



156 East First Street  
New Richmond, WI 54017  
Ph 715-246-4268 Fax 715-246-7129  
www.newrichmondwi.gov

**June 14, 2019**

**TO ALL FORWARD NEW RICHMOND MEMBERS:**

<b>Summer Seidenkranz</b>	<b>Paul Mayer</b>
<b>Heather McAbee</b>	<b>Tom Mews</b>
<b>Cathy Longtin</b>	<b>Susan Lockwood</b>
<b>Karl Skoglund</b>	<b>Rob Kreibich</b>
<b>Mike Montello</b>	

**This is to notify you that there is a Forward New Richmond meeting scheduled for Wednesday, June 19, 2019, at 12:00 p.m. in the Lower Level Conference Room #1, 156 East First Street, New Richmond, WI 54017.**

**AMENDED AGENDA:**

- 1) Roll Call**
- 2) Adoption of Agenda**
- 3) Approval of Minutes from Previous Meeting (May 15, 2019)**
- 4) Transition of Chair/Vice Chair Positions**
- 5) Housing Study Discussion**
- 6) TIF 6 Sign**
- 7) RECon Update**
- 8) Economic Development Mid-Year Update**
- 9) Closed Session per State Statute 19.85 (1)(e) – TID #6 (Sale of Public Land)**
- 10) Open Session**
- 11) Communications and Miscellaneous**
- 12) Adjournment**

**Mike Darrow**  
**City Administrator**

**cc:**  
**The News**  
**Northwest Cable**  
**City Website**

## **FORWARD NEW RICHMOND**

**May 15, 2019**

### **Meeting Minutes**

Summer Seidenkranz called the meeting to order at 12:00 p.m.

Roll call was taken.

Members present: Summer Seidenkranz, Heather McAbee, Cathy Longtin, Karl Skoglund, Mike Montello, Paul Mayer, Tom Mews, Susan Lockwood, Rob Kreibich.

Others present: Beth Thompson, Mike Darrow, Lori Brinkman, Seth Hudson, Tom Weinmeyer, Bill Rubin.

Tom Mews moved to adopt the agenda, seconded by Heather McAbee and carried.

Tom Mews moved to approve the minutes from the previous meeting dated April 17, 2019, seconded by Karl Skoglund and carried.

#### **Retail Gap Analysis**

Seth Hudson with Cedar Corporation, completed a Retail Gap Analysis study for the City in preparation for RECon. Seth explained how the information was gathered and described the retail trade area (5-mile radius and 10-mile radius). Seth went through the demographic profile, employment trends, wage trends, industry snapshots, occupation snapshots, and education levels for this area. He also outlined the various lifestyle segmentations and traits for our area. Per the Retail Gap Analysis study, the potential opportunities in New Richmond are in the following categories: Sporting Goods, Hobby, Book & Music; Clothing and Closing Accessories; Health & Personal Care; Shoe Stores; Book, Periodical & Music. Beth Thompson and Summer Seidenkranz will be attending RECon in Las Vegas next week. The group discussed how to best market New Richmond at RECon.

#### **Housing Study**

At the April meeting, FNR directed City staff to research how to handle housing needs in New Richmond. Staff feels the best approach is to have a comprehensive housing study completed so we can be fully informed on the actual housing needs. Beth Thompson explained that two Wisconsin communities a little larger than New Richmond have recently completed housing studies (River Falls and Platteville). The costs for the studies were between \$20,000 and \$25,000. Barron County also recently completed a similar study.

Tom Mews moved to discuss the possibility of a housing study, seconded by Susan Lockwood and carried. Discussion followed.

Beth explained there is a CDBG Planning grant the City will apply for which, if awarded, could pay up to half of the cost of the study. The group would like to speak with representatives from River Falls and/or Barron County to get their feedback. City staff will bring this agenda item back to the July FNR meeting. If a housing study is recommended at that time, a request for Proposals would be put out for firms to complete a housing study.

No action needed at this time.

#### **Economic Development Updates**

Beth Thompson gave a brief update on the current business development projects in New Richmond: Dance Explosion ground-breaking, Oral Surgery Center possible building location, WITC addition, and Westfields Hospital addition. Beth also gave year-to-date information on building permits and "Keep it Beautiful".

**Closed Session**

Tom Mews moved to go into Closed Session by State Statute 19.85 (1)(e), seconded by Paul Mayer, and carried.

**Open Session**

Karl Skoglund moved to proceed as discussed in Closed Session, seconded by Paul Mayer and carried.

**Communications/Miscellaneous**

None

Paul Mayer moved to adjourn, seconded by Heather McAbee and carried.

Meeting adjourned at 1:41 p.m.

Minutes submitted by Lori Brinkman.



156 East First Street  
New Richmond, WI 54017  
Ph 715-246-4268 Fax 715-246-7129  
[www.newrichmondwi.gov](http://www.newrichmondwi.gov)

## MEMORANDUM

**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** June 14, 2019

**SUBJECT:** Chair / Vice Chair Transition

---

### ***Background***

At the June meeting we want to thank Summer Seidenkranz for serving as the Chair for Forward New Richmond. We will be transitioning and welcoming Heather McAbee as the new Chair and Susan Lockwood as the new Vice Chair.

### ***Recommendation***

No recommendations.



156 East First Street  
New Richmond, WI 54017  
Ph 715-246-4268 Fax 715-246-7129  
[www.newrichmondwi.gov](http://www.newrichmondwi.gov)

## MEMORANDUM

**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** June 14, 2019

**SUBJECT:** River Falls Housing Study

---

### ***Background***

At last month's meeting, FNR members discussed a housing study for New Richmond, possible benefits and other communities that have completed similar studies. As discussed, River Falls recently completed a comprehensive housing study. Heather McAbee stated she would check in with River Falls and see if anyone could attend our next meeting to give us basic information about their study.

River Falls Councilman, Scott Morrissette, will attend our June FNR meeting to explain further about their study, recommendations about housing studies and possible outcomes of their study.

### ***Recommendation***

No recommendations needed – this agenda item will be for discussion purposes only.



156 East First Street  
New Richmond, WI 54017  
Ph 715-246-4268 Fax 715-246-7129  
[www.newrichmondwi.gov](http://www.newrichmondwi.gov)

## MEMORANDUM

**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** June 14, 2019

**SUBJECT:** Richmond Crossing Sign

---

### ***Background***

City staff will be discussing and updating FNR members on the Richmond Crossing Sign.

### ***Recommendation***

FNR will make a recommendation based on the discussion.



156 East First Street  
New Richmond, WI 54017  
Ph 715-246-4268 Fax 715-246-7129  
[www.newrichmondwi.gov](http://www.newrichmondwi.gov)

## MEMORANDUM

**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** June 14, 2019

**SUBJECT:** RECon Update

---

### ***Background***

Beth Thompson and Summer Seidenkranz will be updating FNR members on the RECon event that was held in Las Vegas from May 19 – May 22, 2019.

### ***Recommendation***

For discussion purpose only.



156 East First Street  
New Richmond, WI 54017  
Ph 715-246-4268 Fax 715-246-7129  
[www.newrichmondwi.gov](http://www.newrichmondwi.gov)

## MEMORANDUM

**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** June 14, 2019

**SUBJECT:** Economic Development Mid-Year Updates

---

### ***Background***

At the June meeting Mike and Beth will update FNR members on several areas of Economic Development for a mid-year report.

### ***Recommendation***

For information purposes only.