

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**February 11, 2013**  
**MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 5:05 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

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

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Susan Smith

OTHERS PRESENT: CDD Keil, and Ald. Chris Klein.

**C. MINUTES TO APPROVE**

1. **Minutes of the January 31, 2013 Redevelopment Authority Meeting**

Motion by Ald. Englebert, seconded by Linda Kennedy to approve the January 31, 2013 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. Klein inquired as to how the proposed reduction in lot prices would affect the RDA's repayment obligations to the City of Menasha. (This was addressed under Item G. 2.)

**E. COMMUNICATION**

1. **Lake Park Villas Home Standards and Rules and Regulations**

Discussion was held on the relationship of these items to the covenants and the urgency to complete the revisions to the restated covenants.

**F. DISCUSSION**

1. **Marketing/Lot Sale Update**

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

The comments from the RDA members were distributed and discussion was held on various aspects of the website including its overall content, legibility, photo images, etc. It was the consensus that CDD Keil and Chairman Vanderhyden meet with Ark Media to address the concerns expressed by RDA members.

**G. 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**

No action was taken.

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

a. **Lot Pricing**

Commissioners discussed the short and long-term implications of adjusting lot prices and

how this might be coupled with other incentives to induce development. The absence of a model home in the Phase II HOA was seen as a major drawback to marketing the development. Prospects of offering builder incentives to Cypress Homes, Lexington Homes and other builder's incentives to build model homes were also discussed. Since the RDA already owned the lots, options for the RDA to hold the lot cost were considered.

Motion by Kim Vanderhyden, seconded by Linda Kennedy to amend the listing contract to adjust the list price on the lots as presented.

The motion carried.

Motion by Ald. Englebert, seconded by Gail Popp to authorize the brokers to offer builder incentives as follows:

- That the RDA will transfer lots to the builder, the payment for which is to be due and payable upon transfer to a third party
- That the RDA will allow the construction of a spec home on its property, the payment for which is to be due and payable upon transfer to a third party

The motion carried

It was understood that conditions may need to be attached to the transaction concerning construction scheduling, limitations on the ultimate transfer date, etc.

With regard to the repayment of the RDA obligations to the city, CDD Keil stated that the revenue sources for the repayment are from lot sales and tax increment received from TID #12. Although the reduced lot price will diminish the amount of revenue available to pay the city in the short term; that should be offset in the longer term through tax increment garnered from accelerated lot sales.

3. **Authorization to Transfer an Undivided Interest in Outlot 2 of CSM 3277 to Adjoining Property Owners**

CDD Keil stated that he had received tentative approval for the transfer of an undivided interest in Outlot 2 of CSM 3277 from the Ponds of Menasha and that the two residents abutting the outlot in the Lake Park Villas Phase II Homeowners Association were not interested in having an ownership interest at this time.

Motion by Kim Vanderhyden, seconded by Gail Popp to authorize the transfer of the Outlot 2 of CSM 3277 to the Ponds of Menasha for nominal consideration.

The motion carried.

**H. ADJOURNMENT**

Motion by Linda Kennedy, seconded by Kim Vanderhyden to adjourn at 5:50 p.m.

The motion carried.

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