



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

COUNCIL CHAMBERS

Monday, February 03, 2025

CITY HALL, 700 EDISON STREET

6:00 PM

Call to Order

Minutes Approval

1. Approve Minutes from June 3, 2024 Meeting

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Development / Usage Proposal for Highway 45 Parcel - 213 Superior Street
2. Langlade County Economic Development Corporation Update

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact clerk treasure's office, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: January 29, 2025

THOMAS BAUKNECHT

CITY OF ANTIGO
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES OF MEETING HELD
JUNE 03, 2024

Economic Development Committee of the City of Antigo met in Regular Meeting on the above date at 6:00 PM in the Council Chambers, City Hall, Mayor Terence Brand presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Aldersperson, Ward 4	Present	
Glenn Bugni	Ward 7	Present	
Reinhardt Balcerzak	Ward 8	Present	
Cathy LeBrun	Member	Present	
Terence Brand	Mayor	Present	
Tammy Skenandore	Member	Present	
Tina Hix	Member	Absent	

Others in attendance: Karin Derauf, City Administrator; Kaye Matucheski, Clerk-Treasurer/Finance Director; Shannon Smith, Administrative/Clerical Assistant; Mark Edwards, Aldersperson Ward 5; Angie Close, Langlade County Economic Development Corporation; Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitors Center; and Danny Spatchek, Antigo Daily Journal.

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Minutes from April 1, 2024, Meeting

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Glenn Bugni, Ward 7
SECONDER:	Cathy LeBrun, Member
AYES:	Bauknecht, Bugni, Balcerzak, LeBrun, Brand, Skenandore
ABSENT:	Tina Hix

2. Update on Aldi's

Karin Derauf, City Administrator, provided an update with ALDI's moving into the space on Neva Road/Hwy45 next to Culvers. ALDI's approached the City with a proposal for a 20,000 square foot store on an almost three-acre parcel, next to Culvers. They provided information about an asphalt parking lot and parking stall placement information, four will be handicap parking. On-site improvements include new curb and gutters and a potential sidewalk to come at a later date. ALDI's will provide landscaping as well as a retention pond at the back of the property. She noted the Building Inspector/Zoning Administrator has determined they have met all the zoning and building requirements and the parcel is zoned correctly. She noted building plans meet all the specifications needed. ALDI's will be coming to the City to start applying for the construction permits, the expectation is for ALDI's to break ground in late summer or early fall 2024. Ms. Derauf noted that ALDI's is on track to reach their goal of opening in January 2025.

Tammy Skenandore questioned, if needed, will they increase handicap parking. Ms. Skenandore is concerned that four spaces will not be enough for Antigo's need of handicap parking.

Ms. Derauf stated that ALDI's has turned in a parking plan and they are meeting the requirements of spaces including handicap spaces with that plan.

Ms. Skenandore stated with the amount of elderly and disabled people in the area that Walmart's handicap parking spaces are always full during the day and is concerned about the

number of spaces ALDI's will have. She would like to know if they are open to the possibility of adding handicap spaces if needed at a later date.

Ms. Derauf stated that she or the Zoning Administrator could try to reach out to see if ALDI's is open to the possibility of adding handicap spaces if they are needed.

Mayor Brand called for any other discussion. No further discussion.

3. Update on Business Summit

Ms. Derauf provided an update on the Antigo/Langlade County Business Summit: Economic Revival in a Post-COVID Era. Ms. Derauf is collaborating with Angie Close, Langlade Economic Development Corporation (LCEDC) and Deena Grabowsky, Antigo/Langlade County Chamber of Commerce on this event. The proposed date is Thursday, October 10th, 2024 at Northstar Lanes, from 7:30am-12:00pm. The goal of the summit is bringing business owners together to talk about where the local economy is post-COVID and best practices post-COVID.

Ms. Derauf indicated the first session will go over where the local economy is now post-COVID, opportunities to ask questions of the keynote speaker and brainstorming/networking. The second session will talk about what are the best practices post-COVID moving forward, and what are the trends. Angie Close, (LCEDC) will wrap it up by presenting about the Business Retention and Expansion program. Ms. Close will let businesses know that they would like to meet with them individually to see what their needs are.

Ms. Derauf noted that she and Ms. Close discussed the long-range goal moving out of the Business Summit is to bring back the Facade Improvement Program as well as the Entrepreneurship Program.

Ms. Close explained this would be the first step in letting businesses know about the collaboration with the new administration and where the state economy is versus the local economy. The keynote speaker would be taking information from Youreconomy.org. Businesses can share challenges on which they are working. Collaborative effort that could spin into a nice avenue to work on Langlade County's Entrepreneur Ecosystem.

Ms. Derauf stated she would like to explore more about bringing back the Facade Improvement Program, to help improve the exterior look of the downtown and business' on Hwy 45. Ms. Derauf noted she had a meeting with the CoVantage President to work with the City on business improvement.

Ms. Close explained more about the Facade Program. Ms. Close and Ms. Derauf, looked at when it was started, 2011, funded by the City and ended in 2022. This year Ms. Close has received six requests in the downtown area, a lot of the inquiries are for roofs. Ms. Close noted a lot of the downtown buildings need new roofs. The cost for the roofs are anywhere from \$35,000- \$70,000 for roof replacement. They would like to see the three to one match program come back, up to \$3,000. The program was funded three times by the City, there was a lot of new investment from the owners.

Alderperson Balcerzak asked if Ms. Close had the numbers on the past programs, Ms. Close stated that she did not have the individual contractor amounts paid but she did have the amount awarded by the City, \$98,844 and \$583,000 total investment by the business owners. Ms. Close explained that did not include roofs, that it was just for front facade, back facade, windows, and doors.

Ms. Close stated the other program Ms. Derauf spoke about was the Downtown Entrepreneurship Program, which was a partnership with the City of Antigo, Langlade County and CoVantage Credit Union. That program was funded three times and included roofs, building renovations and startups. Bremax Insurance is a good example of a downtown building owner's

use of that program. Grant total awarded, \$200,595, business investment was \$917,067 for a total of \$1.2 million invested in the downtown area.

Ms. Close noted these would be the types of programs brought before this committee to evaluate what is needed for the city and what programs can be put together.

Cathy LeBrun asked for clarification on which programs covered roof repairs. Ms. Close stated the Downtown Entrepreneurship Program would cover roof repairs, to get \$25,000, the business had to spend \$100,000. Most of the past recipients were initial purchases of the empty buildings downtown.

Alderson Balcerzak brought information from a UW Extension workshop that noted the City of Antigo/Langlade County has the highest percentage of new business applications highlighting the team effort from Langlade County, City of Antigo, and Langlade County Economic Development Corporation.

Ms. Derauf stated that she would like to keep that up and feels that the Business Summit, Business Retention & Expansion Program (BR&E) along with, hopefully partnering with CoVantage for grants, will help with keeping that going.

Mayor Brand called for any other discussion. No further discussion.

4. Discussion on Other General Items

Ms. Derauf asked Ms. Close to speak about the Community Development Grant through the Wisconsin Economic Development Corporation (WEDC) for bigger projects. Ms. Derauf stated that it is not open for fiscal year 2025 yet so they do not have all the parameters.

Ms. Close explained that the Community Development Investment grant is through the WEDC and their fiscal year starts July 1. Typically, this grant was only for the municipality but last year the WEDC opened it up to individual business owners as well. The business owner must have the support of the municipality. This grant is competitive, one grant per municipality and last year awards could be up to \$250,000. Ms. Close further explained the WEDC distributes funding until it is out of funding then it is done for that fiscal year, so getting the proposals in sooner is better. Ms. Close stated that she and Ms. Derauf talked about the City having business owners submit requests for proposals with a deadline in order to get the proposal in as soon as possible.

Ms. Derauf commented that the projects would all come to the City for consideration and brought to the Council for review to make a determination of which project is best suited for the City.

Alderson Bauknecht noted the grants are competitive and questioned how many municipalities would be applying and how much money was available.

Ms. Close stated the WEDC has not given the amount out yet. She did state that this is one of the most sought-out grants due to the amount of money given out. Ms. Close further explained that Langlade County is considered an opportunity location so our match would be one to one, where other communities are a three to one match.

Alderson Bauknecht noted that there was not a set in stone deadline, but it would be to your advantage to apply sooner. Ms. Close noted that yes, but it would be in fiscal year 2025. Ms. Close further noted that she should be getting more information about the program shortly.

Ms. Derauf noted that there are some opportunities for businesses and they are hoping to create more opportunities for business owners with the BR&E program.

Ms. Derauf noted that she had no further updates.

Mayor Brand noted if there are any ideas for the Business Summit, share them with Ms. Derauf,

Ms. Close, or Ms. Grabowsky.

Ms. Derauf explained that Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitors Center, had a very comprehensive list of businesses/owners. Ms. Derauf further explained that in July they will start sending out save the dates and open registration for the Business Summit.

Mayor Brand called for any other discussion. No further discussion.

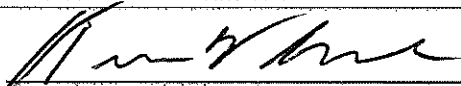
Any Other Matters Authorized by Law to be Considered

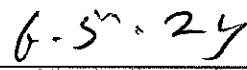
There were no other matters to be considered.

Adjournment

1. **Motion to:** Adjourn at 6:23 PM

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Glenn Bugni, Ward 7
SECONDER:	Tom Bauknecht, Alderperson, Ward 4
AYES:	Bauknecht, Bugni, Balcerzak, LeBrun, Brand, Skenandore
ABSENT:	Tina Hix


 Terence Brand, Chairperson


 Date

Attachment: EDC 6-3-24 (7352 : Minutes)



To: Mayor and City Council
From: Sarah Repp, Parks, Recreation, and Cemetery Supervisor
Date: February 03, 2025
Re: Development / Usage Proposal for Highway 45 Parcel - 213 Superior Street

The City of Antigo owns the gravel parcel at 213 Superior Street (parcel #: 2011099.001). The parcel is currently leased to Antigo Block.

In a continued effort to create aesthetically pleasing spaces along the HWY 45 corridor, and throughout our community we are proposing a concept that creates green space, trees, driving access, parking, and vendor space.

This concept has been successful in other communities, and locations including Broadway's Christkindlmarket in Green Bay, or McHenry Riverwalk Shoppes in Illinois. These spaces allow for incubator opportunities for businesses that don't have a brick and mortar. Many of the businesses become established, and potentially move into available open building space within the community. Additionally, this space will accommodate existing vendors that currently use the space.

In discussions with Angie Close (EDC), and Beth McCarthy (Building & Zoning) we feel this is an opportunity for a vacant city owned space, that is primarily floodplain, to be developed and enrich our community while providing opportunity for businesses looking to become established.

There are also opportunities for community partnerships, local grants, and state grants.

HWY 45 Parcel 213 Superior Street

Park Classification: Currently open lot that is rented by Antigo Block from the City of Antigo

Restroom Facilities: No

Total Acreage: 0.67

Parcel(s) Number: 2011099.001



General Park Description

Open gravel lot currently rented to a local business by the City of Antigo.

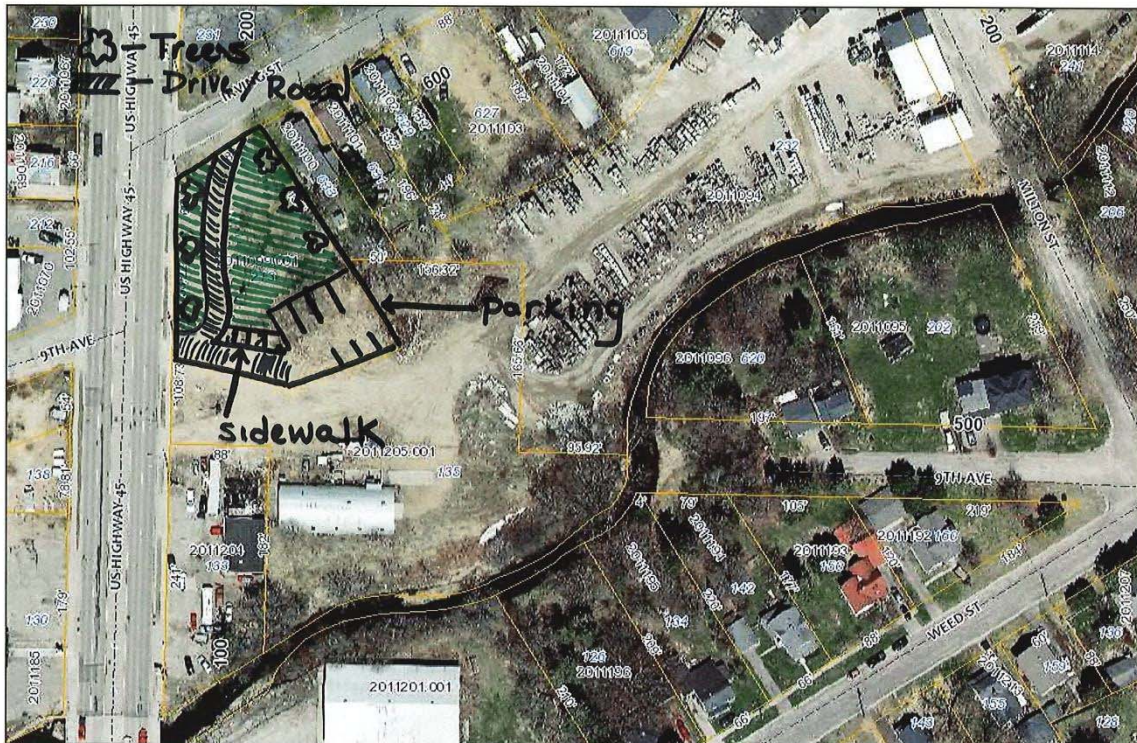
History

The City of Antigo owns the gravel parcel and worked with an adjacent property owner / business to rent the parcel, so their material could be displayed off Hwy 45/Superior Street.

Seasonal vendors utilize the current space to sell produce.

Future Projects/Upgrades

- Develop the area to include green space, trees, driving access, and parking, which be aesthetically pleasing and still allow for vendors, and parking for shoppers.



Attachment: 14817 (7332 : HWY 45 Parcel - 213 Superior St: EDC)

Each Chalet costs approximately \$6,500 (+/-)



Attachment: Pictures_From Boldt (7332 : HWY 45 Parcel - 213 Superior St: EDC)