

**FORWARD NEW RICHMOND**  
**February 26, 2019**  
**Meeting Minutes**

The meeting was called to order at 12:05 p.m.

Roll call was taken.

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

Members Absent: Heather McAbee, Susan Lockwood, Karl Skoglund

Others Present: Jim Jackson, Ron Volkert, Jim Zajkowski, Craig Kittel, Bill Rubin, Seth Hudson, Beth Thompson, Mike Darrow, Rae Ann Ailts, Noah Wiedenfeld, Lori Brinkman

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

Mike Montello moved to adopt the minutes from the previous meeting dated January 18, 2019, seconded by Tom Mews and carried.

**Protective Covenants – Background, Set 1 and Set 2**

Beth Thompson explained there are currently three different sets of protective covenants in the Business and Technical Park. The three sets of covenants were established in 1983, 2002, and 2006, respectively. In addition, a new zoning ordinance went into effect in 2015 for the entire City of New Richmond. Beth explained that items originally outlined in the covenants are now part of the zoning ordinances. Having multiple sets of covenants along with zoning ordinances causes confusion, frustration, and challenges to businesses wanting to expand or move to the Business & Technical Park. Discussion followed regarding adding an agenda item for zoning ordinances at a future meeting and comparing our zoning ordinances to neighboring communities. Beth suggested creating a zoning ordinance subcommittee and including two FNR members. Noah Wiedenfeld confirmed it is easier to enforce zoning requirements than covenant requirements. It was noted it would have been beneficial to see the comparisons between the covenants and the ordinances in advance of today's meeting.

Mike Montello moved to approve the authorizing resolution to terminate Protective Covenants – Set 1, seconded by Cathy Longtin and passed unanimously by roll-call vote.

Tom Mews moved to approve the authorizing resolution to terminate Protective Covenants – Set 2, seconded by Paul Mayer and passed unanimously by roll-call vote.

**Consideration of Needs Analysis for Future Industrial and/or Business & Technical Park**

Mike Darrow explained that City Staff recommends consideration of a needs analysis study for future industrial and/or Business & Technical Park land which would be done by Seth Hudson. Seth explained he would reach out to neighboring communities (Somerset, River Falls, Hudson, Baldwin, Woodville, Hammond, and Roberts) for information gathering as well as using the "Locate in Wisconsin" information found online. Bill Rubin, St. Croix EDC, mentioned that the Regional Planning Commission may have some useful information. Seth explained the study could be completed in 60 to 90 days. Discussion followed.

Tom Mews moved to approve the needs analysis study by Seth Hudson not to exceed the \$5,000, seconded by Paul Mayer and carried.

### **Richmond Crossing Sign**

Mike Darrow explained the history of the Richmond Crossing sign, which is located on the northwest corner of S. Knowles Avenue and Richmond Way, near Culver's restaurant. The sign was purchased by the City for \$54,000 many years ago. The owner of Culver's approached the City about the possibility of purchasing the sign two years ago. There was a verbal agreement at the time, however, no purchase agreement was ever drafted or formalized. The owner of Culver's has again approached the City about purchasing the sign. Discussion ensued regarding keeping the sign or selling the sign. FNR is suggesting a Request for Proposals be completed so anyone interested in purchasing the Richmond Crossing sign can submit a proposal. This item will be added to next month's FNR agenda.

### **Recommendations for retailers/companies to connect with at RECon**

Beth and Summer requested suggestions for retailers/companies to connect with at RECon this spring. The last two RECon visits kicked off discussions with Aldi and Best Western Plus, which (after many subsequent conversations and a lot of legwork) resulted in both businesses coming to New Richmond. Summer and Beth will put together a list of categories in which FNR members can make suggestions as to who they visit at RECon.

### **1/18/19 Worksession Follow-Up**

Lori Brinkman will send out a list of the 2019 goals that were identified at the 1/18/19 worksession so FNR members can rank them in order of importance. FNR members should return those to Lori within a week.

### **Communications/Miscellaneous**

- Mike Darrow reminded everyone there will be Robert's Rules presentations by City Attorney Nick Vivian on Thursday at 2:00 and 4:00. The sessions will be recorded if anyone is unable to attend. There will also be a FAQ sent out to all board and commission members.

Mike Montello moved to adjourn the meeting, seconded by Rob Kreibich and carried.

Meeting adjourned at 1:05 p.m.

Minutes submitted by Lori Brinkman.