

A quorum of the Administration Committee, Board of Public Works, Park Board, and/or Common Council may attend this meeting; (Although it is not expected than any official action of any of those bodies will be taken).

**CITY OF MENASHA  
REDEVELOPMENT AUTHORITY  
Council Chambers, 3<sup>rd</sup> Floor, City Hall  
140 Main Street, Menasha**

**October 16, 2013**

**5:30 PM**

**AGENDA**

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
  - 1. [Minutes of the June 6, 2013 Redevelopment Authority Meeting](#)
- D. PUBLIC COMMENTS ON ANY MATTER OF CONCERN ON THIS AGENDA  
(five (5) minute time limit for each person)
- E. DISCUSSION
  - 1. [Lake Park Villas Sales and Marketing Update](#)
  - 2. Developer Incentives
  - 3. Update Redevelopment Projects
    - a. Gilbert Site
    - b. Steam Plant
    - c. 205 Milwaukee Street
- F. ACTION ITEMS
  - 1. [2014 Redevelopment Authority Budget](#)
    - a. Lake Park Villas Homeowners Association
    - b. Marketing/Developer Incentives
    - c. Other
- G. ADJOURNMENT

**CITY OF MENASHA**  
**Redevelopment Authority**  
**Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street**  
**June 6, 2013**  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order at 5:30 p.m. by Chairman Kim Vanderhyden.

**B. ROLL CALL/EXCUSED ABSENCES**

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

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Susan Smith

OTHERS PRESENT: CDD Keil, PP Homan, Ald. Becky Nichols, Chris Klein, and Kevin Englebert

**C. MINTUES TO APPROVE**

**1. Minutes of the March 6, 2013 Redevelopment Authority Meeting**

Motion by Ald. Englebert, seconded by Linda Kennedy to approve the March 6, 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. DISCUSSION ITEMS**

**1. Status Reports**

**a. Lake Park Square Commercial – Patrick Connor – Newmark Grubb Pfefferle**

Patrick Connor gave an overview of his perceptions of the commercial real estate market in the Fox Valley area. With regard to the Lake Park Square parcels, there was one interested party who was looking for a site for a landscaping business. There are no current prospects. Lot pricing is OK, and the residential development occurring in the vicinity should have a positive influence on commercial property sales.

**b. Lake Park Villas – Amy Rockwell – Coldwell Banker The Real Estate Group**

PP Homan summarized the report Amy Rockwell had sent via email. Among the items reported on were builder meetings, website traffic, radio advertising, lot sales elsewhere, and the improving real estate market.

**c. Marketing Update**

PP Homan reported on the marketing initiatives that are being undertaken in conjunction with Ark Media. These include ongoing web, radio and print advertising. Signage has been designed and is in production for placement at the entrance to Lake Park Villas and planning is underway for an August on-site marketing event.

**2. Development Update for Lake Park Neighborhoods**

PP Homan presented an inventory of lot sales and building permits issued in the Ponds of Menasha, Cottages at Lake Park and Lake Park Villas developments. A total of 40 building permits have been issued and 16 homes have been sold to third parties. Although none of these were in

Lake Park Villas the outlook remains positive due to the amount of building activity occurring in the area.

3. **Potential CDE Certification through US Department of Treasury, CDFI Fund**

PP Homan reported that staff is exploring the potential benefits of becoming or being affiliated with a Certified Development Entity for portions of the community (including the downtown) that would be eligible for New Market Tax Credit allocations. There was a general consensus that staff should proceed with preparing the certification application for consideration at a future meeting.

**F. ACTION ITEMS**

1. **Election of Officers**

a. **Chairperson**

Motion by Ald. Englebert, seconded by Kip Golden to elect Kim Vanderhyden chairman. The motion carried.

b. **Vice-Chairperson**

Motion by Ald. Englebert, seconded by Kip Golden to elect Robert Stevens vice-chairman. The motion carried.

2. **Authorization to Proceed with Survey Work**

CDD Keil explained the proposal to engage a surveying/engineering firm to address various lot reconfigurations to remedy certain discrepancies in parcel boundaries, make adjustments for relocation of street right of way, and address the disposition of the pond in the outlot between the Lake Park Villas and Ponds of Menasha plats. Quotes were received from two survey/engineering firms.

Motion by Ald. Englebert, seconded by Kip Golden to engage Davel Engineering and Environmental to perform the survey work. The motion carried.

3. **Lease/Disposition of Garage**

CDD Keil reported that the Lake Park Villas Homeowners Association Board is no longer interested in a lease arrangement for the garage.

Motion by Ald. Englebert, seconded by Kim Vanderhyden to pursue removal of the garage. The motion carried

4. **Disposition of Silos**

CDD Keil reported that Lexington Homes had conveyed their intentions to begin the second phase of the Ponds of Menasha development and requested that the city fulfill its obligations under the development agreement with The Ponds of Menasha, LLC to raze the silos. This information was also conveyed to the Lake Park Villas Homeowners Association.

Staff will be obtaining quotes to undertake the demolition work.

5. **Amendment to Listing Agreement – Newmark Grubb Pfefferle**

CDD Keil explained that the listing agreement with the commercial broker had expired, and it was staff's recommendation to renew the listing agreement with Newmark-Grubb-Pfefferle from 5/4/13 to 5/4/14. Motion by Linda Kennedy, seconded by Kip Golden to approve the renewal of the listing agreement with Newmark-Grubb-Pfefferle for the period of 5/4/13 to 5/4/14. The motion carried.

**G. ADJOURNMENT**

Motion by Kip Golden, seconded by Kim Vanderhyden to adjourn at 6:40 p.m.

The motion carried.

## Community of Lake Park Development Activity

<b>Neighborhood</b>	<b># of Lots/ Units</b>	<b>Building Permits</b>					<b>Properties Sold to 3rd Parties*</b>
		<i>2011</i>	<i>2012</i>	<i>2013 (thru Sept)</i>	<i>TOTAL</i>	<i>% of lots/units with permits</i>	
Ponds of Menasha	124	10	11	18	39	31%	24
Cottages at Lake Park	16	1	2	8	11	69%	8
Lake Park Villas (RDA Owned only)	65	0	0	0	0	0%	0

*\*City sales data has a 2-4 week lag. Additional properties may have sales "pending"*

**From:** Tom Werth [mailto:twert@new.rr.com]

**Sent:** Friday, October 04, 2013 7:33 AM

**To:** Kara Homan

**Subject:** Re: Lake Park Update

Good Morning Kara!

With regards to the Lake Park Villas lots, here is a brief snapshot of things in general.

Currently there are 84 lots for sale in my Menasha search area. this would be all of the City, and some parts of the Towns of Menasha and Harrison. 66 of these lots are PUD-zoned (LPV lots), 16 are residential, and 2 are commercial. Average days on market currently is 466. Since the first of April, 5 lots have sold & closed within the same search area. Two of the lots were in the Town of Menasha, 2 were in the City of Menasha, and one was in the Town of Harrison. I have attached the specific information on each of these lots for your reference.

In general, the entire real estate market has performed much better this year than over the past 6 years. Although we are seeing somewhat of a slowdown in activity currently, I expect this is just some remnants of job and income security, and we will finish the 4th quarter on a generally high note. As I sometimes compare LPV to a subdivision I'm involved with in Sherwood, we have sold 4 lots out there over the last six months, and expect to close on 2 more by the end of October. On those, the developer has had to come to closing with cash, as price/term discounts were used, plus the Village of Sherwood paved the streets this summer, and has the assessments needing to be paid.

I have still had no response from Mike at Cypress Homes, Inc. as to creating a transition from his project to LPV as he runs out of lots, or needs something for a larger home than his lots can accept. I will continue to try and encourage him to propose something, and see if it will fly with the RDA.

Hope this helps, and always look forward to your comments or suggestions.

Regards-

Tom

**Thomas A. Werth, GRI**  
**Coldwell Banker The Real Estate Group Inc.**  
**5107 N. Ballard Road**  
**Appleton WI 54913**

**Phone: 920-205-7587**

**Email: [twerth@new.rr.com](mailto:twerth@new.rr.com)**

**[tomwerth@me.com](mailto:tomwerth@me.com)**

**[www.FoxValleyRealEstatePros.com](http://www.FoxValleyRealEstatePros.com)**

**[facebook.com/FoxValleyRealEstatePros](https://facebook.com/FoxValleyRealEstatePros)**

On Oct 3, 2013, at 8:48 AM, Kara Homan wrote:

Good Morning:

Would you please provide me with a quick update on activity with your respective listings in Menasha's Lake Park Square / Lake Park Villas development?

We are having a redevelopment authority meeting next week, and i'd like to provide them with input from you. We're interested in general inquiries/activity & trends for these listings, your thoughts on how things are going at the site and within the overall real estate market, suggestions on changes we should make, etc.

Just a paragraph or two as a response to this email is sufficient.


Thank you!

**Kara Homan, AICP**, Principal Planner  
Community Development Department  
City of Menasha | 140 Main St | Menasha, WI 54952  
☎ 920.967.3652 | 📠 920.967.5272  
✉ [khoman@ci.menasha.wi.us](mailto:khoman@ci.menasha.wi.us) | 🌐 [www.cityofmenasha-wi.gov](http://www.cityofmenasha-wi.gov)  
<http://www.linkedin.com/in/karahoman>

PALISADES LN Town of Menasha WI, 549151011

\$19,900

Firm: 2012 Office: 0

REA: 202 / FV - Menasha  
MLS Number:  More Detail 50067876 Vacant Land Closed  
School Code: Menasha  
MUNICIPALITY: Town of Menasha  
COUNTY: Winnebago  
Tax Key No.\*: 008-1757  
Elem. School:  
Middle School:



High School:  
Estr. Coven: Unknown

Id Code:  
Site Area-SqFt:  
Site Depth:  
Est. Lot Size:  
Net Taxes.\*: 573  
Est. Lot Size: 80 X 124 Assessor/Public Record  
Waterfront: No

Subdivision Nm.:  
Site Frontage:  
Est. Acreage:  
Flood Plain: Unknown  
Tax Year.\*: 11  
Est. Tot. SqFt. Lot:  
Body of Water:  
Source of Frntg:

DIRECTIONS: Valley Rd to Palisades Ln. Lot is between 2590 and 2570 Palisades Ln.

Remarks: Desirable Town of Menasha lot on Palisades Ln. Lot is 80x124. Easy access to Hwy 441.

TIL:	ELECTRIC NATURAL GA TELEPHONE CABLE	LOC DESC:		WATER:	PUBLIC
WASTE:	SEWER-in s	ZONING:	RESIDENTIA	LOT DESC:	RECTANGULA BUILDABLE
WATERFRONT:		MISC:		ROADS:	BLACK TOP

Sell Frm:	2012	Sell Off:	0	Sell Agt:	102053	Sold Prc:	\$19,750	Sold Dt:	06/20/2013	Fin Typ/Concess:	CASH/0
List Frm:	2012	List Off:	0	List Agt:	102053	List Prc:	\$19,900	List Dt:	01/14/2013	Pend Dt:	06/05/2013

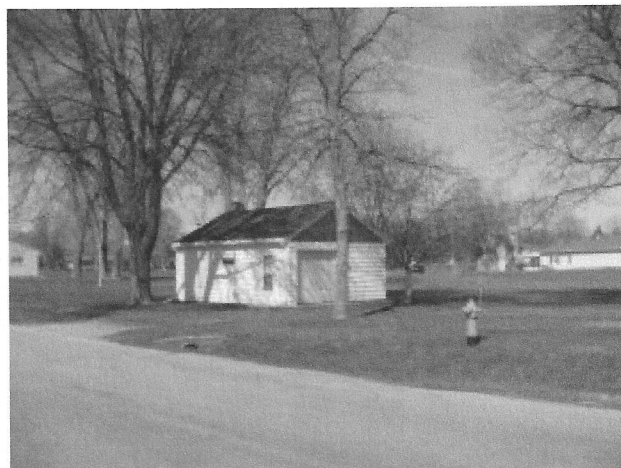
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10/04/2013 06:51 AM \*May not include SpecialAssessments or additional Municipal fees.

400 MANITOWOC RD Lot: LY14 Town of Menasha WI,  
49522660

\$34,900

Firm: 2008 Office: 52

REA: 202 / FV - Menasha  
MLS Number:  More Detail 50075754 Vacant Land Closed  
School Code: Menasha  
MUNICIPALITY: Town of Menasha  
COUNTY: Winnebago  
Tax Key No.\*: 008039907  
Elem. School:  
Middle School:



estr. Coven: Unknown

nd Code:		Subdivision Nm.:	
Site Area-SqFt:		Site Frontage:	
Site Depth:		Est. Acreage:	.26 Assessor/Public Record
Est. Lot Size:		Flood Plain:	Unknown
let Taxes*:	530	Tax Year*:	12
st. Lot Size:	70 X 165 Plat Map/Survey	Est. Tot. SqFt. Lot:	11326 Plat Map/Survey
Waterfront:	No	Body of Water:	
Water Frontage:		Source of Frntg:	
DIRECTIONS:	Oneida Street, west on Manitowoc Road. Corner of Manitowoc Road and Stead Drive.		

Remarks: Build your dream home or a 2 family investment property on this large lot in the Town of Menasha. Seller represents there is electricity, gas, municipal sewer and municipal water and telephone available to this lot. There is a garage located on the property right now which has shelving and a workbench in it.

UTIL:	ELECTRIC NATURAL GA TELEPHONE	LOC DESC:	CITY ROAD	WATER:	PUBLIC
WASTE:	SEWER-in s	ZONING:	RESIDENTIA 2 FAM/DUPL	LOT DESC:	LEVEL
WATERFRONT:		MISC:		ROADS:	TOWN ROAD

Sell Frm:	2008	Sell Off:	52	Sell Agt:	101928	Sold Prc:	\$34,900	Sold Dt:	06/26/2013	Fin Typ/Concess:	CONV/0
List Frm:	2008	List Off:	52	List Agt:	101928	List Prc:	\$34,900	List Dt:	05/07/2013	Pend Dt:	06/24/2013


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BRIGHTON DR City of Menasha WI, 549522935

\$49,500

Firm: 2001 Office: 0

REA: 202 / FV - Menasha  
MLS Number:  More Detail 50072609 Vacant Land Closed  
School Code: Menasha  
MUNICIPALITY: City of Menasha  
COUNTY: Winnebago  
Tax Key No.\*: 5-00571-01  
Elem. School:  
Middle School:



High School:

estr. Coven: Unknown

nd Code:	Subdivision Nm.:	
ite Area-SqFt:	Site Frontage:	
ite Depth:	Est. Acreage:	1.215 Appraisal
st. Lot Size:	Flood Plain:	Unknown
et Taxes:* 1928.53	Tax Year:*	12
st. Lot Size: X	Est. Tot. SqFt. Lot:	52925 Appraisal
aterfront: No	Body of Water:	
ater Frontage:	Source of Frntg:	
DIRECTIONS:	3rd St. to Brighton Dr. Take Brighton Dr. all the way to the end of the road. Lot is on the North side of road near the Cul Du Sac.	

emarks: This is a large lot at the end of a quiet road. Enjoy the many Bald Eagles that frequent this area and the peacefulness that comes with the location of this lot. Many mature trees.

TIL:	ELECTRIC NATURAL GA TELEPHONE CABLE	LOC DESC:	CITY ROAD	WATER:	PUBLIC
WASTE:	SEWER-in s	ZONING:	RESIDENTIA	LOT DESC:	LEVEL WOODED IRREGULAR CUL-DE-SAC BUILDABLE
WATERFRONT:		MISC:		ROADS:	PRIVATE RD BLACK TOP


ell Frm:	2001	Sell Off:	0	Sell Agt:	109534	Sold Prc:	\$45,000	Sold Dt:	07/09/2013	Fin Typ/Concess:	OTHR/0
ist Frm:	2001	List Off:	0	List Agt:	109534	List Prc:	\$49,500	List Dt:	03/27/2013	Pend Dt:	07/01/2013

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08 LAKECREST DR City of Menasha WI, 54952 **UT**

**\$60,000**

**Firm: 2008 Office: 52**

**REA:** 202 / FV - Menasha  
**MLS Number:**  **More Detail** 50065533 Vacant Land Closed  
**School Code:** Menasha  
**MUNICIPALITY:** City of Menasha  
**COUNTY:** Winnebago  
**Tax Key No.:** 2-00701-02  
**Elem. School:**  
**Middle School:**



**High School:**

**Restr. Coven:** Unknown

<b>Ad Code:</b>	<b>Subdivision Nm.:</b>	
<b>Site Area-SqFt:</b>	<b>Site Frontage:</b>	
<b>Site Depth:</b>	<b>Est. Acreage:</b>	.247 Assessor/Public Record
<b>Est. Lot Size:</b>	<b>Flood Plain:</b>	Unknown
<b>Net Taxes:*</b> 2358	<b>Tax Year:*</b>	12
<b>Est. Lot Size:</b> X	<b>Est. Tot. SqFt. Lot:</b>	10700 Plat Map/Survey
<b>Waterfront:</b> Yes	<b>Body of Water:</b>	BUTTE DES MORTS Lake
<b>Water Frontage:</b> 60	<b>Source of Frntg:</b>	Plat Map/Survey
<b>DIRECTIONS:</b>	Tayco St. north of downtown Menasha. West on Edgewater to Lakecrest Drive.	

**Remarks:** Hard to find! Buildable waterfront lot on Little Lake Butte des Morts. Enjoy waterfront living with the conveniences of living in the city.

<b>UTIL:</b> ELECTRIC NATURAL GA TELEPHONE CABLE	<b>LOC DESC:</b> CITY ROAD	<b>WATER:</b> PUBLIC
<b>WASTE:</b> SEWER-in s	<b>ZONING:</b> RESIDENTIA	<b>LOT DESC:</b> LEVEL IRREGULAR BUILDABLE
<b>WATERFRONT:</b>	<b>MISC:</b>	<b>ROADS:</b> CITY ROAD

<b>Sell Frm:</b> 2008	<b>Sell Off:</b> 52	<b>Sell Agt:</b> 101900	<b>Sold Prc:</b> \$52,000	<b>Sold Dt:</b> 09/13/2013	<b>Fin Typ/Concess:</b> CONV/0
<b>List Frm:</b> 2008	<b>List Off:</b> 52	<b>List Agt:</b> 101900	<b>List Prc:</b> \$60,000	<b>List Dt:</b> 11/08/2012	<b>Pend Dt:</b> 08/01/2013

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7205 FIRELANE 2 Town of Harrison WI, 54952

\$149,900

Firm: 2194 Office: 0

REA: 202 / FV - Menasha  
LS Number: [More Detail](#) 50070879 Vacant Land Closed  
School Code: Appleton Area  
MUNICIPALITY: Town of Harrison  
COUNTY: Calumet  
Tax Key No.\*: 010-0000-00000000-000-0-20  
Elem. School:  
Middle School:



High School:  
Estr. Coven: No

Site Code:  
Site Area-SqFt:  
Site Depth:  
Est. Lot Size:  
Net Taxes:\* 2244  
Est. Lot Size: 61 X 360 Assessor/Public Record  
Waterfront: Yes  
Water Frontage: 61  
DIRECTIONS: South on Oneida St. to Firelane 2, East to home

Subdivision Nm.:  
Site Frontage:  
Est. Acreage: .53 Assessor/Public Record  
Flood Plain: Unknown  
Tax Year:\* 12  
Est. Tot. SqFt. Lot:  
Body of Water: WINNEBAGO Lake  
Source of Frntg: Assessor/Public Record

Remarks: Lake Winnebago waterfront with 61 ft of sand beach. Large 2+ car 2 story garage with new 200 amp service. new roof. and a 1/2 bath and office. beautiful lot ready for your dream home.

TIL: ELECTRIC NATURAL GA TELEPHONE CABLE LOC DESC: WATER: PUBLIC  
WASTE: SEWER-in s ZONING: RESIDENTIA LOT DESC: LEVEL SOME TREES FRUIT TREE  
WATERFRONT: MISC: ROADS: TOWN ROAD

Sell Frm: 2001 Sell Off: 0 Sell Agt: 102601 Sold Prc: \$142,000 Sold Dt: 08/21/2013 Fin Typ/Concess: WHDA/0  
List Frm: 2194 List Off: 0 List Agt: 100570 List Prc: \$149,900 List Dt: 03/03/2013 Pend Dt: 08/22/2013

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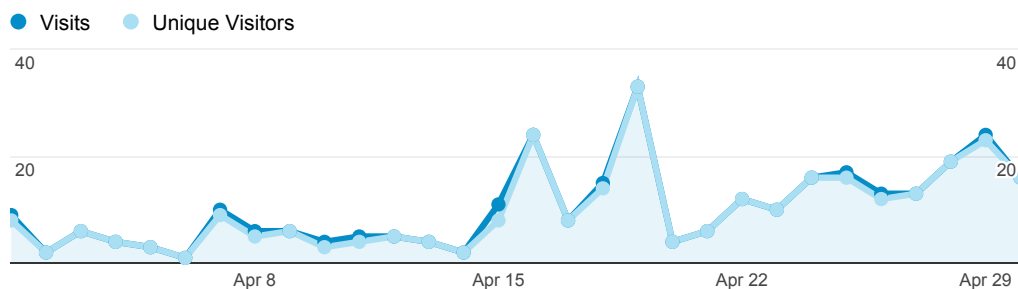
## My Dashboard

Apr 1, 2013 - Apr 30, 2013

Advanced Segments | + Add Widget | Share | Email | Export

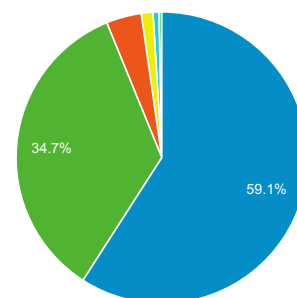
Customize Dashboard | Delete Dashboard

### Visits and Unique Visitors

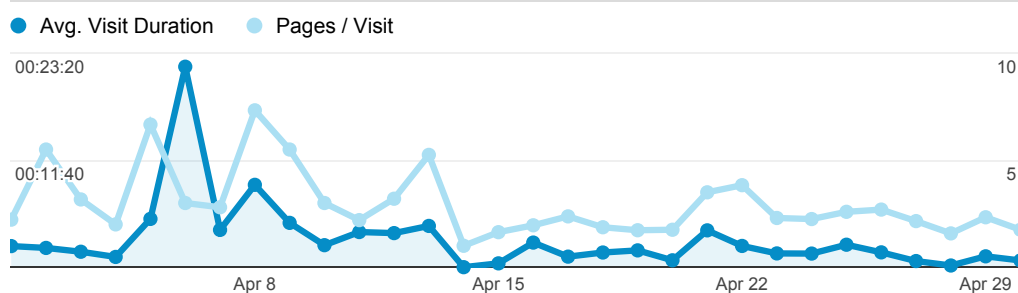


### Most Common Pages Visitors Arriv...

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■ /index.html ■ /amenities.html  
■ Other

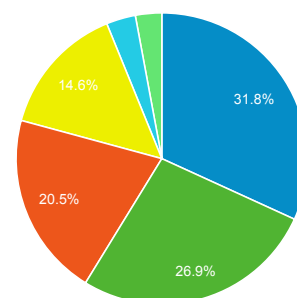


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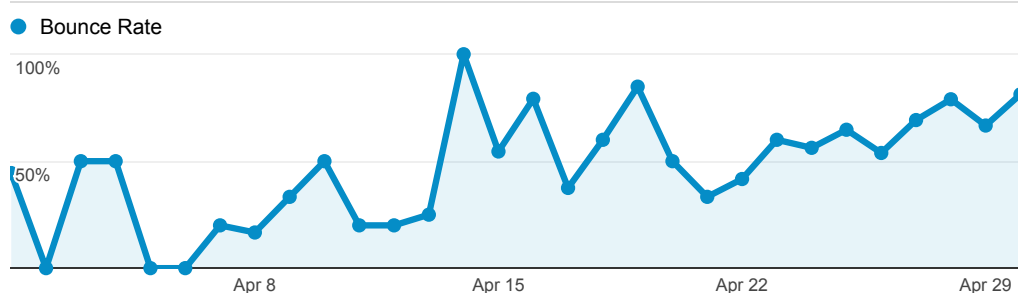


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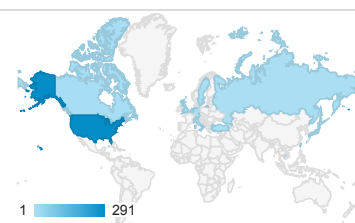
■ Internet Explorer ■ Firefox  
■ Chrome ■ Safari  
■ Android Browser ■ Other



### Bounce Rate



### Visits



Community of Lake Park - <http://communityoflakepark.com>  
All Web Site Data [DEFAULT]

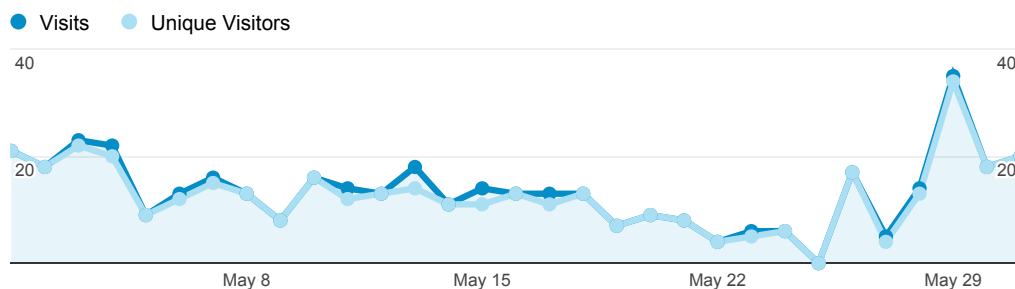
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May 1, 2013 - May 31, 2013

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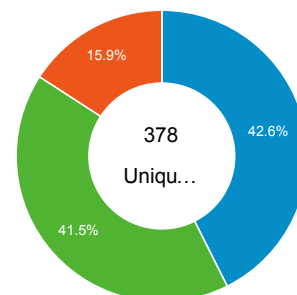
Customize Dashboard | Delete Dashboard

### Visits and Unique Visitors

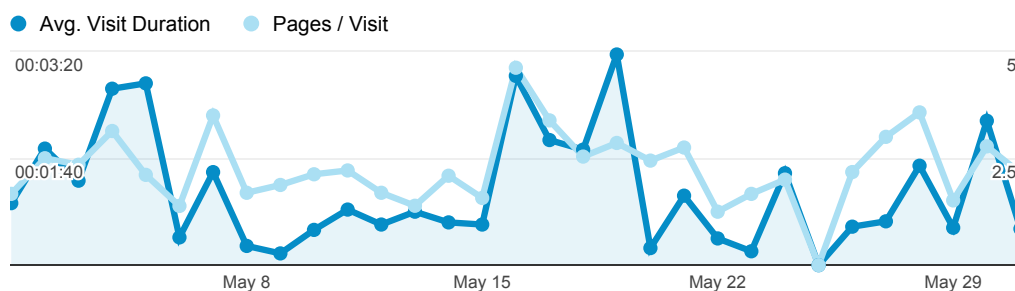


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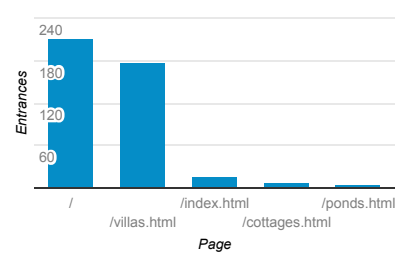
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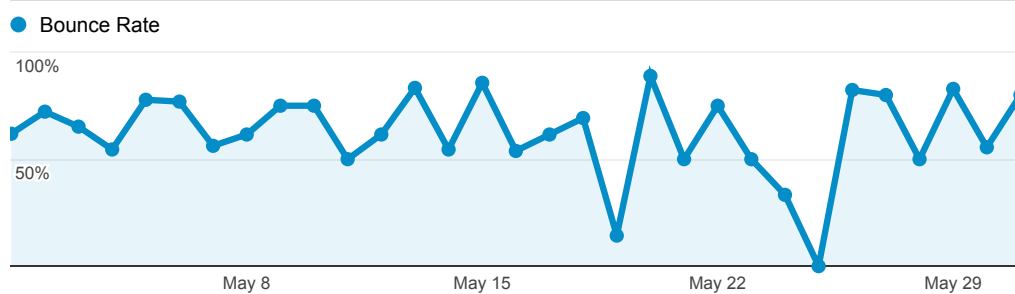
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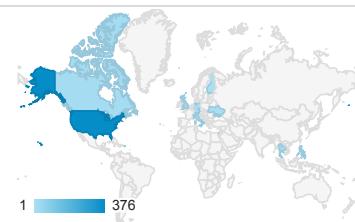
### Most Common First Pages



### Bounce Rate



### Visits

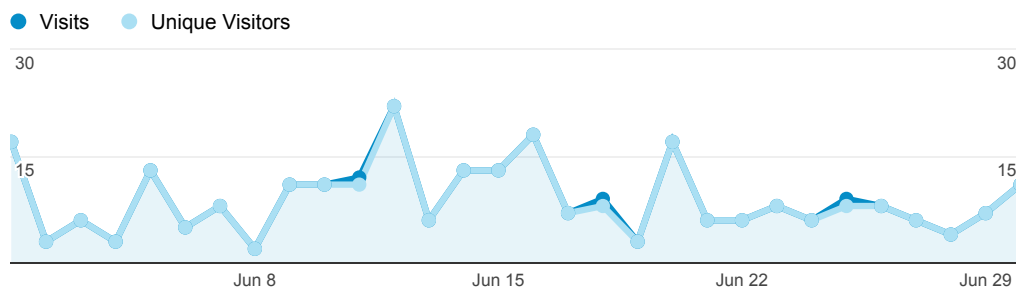


Community of Lake Park - <http://communityoflakepark.com>  
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## My Dashboard

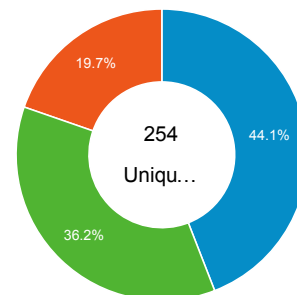
Jun 1, 2013 - Jun 30, 2013

### Visits and Unique Visitors

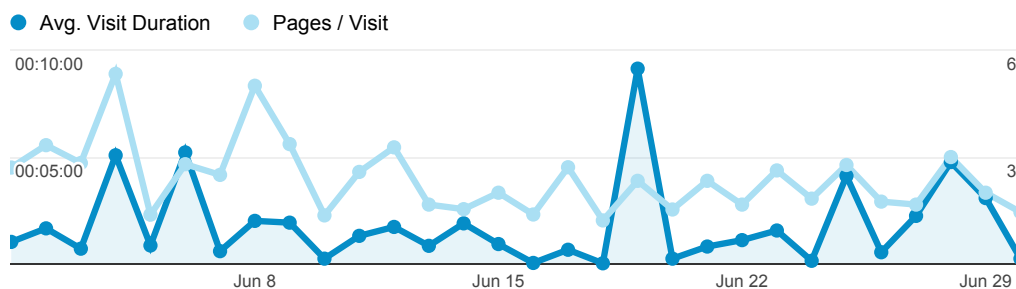


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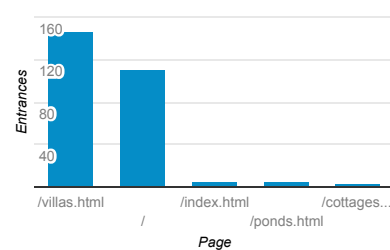
referral direct organic



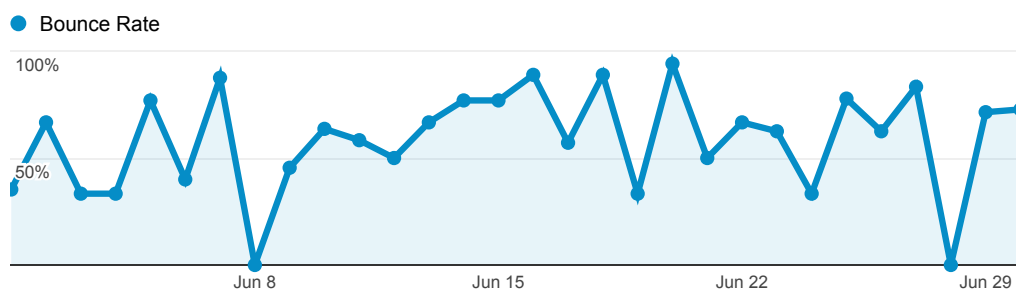
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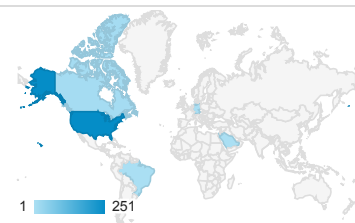
### Most Common First Pages



### Bounce Rate



### Visits



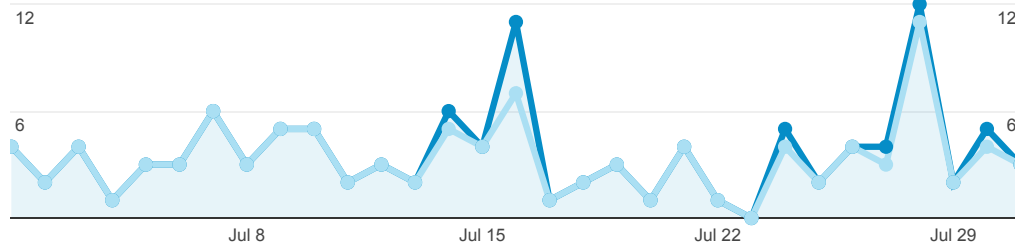
Community of Lake Park - <http://communityoflakepark.com>  
All Web Site Data

## My Dashboard

Jul 1, 2013 - Jul 31, 2013

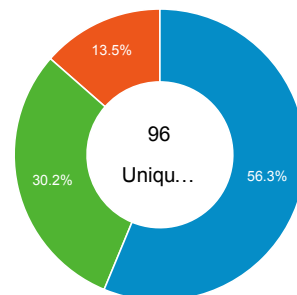
### Visits and Unique Visitors

● Visits ● Unique Visitors



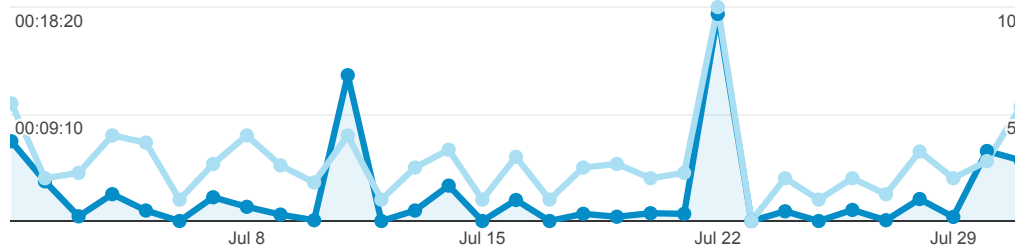
### Unique Visitor Origin

■ organic ■ direct ■ referral

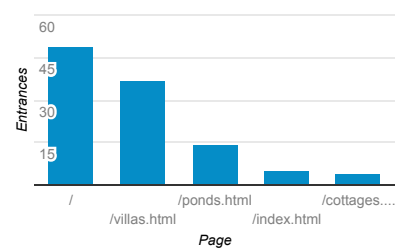


### Avg. Visit Duration and Pages / Visit

● Avg. Visit Duration ● Pages / Visit

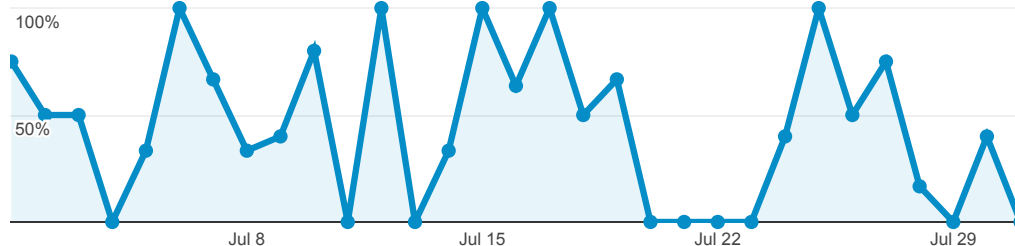


### Most Common First Pages

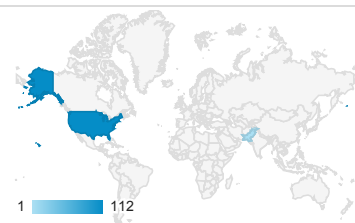


### Bounce Rate

● Bounce Rate



### Visits

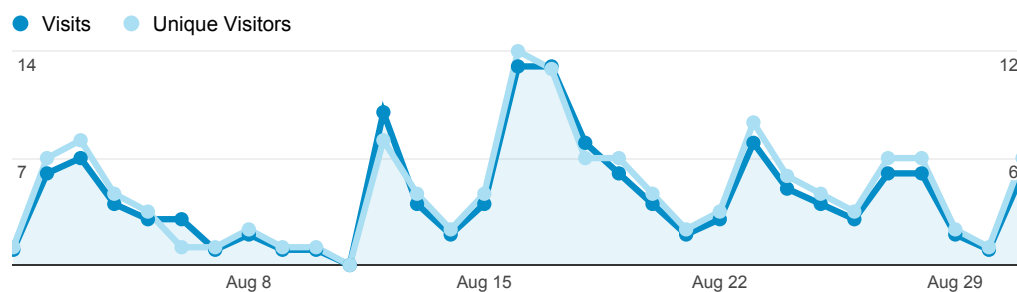


Community of Lake Park - <http://communityoflakepark.com>  
All Web Site Data

## My Dashboard

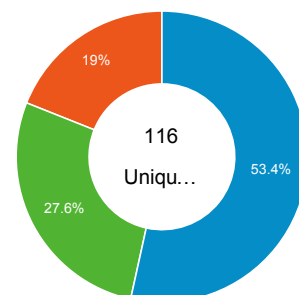
Aug 1, 2013 - Aug 31, 2013

### Visits and Unique Visitors

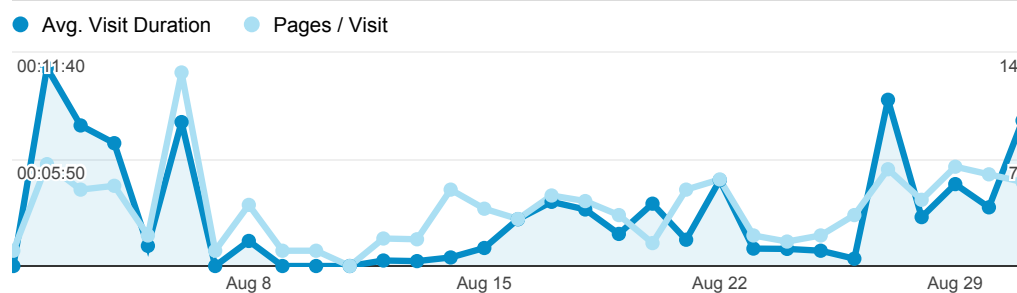


### Unique Visitor Origin

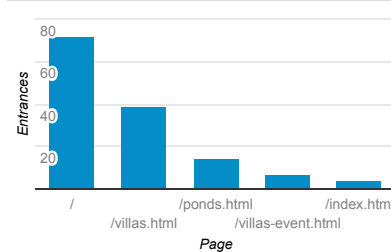
■ organic ■ direct ■ referral



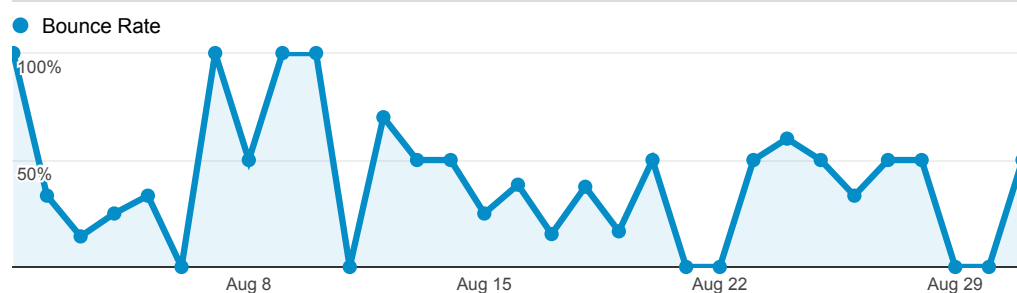
### Avg. Visit Duration and Pages / Visit



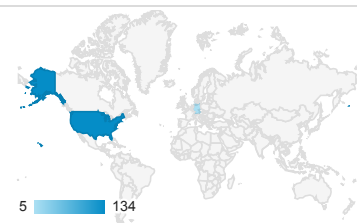
### Most Common First Pages



### Bounce Rate



### Visits

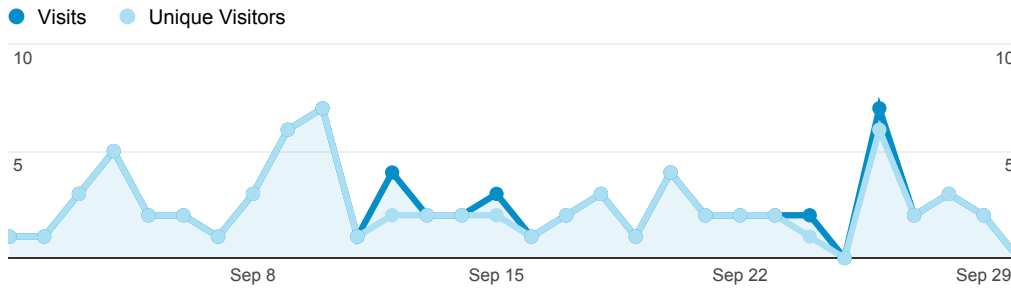




## My Dashboard

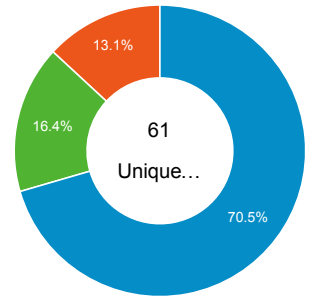
Sep 1, 2013 - Sep 30, 2013

### Visits and Unique Visitors

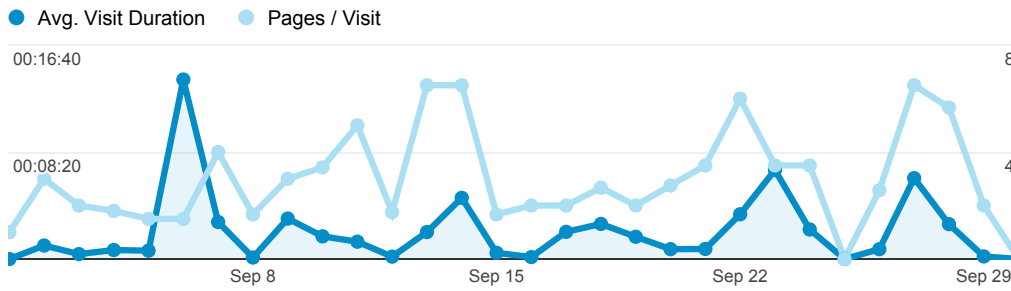


### Unique Visitor Origin

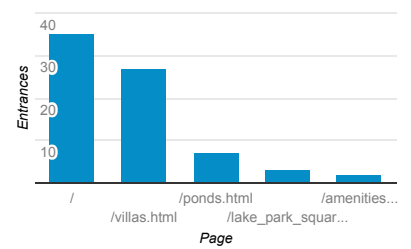
organic referral direct



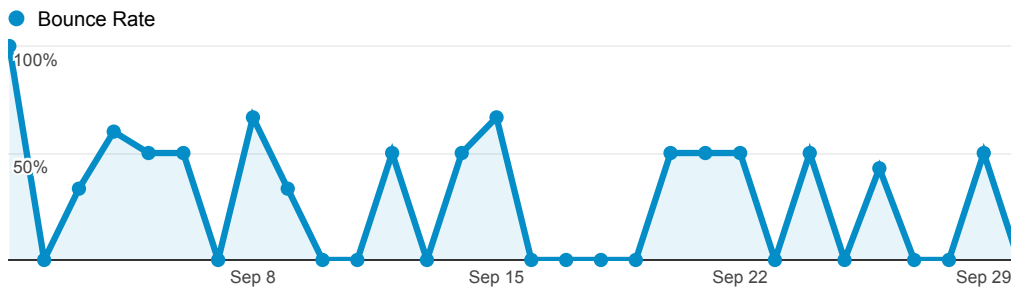
### Avg. Visit Duration and Pages / Visit



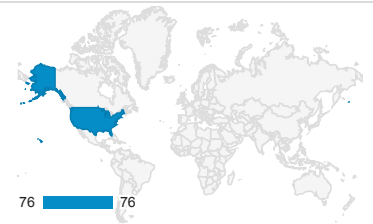
### Most Common First Pages



### Bounce Rate



### Visits



PREPARED 10/11/13, 13:35:36  
 PROGRAM GM601L  
 BUDGET WORKSHEET 2013

BUDGET PREPARATION WORKSHEET  
 FOR FISCAL YEAR 2014

PAGE 1  
 ACCOUNTING PERIOD 01/2013

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2012 ACTUAL	2013 ADJUSTED BUDGET	2013 YEAR TO DATE ACTUAL	2013 YEAR END PROJECTION	2014 DEPARTMENT REQUEST
	Community Development					
501-0304-562.21-02	Engineering	0	2,500	0	4,550	0
501-0304-562.21-06	Management	0	0	0	0	0
501-0304-562.21-10	Marketing	0	20,000	657	0	20,000
501-0304-562.22-03	Electricity	22	0	94	125	125
501-0304-562.22-06	Storm Water	1,219	2,500	2,822	3,878	3,878
501-0304-562.32-01	Dues/Memberships/Licenses	0	25,000	0	25,000	25,000
501-0304-562.82-01	Buildings	0	2,000	0	2,000	0
*	Community Development	1,241	52,000	3,573	35,553	49,003