

It is expected that a quorum of the personnel committee, board of public works, plan commission, and administration committee will be attending this meeting; (although it is not expected that any official action of any of those bodies will be taken).

**City of Menasha
Common Council
2023 Budget Review Session
First Floor Conference Rooms
100 Main Street
Wednesday, November 9, 2022
5:00 PM
AGENDA**

- A. CALL TO ORDER
- B. PLEDGE OF ALLEGIANCE
- C. ROLL CALL
- D. PUBLIC COMMENTS ON ANY MATTER LISTED ON THE AGENDA
(five (5) minute time limit for each person)
- E. COMMUNITY DEVELOPMENT
 - Community Development/Urban Redevelopment - Page 261 TIF Districts – Pgs 53-86
 - Valley Transit - Page 274 Code Enforcement - Page 270 Dial a Ride - Page 274
 - CDBG – Page 92 Façade Improvement - Page 91 RDA - Page 173
 - Strong Neighborhoods - Page 94 Building Inspector – Page 267
- F. ELISHA D. SMITH PUBLIC LIBRARY
Library - Page 330
- G. TIF
Reference Pages 53-86
- H. ADJOURNMENT

Sam Schroeder, Community Development Director
Farrah Yang, Principal Planner

Kristi Heim, Community Development Coordinator

Alison Humski, Building Inspector/Housing Specialist

Lori Fulcer, Code Enforcement Specialist

Al Verkuylen, ALV Inspections – Commercial Building and Electric

Community Development Department 2023 Budget Presentation

City of Menasha – November 9, 2022

2022 Major Accomplishments

- Implemented Strong Neighborhoods Menasha Program
- Boundary Agreement Between the City of Menasha and the Village of Fox Crossing
- Closure of TID 9
- Construction of Three Subdivisions – Creating an Additional 129 New Single Family Residential Lots
 - Woodcrest Heights
 - Woodland Lakes Cottages
 - Lake Park Heights – 1st Addition
- Development Projects
 - The Brin Construction
 - Banta Lofts
 - Harbor Lofts
 - Lakeshore Ridge Condos
 - Lakeshore Ridge Apartments – Phase II
 - Caribou Coffee
 - Tri-City Auto
 - CoVantage Credit Union
- Sale of Remaining Lake Park Villas Sites
- EPA Brownfield Site Assessment Grant Award
- Neighborhood Investment Fund Grant Award – Water Street
- First Year of Bird Scooters
- And much more!

2023 Objectives

- Continue to implement the Strong Neighborhoods Menasha Housing Program
- Conduct a Housing Analysis following recent developments and future needs
- Work with the City of Appleton on the acquisition of the Water Plant Property
- Work with our regional partners to clean up borders and provide adequate service including an east to west off street trail connection
- Continue to market the sale of available commercial properties
- Complete the Update of the Remaining Comprehensive Plan Chapters (Carry 2022 Funds)
- Work towards to redevelopment of the Whiting Corridor
- Work towards further development around the Banta and Gilbert property including the construction of Oak Street Extension and the continued design of the Lawson Canal
- Work towards revitalizing Water Street
- Move the implementation of redevelopment of the Whiting site forward
- Continue Business Retention and Expansion Visits
- Strategize/Execute on the redevelopment of the Shopko Area & TIF 14
- Continue to advance the redevelopment of Downtown Menasha
- Continue to update Municipal Ordinances

OVERVIEW

- Code Enforcement
- Building Inspections
- Valley Transit and Dial-a-Ride
- Community Development
- Urban Redevelopment
- Façade Improvement
- Housing Programs
- CDBG Revolving Loan
- TIF Districts: 4 through 14
- Redevelopment Authority
- Stormwater Utility – Community Development
- EPA Brownfield Grant



Code Enforcement (pg. 270-273)

- Major Items/Changes
 - 2022 Hired New Code Enforcement Specialist Lori Fulcer!
 - 100-0811-521.10-01 (Wages):
 - Code Enforcement Specialist- \$47,601
 - 100-0811-521.34-02 (Registration):
 - Looking to send Lori to a Property Management Course in 2023 - \$1,500

Building Inspections (pg. 267-269)

- Major Items/Changes
 - Commercial Building Inspections
 - Cont. to look for commercial plumbing inspector
 - Building Inspector Humski – Comm. Training & Certificate
 - Outsource CDBG
 - 100-0301-523.10-02 (Salaries):
 - In-House Residential Building Inspector and Housing Specialist - \$73,309
 - 100-0301-523.21-06 (Management):
 - Based upon permit revenues
 - 85% of commercial permit fees and hourly annual liquor license

Valley Transit and Dial a Ride (pg. 274-275)

- Major Items

- 100-0302-545.25-01 (Other Municipal Entities):

- Valley Transit Subsidy based upon routes and miles w/in City Limits - \$247,341 (est. \$45,194 Net cost following federal, state and other local credits)
 - While the cost is \$40,000/19% higher than previous year the net cost is only \$17.00 additional

- 100-0303-542.25-01 (Other Municipal Entities):

- Dial-a-Ride - \$11,200



Community Development (pg. 261-266)

- Major Items/Changes

- 100-0304-562.10-01 (Wages):

- Accounts for 95% of Community Development Coordinator Wages - \$59,315

- 100-0304-562.10-02 (Salaries):

- Accounts for 70% of Director and 70% of the Planner Salary - \$117,202
 - Increase GenFund percentages to better balance future budgets

- 100-0304-562.21-02 (Engineering):

- Comprehensive Plan Update 2023 - \$20,000
 - Request to carry forward 2022 dollars to use the full \$40,000 to update the remaining chapters of the comprehensive plan.

- 100-0304-562.21-10 (Marketing):

- \$1,000 Historic Preservation and \$11,500 Marketing Opportunities
 - Offset by \$16,400 Winnebago County IDB Dollar per Capita Economic Development Grant – Specific Use towards Marketing

- 100-0304-562.30-12 (Computer):

- Scheduled Planner PC Replacement - \$1,200

- 100-0304-562.34-02 (Registration):

- Leadership Fox Cities or Planner AICP or Director IEDC \$2,000

Urban Redevelopment (pg. 264)

- Major Items/Changes
 - On-going costs for miscellaneous City owned properties
 - Previously used for housing programs and lead lateral replacement fund

Façade Imp. (pg. 91)

- SPECIAL REVENUE FUND
- 203-0307-562.70-01 (Acq./Rehab/Conv.):
 - Historic Façade Program Grant - \$10,000
 - Existing Fund Balance: \$21,871

Strong Neighborhoods Menasha (pg. 94-95)

- SPECIAL REVENUE FUND
- 204-0308-562.21-10 (Marketing):
 - Marketing the Program - \$1,500
- 204-0308-562.70-01 (Acq./Rehab/Conv.):
 - Strong Neighborhoods Program - \$300,000
 - Appleton Water Plant Acquisition – \$350,000
 - Fund Balance: \$907,064

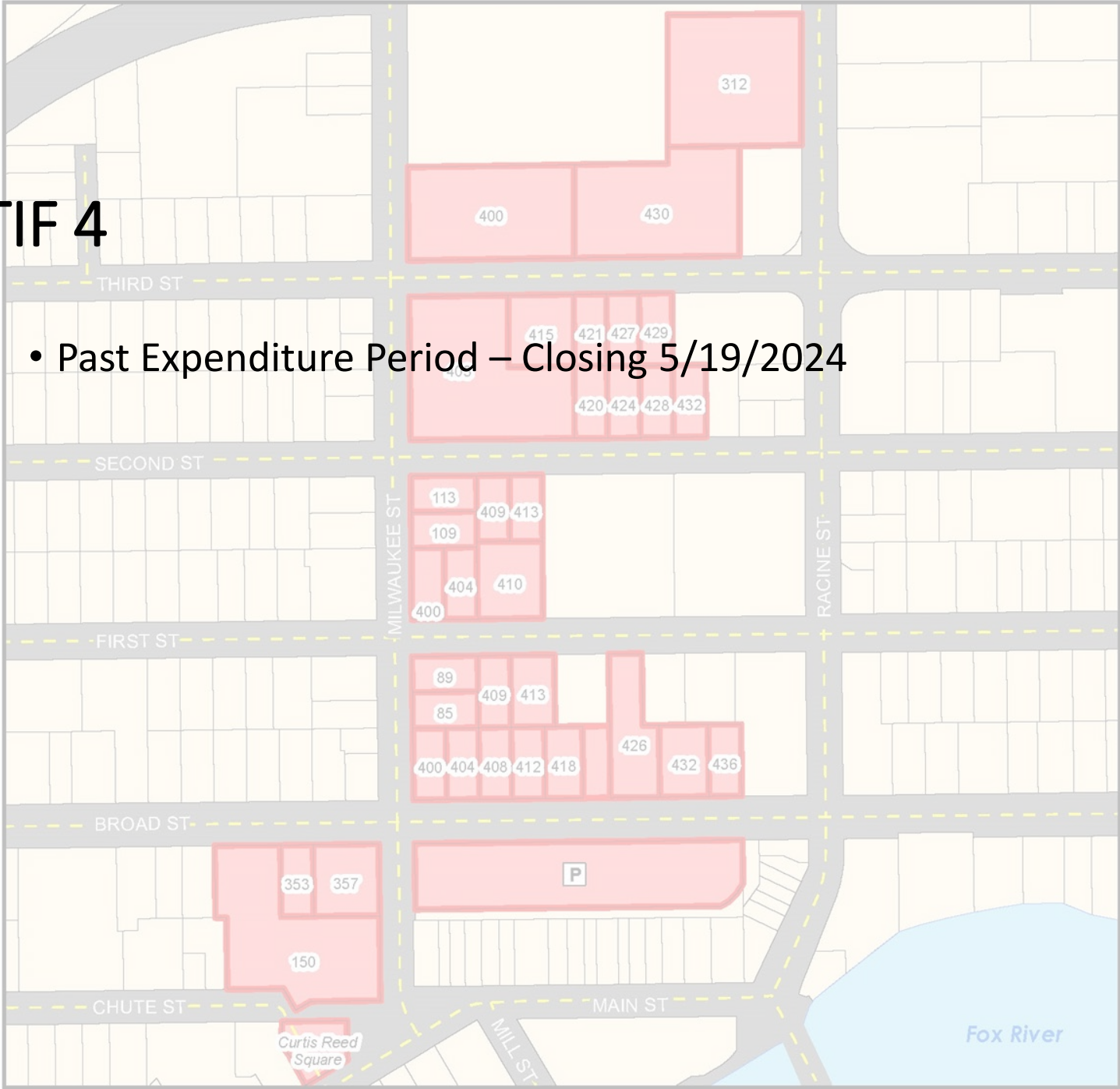


CDBG Revolving Loan Program (pg. 92-93)

- SPECIAL REVENUE FUND
- 2022/2023 – Outsource
- 263-0306-562.70-01 (Acq./Rehab/Conv.):
 - CDBG Revolving Loan Program - \$55,000
 - Existing Fund Balance: \$697,689
 - Out Balance: \$1.1M+

TIF 4

- Past Expenditure Period – Closing 5/19/2024



TIF DISTRICT #4

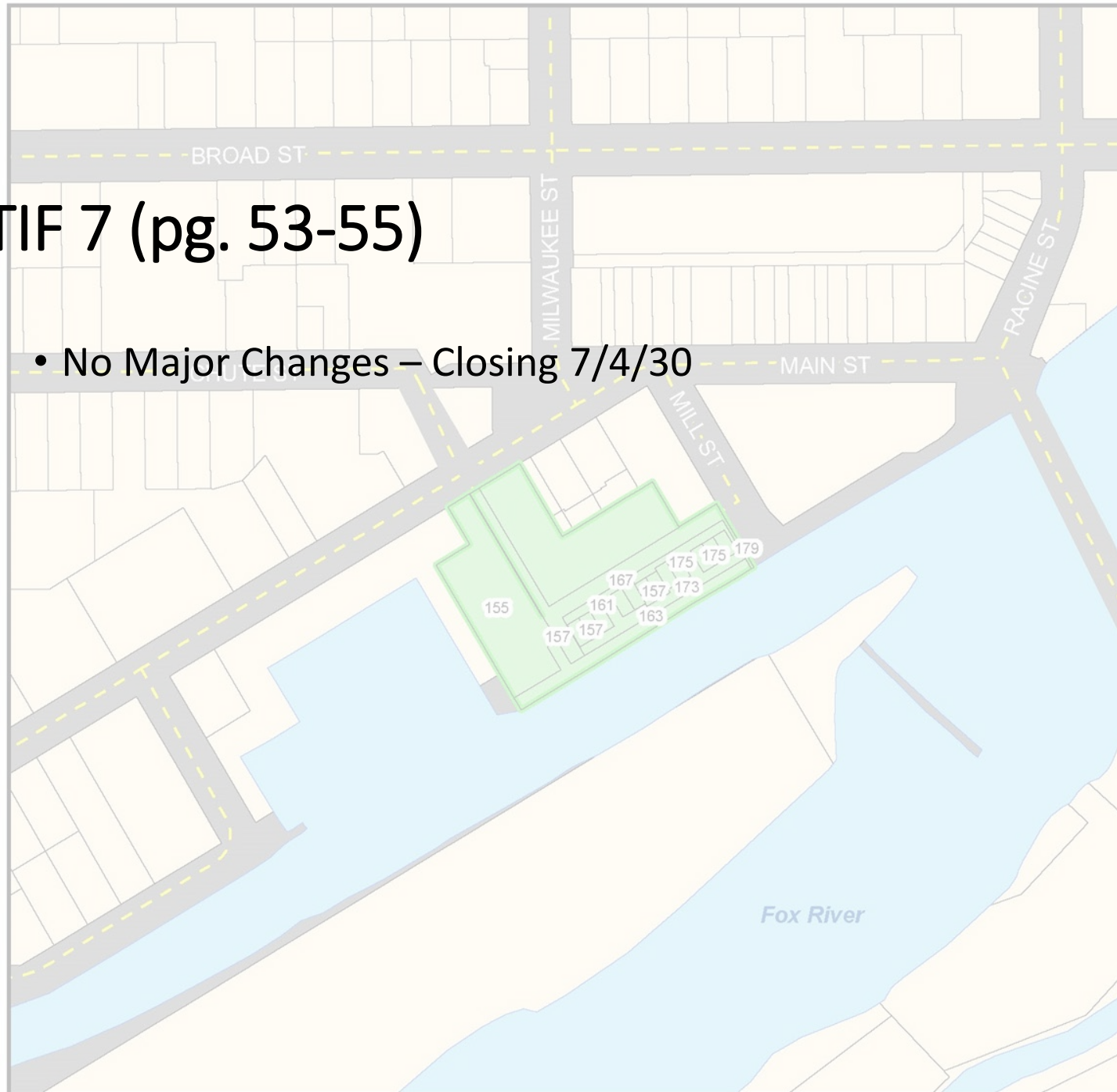
 TIF District #4

Tax Increment District #4 was created to support the development of the Riverview Plaza office building and the commercial development of Third and Racine Streets.



TIF 7 (pg. 53-55)

- No Major Changes – Closing 7/4/30



TIF DISTRICT #7

 TIF District #7

Tax Increment District #7 was created to support the development of Marina Place condominium/apartment project and the restoration of the Main Street rear facades.

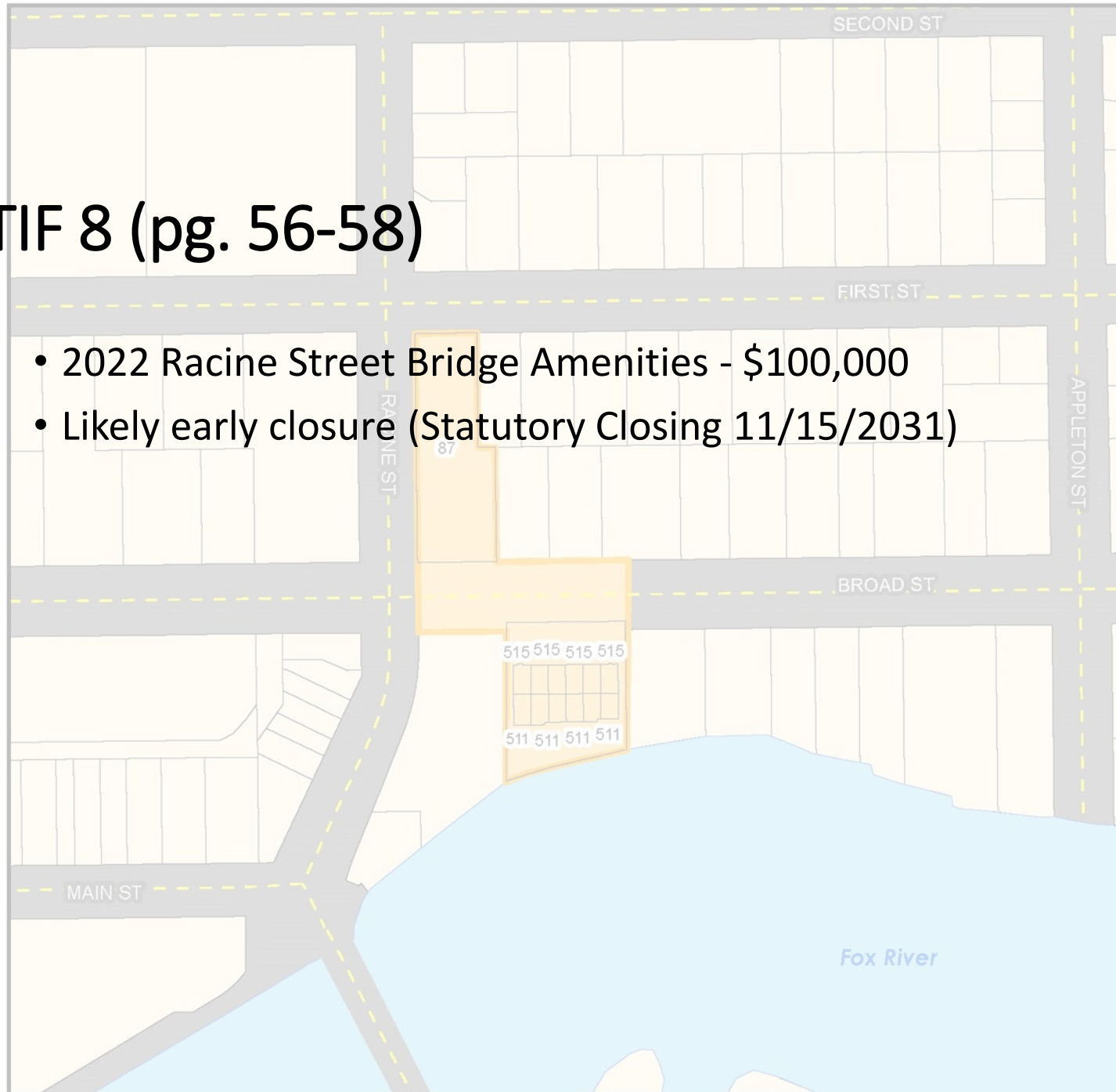


0 75 150 300
Feet



TIF 8 (pg. 56-58)

- 2022 Racine Street Bridge Amenities - \$100,000
- Likely early closure (Statutory Closing 11/15/2031)



TIF DISTRICT #8

 TIF District #8

Tax Increment District #8 was created to support the condominium project in the 500 block of Broad Street.

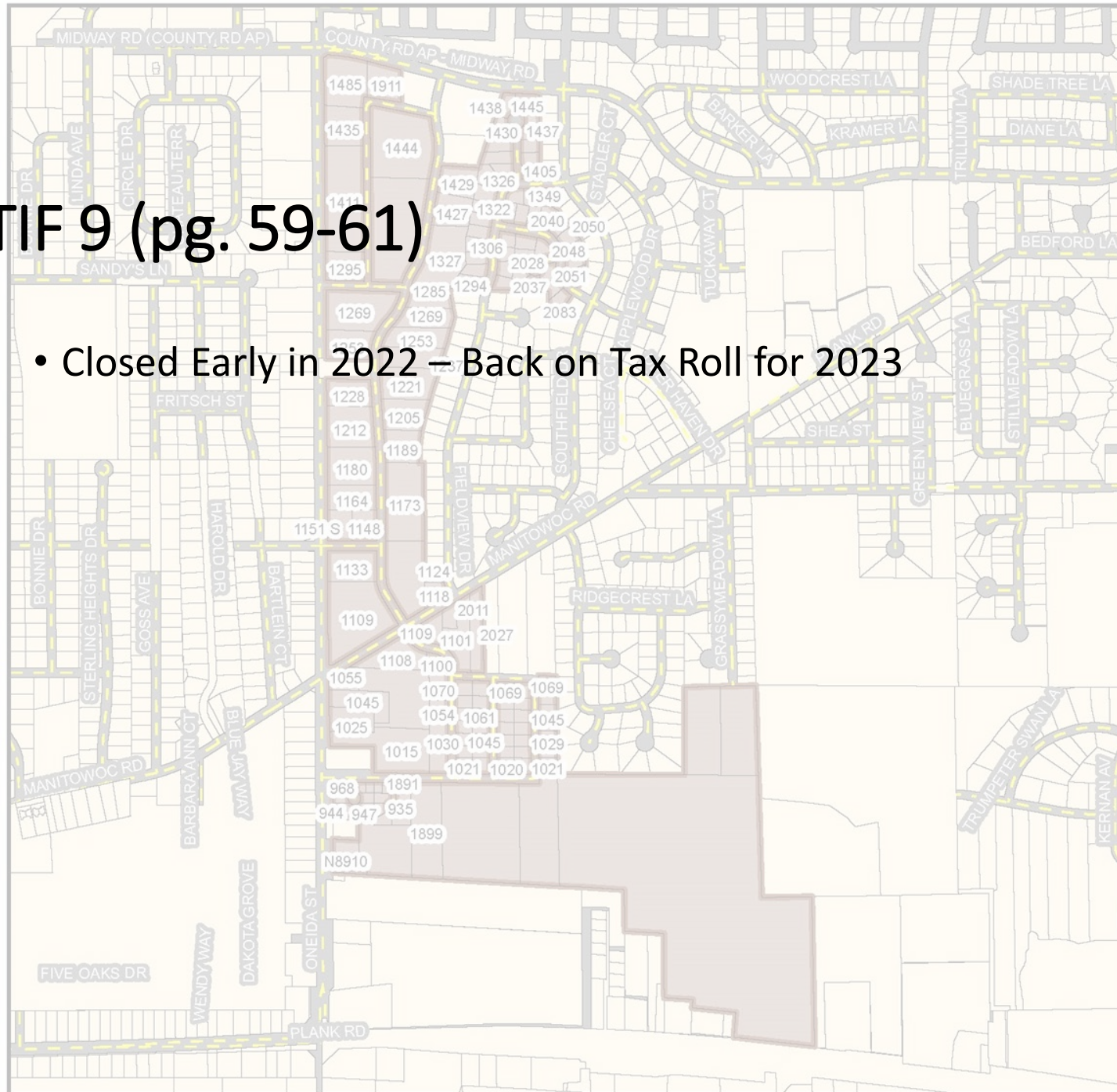


0 50 100 200
Feet



TIF 9 (pg. 59-61)

- Closed Early in 2022 – Back on Tax Roll for 2023



TIF DISTRICT #9

 TIF District #9

Tax Increment District #9 was created to develop a mixed-use development east of Oneida Street, generally north of Manitowoc Road and south of Midway Road.



0 250 500 1,000
Feet



TIF 10 (pg. 62-66)

- Major Items

- 487-0305-562.73-01 (Awards and Claims):
 - \$16,728 – Bertram Dental Development Incentive

- Likely early closure (Statutory Closing 6/5/33)

TIF DISTRICT #10

 TIF District #10

Tax Increment District #10 was created to support the cinema development and the redevelopment of the former Doerings Super Valu at Milwaukee and Third Streets.



0 150 300 600
Feet



TIF 11 (pg. 67-72)

- Major Items
 - 489-0305-562.73-01 (Award & Claim Settlements):
 - PJC Group Performance Payment - Paid in Full in 2022
 - 489-1003-541.82-02 (Construction):
 - Construction of Oak Street Extension - \$1,336,350
- Closing 7/16/34

TIF DISTRICT #11

 TIF District #11 Boundary

Tax Increment District #11 was created to support the redevelopment of the former Gilbert Paper Mill Site.

Boundary Amendment #1, is being proposed to continue to support the redevelopment of the Ahnaip Street corridor including the Banta Publishing Site.



0 170 340 680
Feet

1 inch = 447 feet



TIF 12 (pg. 73-80)

• Major Items

• 492-0304-562.10-02 (CD Salaries):

- Accounts for 10% of Community Development Director Salary and 5% of the Principal Planner - \$13,161

• 492-0304-562.21-10 (Marketing):

- \$6,000 Fox Cities Regional Partnership

• 492-0304-562.21-11 (CD Development Assistance):

- \$431,698 Dev. Incentive RDA

• 492-0305-562.21-11 (UR Development Assistance):

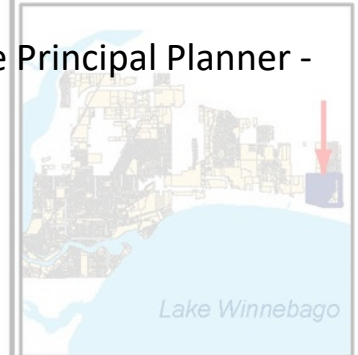
- \$691,261 The Ponds Incentive Payment
- \$227,740 Lakeshore Ridge Incentive Payment

• Closing 5/16/31

TIF DISTRICT #12

 TIF District #12

Tax Increment District #12 was created to stimulate development in the Lake Park Villas area at STH 114 and Lake Park Road.



TIF 13 (pg. 81-85)

- Major Items

- 493-1003-541.82-02 (Construction):

- Implementation of the Water Street Corridor Redevelopment - \$285,000
 - Racine Street Bridge Amenities - \$200,000

- 493-0304-562.10-02 (CD Salaries):

- Accounts for 10% of Community Development Director Salary and 5% of the Principal Planner - \$13,161

- 493-0304-562.21-02 (Engineering):

- \$25,000 Housing Study

- 493-0304-562.21-06 (Management):

- \$250,000 Future Environmental Assessments

- 493-0304-562.21-11 (CD Development Assistance):

- \$386,964 Menasha DT Incentive – One Menasha Center/Ramp

- 493-0305-562.70-01 (Acq/Rehab/Conv):

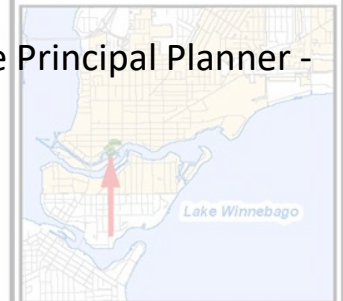
- \$250,000 Future Acquisition – Council Approval

- Closing 7/6/42



TIF DISTRICT #13

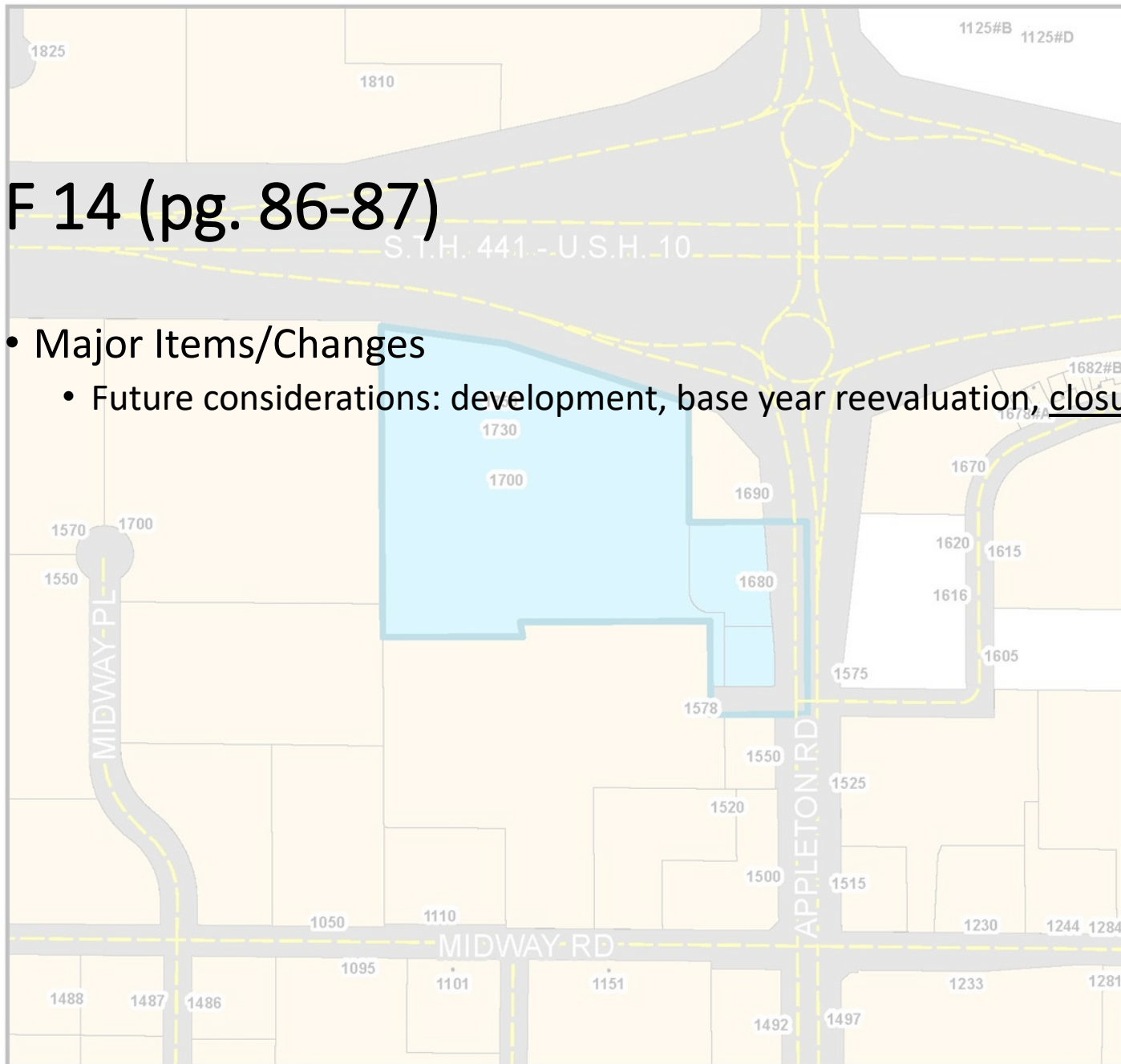
- Proposed Boundary Amendment
- TID 13 (Existing)



TIF 14 (pg. 86-87)

- Major Items/Changes

- Future considerations: development, base year reevaluation, closure, expansion, etc.



TIF DISTRICT #14

 TIF District #14

Tax Increment District #14 was created to fund the redevelopment of the Shopko Plaza Corridor, creating a new 3 tenant multi-tenant building and the Shopko Plaza facade of the plaza.



0 100 200 400
Feet



Redevelopment Authority (pg. 173-175)

- Major Items

- 501-0304-562.21-02 (Engineering):
 - Cont. Investigation and Planning Efforts - \$30,000
- 501-0304-562.32-01 (Dues):
 - Lake Park Villas HOA Annual Dues - \$14,100
- 501-0304-562.74-01 (Sale of Land):
 - Loss on sale of land, development incentives/builders credits, and closing costs - \$60,000 (Reflects change in Asset)

Stormwater Utility (pg. 147-148)

- Major Items

- 625-0304-562.10-01 (CD Wages):

- Accounts for 5% of Community Development Coordinator Wages - \$3,122

- 625-0304-562.10-02 (CD Salaries):

- Accounts for 10% of Community Development Director Salary and 20% of the Principal Planner - \$23,907



BRIN
POND

(01) - Area of Interest ID

EPA Brownfield Grant (pg. 119 -122)

- SPECIAL REVENUE FUND
- 256-0304-562
 - \$167,000 Projected for 2022
 - \$307,000 Projected for 2023

Upcoming/On-Going Development Activity

An aerial photograph of a waterfront area. In the foreground, there are several large industrial buildings with white roofs and a tall brick chimney. A dirt road or path runs alongside the buildings. To the right, there's a body of water with a small dock and some boats. In the background, a large lake stretches across the horizon under a clear sky. A bridge or dam structure is visible in the distance across the lake.

- Known Projects:
 - The Brin Project
 - The Banta Lofts
 - The Harbor Lofts
 - Lakeshore Ridge Phase II
 - Lakeshore Ridge Condos
 - Kwik Trip Development – 9th/Racine
 - Water Street Redevelopment
 - Oak Street Development
- Projects in the Works/Discussion
 - Whiting Paper Mill Redevelopment
 - Becher Electric Redevelopment
 - Appleton Water Plan Subdivision
 - Additional Subdivision Growth – Single/Two Family
 - Lawson Canal
 - Gilbert/Banta Redevelopment Site
 - Commercial Development – Lake Park
 - Shopko has a new owner and future development
 - Trail Connectivity

Questions?



Elisha D. Smith Public Library

2023 Budget Presentation

2022 Achievements

- Completed reorganization of library team
 - Opened SMITHworks makerspace
- Won the Wisconsin Library Association Innovative Programming Award
 - Set to complete library visioning process by mid-December
- Added two new collections and expect to have a third by early 2023
 - Grew and diversified library programming
- Began development of Friends of Menasha Library group into registered 501c3 (completion expected in Q1 of 2023)

2022 by the Numbers *so far*



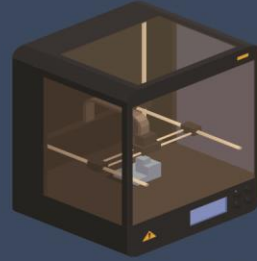
207,295 Items
Checked Physical Out



33,851 Electronic Items
Checked Out



10,076 People Attended
Library Programs



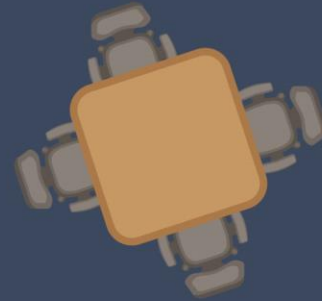
544 3d Models
Created



14,152 Questions
Answered



56,667 Website
Visits



1308 Meeting Space
Uses



67,639 Library
Visitors

New & Continuing Partnerships

Located in Menasha:

Lakeside Book Publishers	Menasha Park and Rec
Menasha Health Department	Sweet Lair
Menasha Joint School District	Heckrodt Wetland Reserve
Menasha Senior Center	Menasha Historical Society
UW Oshkosh at Fox Cities Campus	Weis Earth Science Museum
Barlow Planetarium	Straight Shot Inc.

Other Partners:

WFRV / Local 5 Live	Boys & Girls Club	Wilder's Cutting Edge Bistro	Nakashima of Japan	
Fox Cities Performing Arts Center	New Style Hair Salon	City's Best Braids	Home Base	Sai Ram
PBS Kids Wisconsin	Fox Valley Literacy	Hmong Dance Academy	Von Stiehl Winery	Valley Transit
Cre8Lab	The Brigade	Incredible Bats	AARP	Winnebago Free Legal Assistance Clinic
Family Roots Wisconsin	Fox Valley Memory Project	Aurora Institute for the Arts	Community Blood Center	
Wisconsin Maritime Museum	Oshkosh Earth Science Club	The Fox-Wolf Watershed Alliance	Divine Hollow Mushrooms	
Winnebago County Historical Society	League of Women Voters of Winnebago County	Renard Consort	UW-Manitowoc	
Master Gardeners of Winnebago County	Wisconsin Bureau of Consumer Protection	Casa Hispana		

Goals for 2023

- Evaluate Library Renovation Plan / Begin Fundraising
 - Develop 2024 – 2026 Strategic Plan
- Continue to develop relationships with homeschool community
 - Continue programming development
- Introduce entrepreneurship concepts to SMITHworks programming
 - Continue development of online resources



