific proposal. The development agreement between the city and the Ponds of Menasha called for the silos to be removed within a year. This year has now lapsed. CAHRD Captain stated that she will initiate contact with Jeff Marlow from the Ponds of Menasha/Lexington Homes to arrive at a course of action.

F. ACTION ITEMS

1. Amendment #1 to Standard Agreement for Services Ark Media and Redevelopment Authority of the City of Menasha – 2013 Marketing and Advertising Plan

John Behrens gave an overview of the proposed plan and stated that this was built upon the earlier stages of the project related to understanding and identifying the target market and creating a unified vision to promote the development. The costs presented include the costs for ad placements as well as advertising copy or other promotional content. Some discussion as held on the coordination of a promotional event with the Ponds of Menasha and the Cottages at Lake Park. There was consensus to hold this item to enable the board members to evaluate how the marketing plan will integrate with the website.

2. Amendment to Listing Agreement – Coldwell Banker-The Real Estate Group

a. Lot Pricing

Amy Rockwell reviewed the proposal to reduce the lot prices by 30 percent to stimulate lot sales. CDD Keil expressed concerns about the extent of the price reduction. Board members discussed the merits of price reductions as a stimulus for lot sales and alternative methods to an across the board price cut. The consensus was that the brokers should work with staff to come up with a targeted strategy to bring back to the RDA.

The need to have development activity within the Lake Park Villas Homeowners Association was also discussed, and that a strategy to attract builders to the development should also be undertaken.

3. Appointment of Redevelopment Authority Representative to Lake Park Villas Homeowners Association Board

Board members discussed possible candidates to represent the RDA on the Homeowners Association board. It was the consensus that CDD Keil should continue to represent the RDA. It was also the consensus that Jennifer Sassman, the Interim Comptroller Treasurer, is to serve as the Treasurer for the RDA due to the retirement of Tom Stoffel.

G. ADJOURNMENT

Motion by Kim Vanderhyden, seconded by Ald. Jim Englebert to adjourn at 8:25 p.m.

The motion carried.

Minutes respectfully submitted by Greg Keil, Community Development Director.