

Wednesday, December 20, 2023

6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or GoToMeeting:

<https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US) +1 (872) 240-3412

Access Code: 471-703-029

All public participants' phones will be muted during the meeting except during the public comment period where applicable.

RDA STRATEGIC PRIORITIES

1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~

2) Facilitating quality development in downtown, and

3) Creating an approach and working to attract development projects downtown.

AGENDA

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Becker, Bartz, Mass, Nowatka, Zimmermann, and Wagner
 - B. Absent: Hurtgen and Lampe,
3. Determination of Quorum and Call to Order at 6:01 pm by Chair Ryan Wagner
4. **Review/Approve:** Minutes of Previous Meetings – November 29, 2023
 - A. **Noted correction:** Mention of the Public Safety Welfare Committee re-opening block of S. Water St. was incorrect, this was done by the mayor.
 - B. **Nowatka motioned to approve with corrections.**
Bartz seconded the motion. Motion carried unanimously.
5. Public Comment: None
6. New Business:
 - A. Updated Downtown River Corridor RFP draft will be sent to RDA board prior to distribution.
TIMELINE: RFP sent out for bid in mid January 2024.
 - B. Bentzin Family Town Square 1st Annual Birthday Bash: Steph Juhl has asked if the RDA would wish to participate financially or otherwise in the event. The board gives consensus that are interested, would like a firm dollar amount request from Juhl.
7. Old Business:
 - A. Update on fund status: Becker gave a brief update on the state of the RDA's finances. Noted that December will be last month of monthly consultant expenses.
8. Status Reports:
 - A. Community Support/Communication
 1. Social media/web strategy update: Brief discussion on social media strategy pivot and calendar creation for 2024. Wagner asked for Becker to schedule time for he and Hurtgen to meet with Lisa Famularo to discuss further coordination.

2. RDA Impact Report update: Draft was included in packet. Final revised draft will be given to the RDA board to review before publishing in spring 2024. Becker thanked Jeanne Mueller for working on this before leaving.

B. Common Council Update

1. Bartz – Ald. Bartz ran down some recent City business, including hiring process for new Fire Chief and upcoming temporary Main Street bridge closure for disconnect work.
2. Lampe – Excused absence.

C. Executive Director Update

1. Town Square Update

- a. History Wall Update: New target date for Historic Art Wall production is February 2024. Becker has been in contact with Luke Severson from Sign Art Studio, who was apologetic for various delays, mainly due to staff turnover. Becker also updated the donor on the wall status.

2. 111 S. Water Street update. RFP status: RFP was released last week, several firms and individuals requested the RFP. Due date for submissions is January 18, 2024.

3. Revolving Loan Fund:

- a. Application Update: RLF will be re-publicized in early 2024. A little over \$100,000 available to loan out. Two latest loan borrowers have completed their paperwork.

4. Update on Beltz Grants

1. Photo op was held for the recent donation to the Jingle Bell on the Rock event. Two commercial projects in the downtown nearly completed (Pine Hill Farm and Central Block).

5. Future Agenda Items: Please submit future requested items to Mason Becker

6. Next Meeting: Wednesday, January 17, 2024 at 6pm.

9. Adjournment at 6:34 pm

Zimmermann motioned to adjourn

Nowatka seconded the motion. Motion carried unanimously.

Meeting adjourned.