

**FORWARD NEW RICHMOND**  
**August 15, 2018**  
**Meeting Minutes**

The meeting was called to order at 12:00 p.m.

Roll call was taken.

Members Present: Summer Seidenkranz, Mike Montello, Cathy Longtin, Karl Skoglund, Paul Mayer, Tom Mews, Susan Lockwood, Rob Kreibich

Members Absent: Heather McAbee

Others Present: Seth Hudson, Bill Rubin, Beth Thompson, Lori Brinkman

Mike Montello moved to adopt the agenda as presented, seconded by Paul Mayer, and carried.

Tom Mews moved to adopt the minutes from the previous meeting dated June 20, 2018, seconded by Paul Mayer, and carried.

**Overall Economic Development Goals**

Beth Thompson reviewed the overall goals of the Forward New Richmond group and the goals from the City's Comprehensive Plan for Economic Development. Beth asked what specific things the Forward New Richmond group would like to learn more about. Summer Seidenkranz added the group needs to determine what their areas of focus should be. There was much discussion on this. The group agreed they need to be proactive and not only reactive; not only putting fires out, but how they can assist in finding out the needs of the community and attracting new businesses and home buyers. Some areas of focus brought forward by the group were: housing, transportation, and labor shortage. There will be focus at the September meeting on big-picture items to be addressed.

**Marketing Update**

Beth Thompson reviewed the current marketing materials she distributes to prospective businesses. Each packet is tailored to meet the needs of the prospect. Beth explained that materials are being updated to include the Forward New Richmond logo. Materials such as the Community Profile and Business and Technical Park flyer have been updated with current (2018) information. There was discussion on how the Chamber and City can work together to get information to prospective businesses and residents. Seth Hudson spoke about the Locate in Wisconsin website and how it can be a useful tool. Lori Brinkman will add a link on the City's website for Locate in Wisconsin. Lori will also add the updated Community Profile to the City's website. Mike Montello suggested a future Forward New Richmond agenda item should be housing and what government can do to foster housing in New Richmond.

**North Side Updates**

Beth explained that the Raedekes have met with City staff and Jeff, from HKGI, and have revised their building plans for the proposed four-plex on North Knowles Avenue. There was discussion on this and the general need/hope for a mix of retail and housing on the north side.

**New EDC leads**

Beth reminded the group that many new businesses approach the City with inquiries and ask for information to be confidential. FNR group must not discuss confidential information. Beth explained

that Midwest Cable and Oeving Homes are discussing expansions. Beth mentioned that the City's new building inspector has resigned and she is actively seeking a new building inspector.

#### **FAM (Familiarity) Tour**

Seth Hudson gave an overview of the 2018 Momentum West Familiarity Tour which will take place October 3 - 5, 2018. There will be a bus tour through the communities of Eau Claire, New Richmond, Altoona, Chippewa Falls, River Falls, Hudson and Menomonie. Seth is seeking support from these communities to help with costs of the tour. He is also requesting FNR members be part of this FAM Tour. Discussion followed.

Rob Kreibich moved to spend \$2,500 to sponsor the FAM Tour, seconded by Cathy Longtin, and carried.

#### **Discussion items for September meeting**

The following items were listed on the agenda and will be moved to the September meeting due to time/length of the August meeting: update on City regulations and fees, marketing and economic gardening, strategies for FNR in 2019, assisting businesses with moving forward.

**Closed Session:** Mike Montello moved to go into Closed Session per State Statute 19.85 (1)(e) to discuss TID #5, seconded by Karl Skoglund, and carried.

**Open Session:** Paul Mayer moved to proceed as discussed and agreed upon in closed session, with the stipulations of building within two years and to make sure that there is one acre remaining, seconded by Tom Mews, and carried.

#### **Communications/Miscellaneous**

- none

Tom Mews moved to adjourn the meeting, seconded by Paul Mayer, and carried.

Meeting adjourned at 2:12 p.m.