

**PLEASANT PRAIRIE PLAN COMMISSION MEETING
VILLAGE HALL AUDITORIUM
9915 39TH AVENUE
PLEASANT PRAIRIE, WISCONSIN
5:00 P.M.
December 1, 2014**

A special meeting for the Pleasant Prairie Plan Commission convened at 5:00 p.m. on December 1, 2014. Those in attendance were Thomas Terwall; Michael Serpe; Donald Hackbarth; Wayne Koessl; Jim Bandura; John Braig; Judy Juliana; and Bill Stoebig (Alternate #1). Deb Skarda (Alternate #2) was excused. Also in attendance were Michael Pollocoff, Village Administrator; Jean Werbie-Harris, Community Development Director; and Peggy Herrick, Assistant Zoning Administrator.

- 1. CALL TO ORDER.**
- 2. ROLL CALL.**
- 3. CONSIDER THE MINUTES OF THE NOVEMBER 10, 2014 PLAN COMMISSION MEETING.**

John Braig:

Move approval as presented.

Jim Bandura:

Second.

Tom Terwall:

IT'S BEEN MOVED BY JOHN BRAIG AND SECONDED BY JIM BANDURA TO APPROVE THE MINUTES OF THE NOVEMBER 10, 2014 PLAN COMMISSION AS PRESENTED IN WRITTEN FORM. ALL IN FAVOR SIGNIFY BY SAYING AYE.

Voices:

Aye.

Tom Terwall:

Opposed? So ordered.

- 4. CORRESPONDENCE.**
- 5. CITIZEN COMMENTS.**

Tom Terwall:

Since there are no public hearings tonight, if you wish to speak now would be your opportunity to do so. We'd ask that you step to the microphone and begin by giving us your name and address. Anybody wishing to speak under citizens' comments?

6. NEW BUSINESS.

- A. Consider the required of Nate Franke agent on behalf of Towne LakeView VI LLC owner of the property at 7152 99th Street for approval of Site and Operational Plans for a proposed manufacturing, storage and distribution facility.**

Jean Werbie-Harris:

Mr. Chairman and members of the Plan Commission and the audience, this is a request by Nate Franke, agent on behalf of Towne LakeView VI LLC, owner of the property at 7152 99th Street. They're requesting approval of site and operational plans for a proposed light manufacturing, storage and distribution facility.

The petitioner is requesting approval of interior tenant modifications for a light manufacturing, storage, distribution and office facility to occupy the entire 176,433 square feet building located at 7152 99th Street in the LakeView Corporate Park in Pleasant Prairie.

The property is zoned M-2, General Manufacturing District, and no exterior site modifications are proposed at this recently completed Zilber Towne VI building. Pursuant to their application, 81,248 square feet will be classified as Occupancy Type Factory Group F-1, 84,241 square feet will be classified a Storage Group S-1, and 10,944 square feet will be classified as Business Group B pursuant of Chapter 3 of the 2006 International Commercial Code. Therefore this use is a permitted use in the M-2 District.

The company plans to create more than 100 full-time positions beginning in first quarter of 2015 in addition to seasonal employment opportunities. Additional job creation is expected over time based on the demand for company's products. The facility is proposed to operate 24 hours per day Monday through Friday, and it will be open to the public from 9:00 a.m. to 5:00 p.m., and deliveries will occur Monday through Friday 7:00 a.m. and 5:00 p.m. The use is anticipated to average two truck trips per day with a maximum of five truck trips per day. The site has 215 existing parking spaces including seven handicapped accessible parking spaces which will provide the adequate parking at the facility.

What I'd like to do is I'd like to introduce Chad Navis from Zilber Group, and he will tell us a little bit about their prospect and introduce the company and the representative from FNA.

Chad Navis:

Chad Navis, Zilber Property Group, 9560 58th Place, Kenosha, Wisconsin. Nor is my name Franke, I know that's the applicant, you get with me as a proxy today. I'm here to answer questions on the building itself. This is a property that Zilber Property Group built speculatively and will continue to own during FNA's occupancy which is hopefully many more years than all

of us will be here ourselves. And I wanted to say thank you also not only to Village staff but elected officials. This goes up through County officials as well and all the way through the State. And KABA and others have had their hand in the process that has taken us many moons to get through in FNA's exhaustive kind of multi-state search.

So with all that, again, any questions related to the building happy to answer them. And then I want to introduce Chris Alexander from the FNA Group, and I also want to just thank him as well for his leadership throughout this process and really coordinating a very difficult effort to make sure his entire operation can get moved up here for this particular group. So with that I'll introduce Chris, and he can tell you a little bit more about FNA.

Chris Alexander:

Good evening. My name is Chris Alexander.

Tom Terwall:

Give us your address, too Chris, would you please for the record?

Chris Alexander:

23 North Aberdine, Chicago, Illinois. I'm here to represent the FNA Group. In 1988 we incorporated our business. My father started the company out of his home base in Chicago. We are a Chicago based family but for a very long time have done business either through vendors, partnerships or customers in the State of Wisconsin. Through a series of this search and working with the State of Wisconsin we are very excited to make the move to Pleasant Prairie.

Our core business is manufacturing pressure washers. And for the first 20 or so years of our company we've always manufactured under an OEM platform. Not until most recently have we started selling under our own name brands. In 2005 we made an acquisition for two smaller companies in northwest Arkansas in the Bentonville area under Simpson Cleaning and Delco Cleaning. And that was really the beginning of transitioning the company from being import/export manufacturers of product out of Italy and China and really looking at the United States and saying we can manufacture here better than anybody else.

Today we employ over 500 people in northwest Arkansas. We manufacture nearly every single product. We are the most vertically integrated pressure washer companies in the country. And our brands are now recognized all over the world. Simpson Cleaning has turned from being a very small niche market to today in Costco, Lowe's, Tractor Supply, and one of the biggest elements of the pressure washing is manufacturing high pressure hose that goes along with that. For each machine a hose is required. In 1999 we began developing high pressure hose on our own intellectual property. Prior to '99 there was a big focus on rubber hose as a hydraulic standard for hydraulic applications, and by association it was built for high pressure water. Through our engineering technologies we were able to develop lower cost manufacturing in our Chicago based office.

In 2009 through the acquisition of more assets that were Black & Decker at the time, we acquired 228,000 square feet, again adding to our manufacturing. We then closed our Chicago location

and consolidated all of our manufacturing from Chicago into northwest Arkansas where we are today. Very fortunately we've been blessed with a significant amount of growth, market share, continual improvement in manufacturing, and hence our search started for a new manufacturing locations. We started looking at six different states. And over the last eight months we were able to bring it down to two. And working with the state found that Wisconsin is the best fit for us.

The Pleasant Prairie location, the 176,000 square feet, turnkey will jump start 100 jobs focused on manufacturing and distribution of products. That's today. What we look to focus on is development of engineering, product development, quality and look at that location and say what more can we do. We know that we run 24 hours a day five days a week. With that capacity we're able to put over 100 million feet into the marketplace today. We are the largest thermoplastic hose manufacturer in North America. But it doesn't stop. That's core product.

So, again, we talk about what further developments we can do as a company, as an organization, and we don't want to just look at ourselves just as a core manufacturer. We want to look at ourselves as being established in the community and what more we can do for the State and Pleasant Prairie. I have the product here. Maybe you can touch and feel a little bit to see exactly what we do. And I think there's also a video that we can show that also demonstrates our manufacturing.

Michael Serpe:

Chris, could I ask a couple questions? In the memo there it says open to the public. Is that a mistake?

Chris Alexander:

We've normally been a very closed -- we have normally been a very closed company. We're looking to incorporate the community into our R&D and technology center. So working with Gateway they once had a development for a quality control program, and we know the extent of engineering programs that they do have. So as part of our development program with Gateway is to look at an R&D center so we can also bring in interns and teach.

Michael Serpe:

And one other thing. You're going to start out with 100 employees. Are these new hires or transfers?

Chris Alexander:

These are new hires.

Michael Serpe:

From the area?

Chris Alexander:

Correct. Where we're currently located we've increased our capacity down there. So fortunately for us that's not a turnover of jobs. It's actually a new job creation all over the country.

Michael Serpe:

Is it out of place to ask wage-wise what does this pay?

Chris Alexander:

Right, so working with the State we're able to bring people in at entry level for very general jobs. And we have an internal training program that fast tracks them. And with each step along the way there's an increase in wage. So our goal is to bring them in and elevate the wage relatively pretty quick. But those are for the general positions. There's a lot of technical divisions that come in that require the upkeep and maintenance of machinery which is a technical job. Any time you have an employee that reduces downtime that's cost savings to the company. So we reward those with higher pay initially.

Michael Serpe:

And right now it's only manufacturing of hose?

Chris Alexander:

And distribution of OEM component parts for pressure washers.

Michael Serpe:

Okay, but no other manufacturing?

Chris Alexander:

At this time no. There's 176,000 square feet, frankly speaking is a very large building for us to consume for just hose manufacturing. But the goal in development is to bring more manufacturing onto that location. So today it's thermoplastic hose manufacturing for pressure washer markets. There's a lot of markets that we've been neglecting just because of space constraint. So this is also a development for us into other product categories.

Michael Serpe:

Thank you.

Tom Terwall:

This product here what's the psi rating for that stuff?

Chris Alexander:

The black and the red quarter inch starts at 2,000, and we actually make that all the way up to 3,000 psi. That will go on, ironically, that red one goes to a very good Wisconsin based company not too far from here. So that's proprietary for them actually. There's only so many players in our industry. The larger one and the steel wired one go all the way up to 4,500 psi. We're able to produce half inch up to 6,000 and 7,000 psi under water applications.

John Braig:

Are you suggesting your pressure washers are delivering pressures that high?

Chris Alexander:

Yes, we do. So a lot of municipalities use high pressure cleaners for street cleaning or any sort of sanitation. We have a division of the company that's focused on making hot water high end sanitation equipment, steam cleaning, water pressure 3,000, 4,000, 5,000 using anywhere from 120 to 200 degree temperature.

Don Hackbarth:

That pressure takes off the asphalt.

Chris Alexander:

You get close enough it definitely will do some damage, yeah.

Michael Serpe:

At what point do you think you'll be starting operation?

Chris Alexander:

Well, working with the city we are under a pretty tight constraint of time. Right now we're going to begin moving equipment as soon as we can, a third of our equipment. So once one piece shuts down every day I'm down I lose a foot. So up and running as soon as possible. And I've met with the State and the city on hiring and recruiting. And between KABA and Gateway and the DWD we have a very solid plan. It's a great group. I've been very impressed with how much help they have offered us. It's been fantastic.

Michael Serpe:

Good. How much room is on that lot itself. Other than the 176,000 square feet how much more space is there? It's built out?

Jean Werbie-Harris:

Right, that particular lot is built out.

Michael Serpe:

So you're interesting in greater property someplace, is that right, maybe within the park?

Chris Alexander:

I'm a very firm believer, and my father also stands behind this. And we've seen this, it's proof that nobody can manufacturing better than Americans who manufacture. I can manufacture that product cheaper than anywhere else in the world, whether it's material, labor. My machines and my laborers can outrun anyone else in this country or in the world. The United States is a great place to manufacture. And if we can focus on one location and grow our business from there, there's a lot of product to be developed.

The core products that go on a pressure washer are a combustion engine, a hose, a gun, a lance and a pump. OEM Industries is the focus for this location. FNA Group Holdings is the name of the entire group. OEM Industries has several factories in China that produce product today that we can move from China to the United States with the right economies. We manufacture all of our own high pressure water pumps. That's sets apart from any other manufacturer. The guys to the north of us they don't manufacture pumps, they buy pumps from us.

Jim Bandura:

So you're going to be at some point manufacturing the pumps?

Chris Alexander:

I think that I'd be getting ahead of myself if I said that. I would want to sit down and work a little further with the team here to outlay a plan. A facility like that it's heavily focused on die casting, forging. It's a supply chain requirement. Now, in the State of Wisconsin we have all those resources. It's finding the right partnership locally and being able to devise a small local supply chain base that can do just in time manufacturing and develop product onsite. But we have the capabilities to assemble and to manufacture small machine parts. I would not want to be involved in the casting business. I've been in enough casting factories.

Jim Bandura:

So what's your additional accessories going to be in here then?

Chris Alexander:

So currently we actually manufacture all of the components that go on a machine except for the combustion engine in one of our facilities. At 100 million feet of manufactured hose that will occupy our time, and we will look to fill that facility. The development of hose for other industries, we've developed hose product proprietary for jetting, vacuum, industrial type product not for the consumer level. And then it's continuing developing product going to three quarters of an inch, one inch and then higher, higher ratings.

Michael Serpe:

Just out of curiosity the motors that you use to run your pumps do you manufacture those as well?

Chris Alexander:

We do not manufacture. There's a lot of competition in combustion engine manufacturing. And it's a business that you have to be very well tuned in order to properly manufacture combustion engines. We will handle all the other components, though.

Jean Werbie-Harris:

What we'll do now is watch the video that they're prepared.

[Video Shown]

Tom Terwall:

Do you design and engineer and manufacture the fittings as well?

Chris Alexander:

We do.

Tom Terwall:

Is your father still involved in the business?

Chris Alexander:

Very much. He's young, and that's one of the greatest parts about having a family run business is having the presence of the CEO walk the line and the floor as much as he does. We truly are a family business. My brother runs the sales and marketing side of the business. My father I've asked him politely to manage the strategic focus and the growth of the business. So we built a very, very integrated engineering team around him. He's been in the business for over 35 years, and you can never replace that.

Michael Serpe:

What's happening to the Illinois facility?

Chris Alexander:

Currently it's just office and some limited distribution of parts. We're not quite sure what's going to happen with that facility right now. There's still a strong home base with that group. There's a lot of people who have worked for my family for the last 10, 15 years, a couple almost 20 years. So we're not quite sure what's going to happen with that location just yet.

Don Hackbarth:

Where do you make the fittings?

Chris Alexander:

Currently the fittings are made in the southern part of China.

Michael Serpe:

I'd move approval of the site and operational plan.

Don Hackbarth:

Second.

Tom Terwall:

IT'S BEEN MOVED BY MICHAEL SERPE AND SECONDED BY DON HACKBARTH TO APPROVE THE SITE AND OPERATIONAL PLAN SUBJECT TO THE TERMS AND CONDITIONS OUTLINED IN THE STAFF MEMORANDUM. ALL IN FAVOR SIGNIFY BY SAYING AYE.

Voices:

Aye.

Tom Terwall:

Opposed? So ordered. Just as an aside you're not a Bear fan are you?

Chris Alexander:

Thank you very much.

Tom Terwall:

You have our condolences.

Chris Alexander:

I was fortunate enough -- we have a very strong partnership with Kohler as well. That's one of our engine partners. And I was fortunate enough to be with Mr. Kohler in his booth for the Bears game. And he never misses a game. He flew in that evening for the game, and he made it very clear to me that I'm in his booth and they are Packers fans. It was a wonderful experience. And truthfully there's something to be said about Lambeau Field. It's the essence of football. It's an awesome stadium. And being up there, I've been up there twice now, and it's a really cool experience.

Tom Terwall:

We're not going to hold it against you. Go ahead, Jean.

B. Consider Plan Commission Resolution #14-16 to initiate Zoning Map Amendments related to land within the Chiwaukee Prairie/Carol Beach Land Use Plan area that have been acquired by a public or non-profit agency for open space and/or preservation.

Jean Werbie-Harris:

We have one other quick item on the agenda this evening, and that is Item B, consider Plan Commission Resolution 14-16 to initiate zoning map amendments related to land within the Chiwaukee Prairie/Carol Beach Land Use Plan area that have been acquired by a public or non-profit agency for open space or preservation.

Again, this Resolution 14-16, and it's a Plan Commission resolution to initiate a petition to amend the zoning ordinance which includes rezoning of property within the Chiwaukee Prairie area. Again, in accordance with our original Community Assistant Planning Report Number 88, the Land Use Management Plan for the Chiwaukee/Carol Beach area within the C-3, Natural and Scientific Resource Conservancy area, it's intended that lots within this area are intended to be preserved and enhance existing natural features within the Chiwaukee Prairie area that have been acquire federal and state agencies, Kenosha County, the Village or other government agencies or non-profit agencies for public preservation for natural and scientific areas.

And, again, over the last two years there have been some lots that have been acquired in the public's interest. And as part of the Land Use Management Plan the Village of Pleasant Prairie has been rezoning these properties into the C-3 District area. So this resolution initiates and petitions to amend the official zoning map as it relates to those properties that have been acquired in the public's interest in 2013 and 2014. This initiation of this resolution starts the process by which those zoning map amendments can be evaluated and a public hearing can be held by the Plan Commission. The resolution does not make any determinations regarding the merits of the proposed changes but initiates the process and sets the public hearing for us to consider this matter at a future time frame.

We're recommending that the Plan Commission initiate and support this resolution and thereby set a future public hearing to consider these zoning map amendments. The staff recommends approval as presented.

Wayne Koessl:

Move approval, Chairman.

Judy Juliana:

Second.

Tom Terwall:

MOVED BY WAYNE KOESSL AND SECONDED BY JUDY JULIANA TO ADOPT RESOLUTION 14-16. ALL IN FAVOR SIGNIFY BY SAYING AYE.

Voices:

Aye.

Tom Terwall:

Opposed? So ordered. Before we adjourn let me just officially on behalf of the Plan Commission welcome you. We're very happy to have you, very happy to have you.

7. ADJOURN.

Michael Serpe:

So moved.

John Braig:

Second.

Tom Terwall:

All in favor signify by saying aye.

Voices:

Aye.

Tom Terwall:

We stand adjourned.

Meeting Adjourned: 5:33 p.m.