

**VILLAGE OF PLEASANT PRAIRIE
COMMUNITY DEVELOPMENT AUTHORITY**

Village Hall Auditorium

9915 39th Avenue

Pleasant Prairie, WI

April 28, 2010

5:30 p.m.

A special meeting of the Pleasant Prairie Community Development Authority was held on Wednesday, April 28, 2010. Meeting called to order at 5:30 p.m. Present were John Steinbrink, Monica Yuhas, Gary Hutchins, Kate Jerome, Phil Godin and Larry Nelson. Tom Reiherzer was excused. Also present were Mike Pollocoff, Executive Director, Tom Shircel, Assistant to the Administrator, Kathy Goessl, Treasurer and Jane Romanowski, Secretary.

1. CALL TO ORDER

2. ROLL CALL

3. MINUTES OF MEETING – MARCH 24, 2010

HUTCHINS MOVED TO APPROVE THE MINUTES OF THE MARCH 24, 2010 CDA MEETING AS PRESENTED IN THEIR WRITTEN FORM; SECONDED BY NELSON; MOTION CARRIED 6-0.

4. CITIZEN COMMENTS - None.

5. COMMISSION COMMENTS - None.

6. NEW BUSINESS

A. Consider an Award of Contract for the Village Green Retail/Commercial Analysis & Market Study.

Mike Pollocoff:

Mr. Chairman. We issued a Request for Proposal (RFP) to get the services of a firm to do a commercial analysis and market study for the Village Green. If you think back, our grant application is currently being processed through the Department of Commerce EDA for a joint project for a biomedical incubator with Kenosha Area Business Alliance (KABA). That process got moved back about two months, which was actually good for us as it gives us more time.

One of the things we want to get done to help us in being able to establish what the value of this land was, what the impact would be of sustainable type of development and what that would mean, we wanted to get the work of an outside consultant on it so we released the RFP on February 12. We had six consultants that responded to it and from that group of six, we brought the list down to three -BDI or Business Districts, Inc.; S.B. Friedman and Vierbicher Associates. We interviewed the firms involved and we felt based on what we are looking for that S.B. Friedman was going to give us the best independent look at the project rather than the other consultants. Both other firms were good but they seemed to be predisposed to really in getting

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involved in a larger downtown project and would look to stay on as a consultant. Of course we have an agreement with S.B. Friedman for the I-94 project and maybe that made us a little more familiar with how they are approaching it.

So, the amount of the contract is for \$25,000 to complete the work and the schedule they gave us is 13 weeks to complete it. This is one of the foundations that will give us an indication of how we are doing on the plan that we developed to date and it will also provide us with the potential revenue forecast for a TIF District in that area to see whether or not we can run some scenarios to see how this would pay off. If there are any questions, I'd be glad to answer them.

Gary Hutchins:

Mike, can you just remind me how the CDA is going to interact with the Planning Commission on something like this. There is property we own and property owned by a developer. Right?

Mike Pollocoff:

Right. The CDA is going to be – in essence this is a redevelopment project. The CDA is going to be the owner of the incubator building and there could be as part of this – one of the things we are going to be looking at, maybe the CDA at some point in the future, as we look at the scenario, could own and lease a building or more in the downtown area. So, the Plan Commission doesn't have the authority to do that. They are only going to review whether or not the plans are appropriate and meet with the master plan and zoning and the Board doesn't do that either so the statutes under redevelopment really places that legal ability with the Community Development Authority. The Community Development Authority is going to in the long run pay for that with the TIF District that would be established out there and more than likely that would be an extension of the TIF out at LakeView Corporate Park to the downtown area. There is a chance – I think it is minimal – that this would be a separate TIF District on its own because I don't think it is going to build out fast enough to really retire the debt but that would be the funds that the CDA would use to accomplish their task.

Larry Nelson:

When we approved the one from last time, we made a stipulation that it was not to exceed \$25,000 and that they were going to present it to the CDA. Could we put that in here too?

Mike Pollocoff:

Sure.

GODIN MOVED TO AWARD A CONTRACT TO S.B. FRIEDMAN FOR THE VILLAGE GREEN RETAIL/COMMERCIAL ANALYSIS AND MARKET STUDY IN AN AMOUNT NOT TO EXCEED \$25,000 AND WHEN THE STUDY IS COMPLETED, PRESENT THE FINDINGS TO THE CDA; SECONDED BY JEROME; MOTION CARRIED 6-0.

7. ADJOURNMENT

**YUHAS MOVED TO ADJOURN THE MEETING; SECONDED BY HUTCHINS;
MOTION CARRIED 6-0 AND THE MEETING ADJOURNED AT 5:40 P.M.**