

CITY OF MENASHA
Redevelopment Authority
Council Chambers, 3rd Floor, City Hall – 140 Main Street
March 6, 2013
MINUTES

A. CALL TO ORDER

The meeting was called to order at 5:38 p.m. by Chairman Kim Vanderhyden.

B. ROLL CALL/EXCUSED ABSENCES

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

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Susan Smith, Linda Kennedy and Kip Golden

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

C. MINTUES TO APPROVE

1. **Minutes of the February 11, 2013 Redevelopment Authority Meeting**

Motion by Ald. Englebert, seconded by Bob Stevens to approve the February 11, 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)

No one spoke.

E. COMMUNICATION

1. **Shoreline Park Presentation – Former Gilbert Paper Site**

F. DISCUSSION

1. **None.**

G. ACTION ITEMS

1. **Acceptance of Community at Lake Park Website**

John Behrens reviewed the changes in the website that were made in response to RDA comments and meetings with city staff, Chairman Vanderhyden and the residential brokers. Changes were made to the photo selections, website copy relating to the distinctions between the development areas and related mapping, and text legibility. The brokers sell sheets were also being updated and new content relative to the Lake Park Villas Homeowners Association covenants will be added. There was consensus that the updated version of the website was much improved and that the final changes should be made as expeditiously as possible so that the website can go live. John Behrens is to provide clarification regarding Ark Media's website hosting an updating responsibilities.

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

Discussion was held on the timing and placement of media buys. Ark media is to inform staff of pending media placements and staff is to forward that information to RDA members. Media

placements will be initiated as soon as possible. The cost of media buys are included in the proposed budgeted amount for the marketing and advertising plan.

Motion by Gail Popp, seconded by Ald. Englebert to approve Amendment #1 to the Standard Agreement for Services between Ark Media and the Redevelopment Authority of the City of Menasha – 2013 Marketing and Advertising Plan. The motion carried

3. **Establishment of Bike/Pedestrian Easement – Lake Park Villas – Lots 8, 9, 10, 11, 13 and 14 (Recommended by Plan Commission)**

CDD Keil stated that the existing easement along STH 114 needed to be relocated further southward to coincide with the existing gravel driveway leading from Lake Park Road to the Waverly Sanitary District lift station located in the southwest corner of the Lake Park Villas Plat. A new easement along the Lake Park Road frontage was also being requested to allow future connections with subdivisions to the north and to the City of Appleton bike/pedestrian trail network.

The consensus was that staff should proceed with preparing the easement descriptions and bring the back to the RDA for its consideration.

H. ADJOURNMENT

Motion by Gail Popp, seconded by Ald. Englebert to adjourn at 6:17 p.m.

The motion carried.

Minutes respectfully submitted by Greg Keil, Community Development Director.