



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

March 13, 2019

TO ALL FORWARD NEW RICHMOND MEMBERS:

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

This is to notify you that there is a Forward New Richmond meeting scheduled for Wednesday, March 20, 2019, at 12:00 p.m. in the Lower Level Conference Room #1, 156 East First Street, City of New Richmond, WI.

AGENDA:

- 1) Roll Call**
- 2) Adoption of Agenda**
- 3) Approval of Minutes from Previous Meeting (February 26, 2019)**
- 4) Richmond Crossing sign – RFP**
- 5) Communications and Miscellaneous**
- 6) Adjournment**

**Mike Darrow
City Administrator**

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

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.



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MEMORANDUM

TO: Forward New Richmond Members

FROM: Beth Thompson, Community Development Director
Mike Darrow, City Administrator

DATE: March 13, 2019

SUBJECT: Request for Proposals – Richmond Crossing Sign

Background:

Richmond Crossing Sign/Land - RFP: At the direction of FNR, City staff has prepared a draft Request for Proposals for the purchase or acquisition of the Richmond Crossing Sign and associated land.

Recommendation:

City staff recommends moving forward with the attached Request for Proposal with any recommendations from the FNR Committee.

Request for Proposals

Richmond Crossing Sign



City of New Richmond
156 East First Street
New Richmond, WI 54017

Proposal Due Date: April 15, 2019

REQUEST FOR PROPOSALS

Purchase and Plan for Richmond Crossing Sign

GENERAL INFORMATION

Date of Request: March 21, 2019

Project Title: Purchase and Plan for Richmond Crossing Sign/Land

Submittal Date: 4 p.m. local time, Monday, April 15, 2019.

Late Proposals: Any proposal received by the City after the exact time and date specified will not be considered.

Withdrawal of Proposals: Proposals may be withdrawn by written notice received at any time prior to the proposal closing date and time. Proposals may also be withdrawn in person by an officer or by a representative of the firm, provided that the representative signs a receipt for return of the proposal.

Submit to: City of New Richmond
Attn: Mike Darrow
156 East First Street
New Richmond, WI 54017

Please label the sealed envelope of the submittal: Purchase and Plan for Richmond Crossing Sign.

Three (3) paper copies of the proposal are to be submitted for evaluation by the City. No faxed or electronic proposals will be accepted.

Contact Person: Mike Darrow
City Administrator
156 East First Street
New Richmond, WI 54017
715-246-4268
mdarrow@newrichmondwi.gov

PURPOSE

The City of New Richmond, WI (City) is seeking proposals from firms or individuals who would offer to purchase the sign and land and submit a plan for the use. In exchange for the purchase or acquisition of the sign, the purchaser shall update the sign to accommodate electronic messaging (consistent with our zoning ordinance) to include 50% private marketing and 50% community marketing/events during a 24-hour day. Community marketing shall include messaging for defined not-for-profit events, citywide announcements, emergency response alerts and/or community news alerts. The purchaser shall also be responsible for all maintenance of the sign as well as the surrounding landscaping. A development agreement shall be developed upon completion of the sale/acquisition. The City will also assist in guiding the purchaser through any necessary zoning / site plan updates and/or amendments.

PROJECT BACKGROUND

The City of New Richmond's Richmond Crossing Sign is located at the South end of the City on the West side of South Knowles / Highway 65, adjacent to Culver's Restaurant. The Richmond Crossing Sign sits on .04 acres of land with a PID #261-1070-44-412 (see photo below). The sign was erected in 2011 with a total cost of \$52,236.00.



The Richmond Crossing Sign currently houses two tenants, Maurice's and Dollar Tree. These tenants pay a yearly rental fee.

PROPOSAL REQUIREMENTS

Proposals that do not address the items listed in this RFP may be considered incomplete and may be deemed non-responsive by the City of New Richmond at its sole discretion. It is the responsibility of the individuals and consultants submitting proposals to determine the actual efforts required to complete the project. Proposals shall be limited to **no more than five pages in length** and shall include the following:

1. A brief description of the individual or firm.
2. Provide your cost proposal for the current sign and land.
3. Provide a proposed use plan.
4. Provide your marketing plan and community use policy

INCURRING COSTS

The City is not liable for any costs incurred by firms prior to the signing of a contract. Expenses incurred in the preparation of submittal, presentations, and other incidental activities related to this solicitation are solely the responsibility of the respondent.

EVALUATION AND SELECTION PROCESS

The City of New Richmond will evaluate proposals and make a decision for award based on the following criteria (in no particular order):

1. Overall quality, professionalism, and completeness of proposal submission
2. Unique plan for land and signage
3. Qualification of applicant and financial background
4. Marketing and Communication plan

DISCLOSURE

All information in an individual or consultant's proposal is subject to public disclosure under the provisions of Wisconsin law.

TENTATIVE PROJECT TIMELINE

The following timeline represents the City's best estimates for the completion of major milestones regarding this RFP:

Submission of Proposals to City: April 15, 2019

Review of Proposals no later than May 15, 2019

CONTRACT AWARD

It is the City's intent to review all respondent qualifications and proposals conscientiously and to select a candidate based upon selection criteria. Should the City believe it would be in the best interest of the City, it may enter into negotiations with any of the Consultants until a contract sum can be finalized with the successful candidate. Furthermore, the City reserves the right to modify the scope of the project based upon estimated costs and organizational needs.

The City reserves the right to waive any irregularities in any proposal and to select the proposal that is most advantageous to the City. The City and its representatives reserve the right to reject any and all proposals or to request additional information from any respondent or from all respondents.

ATTACHMENTS FOR REVIEW

1. Site photos

