

**CITY OF ANTIGO**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**MINUTES OF MEETING HELD**  
**JUNE 02, 2025**  
**AMENDED TO UPDATE ATTENDANCE**

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 Thomas C. Bauknecht presiding.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>	<b>Arrived</b>
Thomas C. Bauknecht	Mayor	Present	
Glenn Bugni	Ward 7	Present	
Reinhardt Balcerzak	Ward 8	Excused	
Mary Hayes	Ward 4	Present	
Mary Jo Kawalski	Member	Present	
Sheryl Perkins	Member	Present	

Others in attendance were: Karin Derauf, City Administrator; Shannon Smith, Administrative/Clerical Assistant, Sarah Repp, Parks, Recreation and Cemetery Director; Kirk Packard, Street Commissioner; Mark Edwards, Alderperson Ward 5; Angie Close, Langlade County Economic Development Corporation and for a portion of the time, Shaughn Novy, Cowgirls for Agriculture Sport Education (CASE); and Carol Lese, CASE.

**Minutes Approval**

1. Approve Minutes for the February 3, 2025 Meeting

Motion to Approve Minutes for the February 3, 2025 Meeting

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Glenn Bugni, Ward 7
<b>SECONDER:</b>	Mary Hayes, Ward 4
<b>AYES:</b>	Bauknecht, Bugni, Hayes, Kawalski, Perkins
<b>EXCUSED:</b>	Reinhardt Balcerzak

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

1. Cowgirls for Agriculture Sport Education Presentation- Information Only -Shaughn Novy Presenting Sports Complex Survey Results Phase One and Equine/Sports Complex Business Plans

Shaughn Novy, Cowgirls for Agriculture Sport Education (CASE) gave a brief history of how the group developed. She stated the founders of the group would like to build an equine sports complex. Ms. Novy stated the complex would be for the whole community with the opportunity for other sports groups to host events, noting they would be expected to participate in fundraising for the sports complex.

Ms. Novy stated her group has researched a number of complexes throughout the state, noting Marinette and Grand Chute's complexes. She stated she has spoken with several directors of different complexes as well. She noted her group has completed a community survey and the results show the people surveyed would like an indoor venue for sports, especially those with young children.

Ms. Novy stated she has a number of sport organization/clubs that are committed to help with fundraising as well as community members with funding and volunteers committed to help.

She stated she has hosted a number of equine events where those who traveled to Langlade County stated they would like to return.

Ms. Novy stated a complex like she is proposing would be a huge boost for tourism because

they would be able to host large sporting events, dog shows and equine events. She noted the tourism money is available, the City would just need a complex like this to host the events that will attract tourists.

Ms. Novy stated she did a competitor profile and there is not a complex like she is proposing within a 50-mile radius of the City of Antigo. She stated she is asking for help from the City to move forward with the process. She would like the City to provide the land for the complex to be built on. Ms. Novy stated the 29 acres of buildable land on the north end of the City behind Amron is a site that would work for the complex.

Mayor Bauknecht questioned Ms. Novy about what she would like the City to do, noting recently the City has sold two acres of land in the area she is referring to for \$30,000 an acre to an individual that came in with a business and site plan.

She stated with the possibility of millions of dollars and jobs she feels the complex can bring that the City would consider a 100-year lease. She is also asking that as the process moves forward the City Attorney provide assistance with financial institutions.

Ms. Novy stated she came to this meeting looking for feedback and for the City to think about turning over land.

Aldersperson Hayes questioned how the complex would be staffed. Ms. Novy stated the recruitment of professionals possibly from other states for a director. She noted there must be maintenance staff, directors and volunteers to run the complex. Ms. Novy stated her hope is that the complex would be publicly owned.

Aldersperson Hayes questioned where the funding for the complex in Marinette came from. Ms. Novy stated that the City of Marinette put up some money as well as corporate partnerships. She stated her group would work with businesses and apply for grants. She noted the clubs and organizations that want to use the facilities will need to start fundraising as well.

Aldersperson Bugni questioned if there are specific grants that she aware of noting the City does not have funding available. Ms. Novy stated she has lists of grants noting recent political issues surrounding grants. She noted a lot of money would come into the community with tourism once the complex is built. Ms. Novy stated if they had the land the starting number would be around 12 million. She noted she used information from the Marinette Complex at about \$100 a square foot, not including equipment.

Ms. Novy restated the opportunity for tourism dollars and noted the central location of the City of Antigo. She stated being close to a number of major highways is important.

Sarah Repp, Parks, Recreation and Cemetery Director, questioned if the facility in Marinette generates enough revenue from events to cover operating costs. Ms. Novy stated she asked the Marinette Complex director, and she stated she was told the City never asked, they do not worry about it.

Karin Derauf, City Administrator, stated that would be something the City would want to know. Ms. Derauf noted she looked at the Grand Chute complex online and found the cost per square foot was \$186. Ms. Derauf questioned if Ms. Novy had included the cost of design and engineering in the cost per square foot, noting if she did not then it should be closer to \$200 per square foot.

Ms. Derauf listed a number of infrastructure issues the City has and needs to find funding to address. She stated the request for funding by Ms. Novy is not her decision to make, however she wonders why Ms. Novy does not use the Langlade County Fairgrounds for her group's equine events, especially since it is already set up for horses. Ms. Derauf questioned if Ms. Novy has approached the County with use of their facility and her project to possibly collaborate there. Ms. Derauf noted Ms. Novy has had a couple of meetings with different City staff and

those meetings left off with Ms. Novy bringing a concept plan to the City Plan Commission. Ms. Derauf noted concept plan needs to be brought to the City Plan Commission before any promises or gives can be made to this project.

Ms. Novy stated the numbers that Ms. Derauf looked at would be different for the type of facility she is proposing due to the types of activities that will be held at the facilities. She noted that she can get a proposal together, however she needs to know if the City is interested. She noted this is a plan with a potential to draw and retain people to the City of Antigo.

Aldersperson Hayes questioned how many millions Ms. Novy would need to break ground. Ms. Novy stated once they have the space secured, they would need about three million to get started. Ms. Novy noted there is plenty of land available on Dump Road south of Antigo.

Aldersperson Hayes stated this is possibly a City/County task force item noting the city does not have the resources alone to support this type of complex.

Mayor Bauknecht stated it is a good idea, but the City needs more information before committing to anything.

Ms. Novy questioned what the City is looking for when asking for more information.

Ms. Derauf noted Ms. Novy did have two inhouse meetings with City staff and the meetings ended with Ms. Novy needing to submit a concept plan to Elizabeth McCarthy, Building Inspector/Zoning Administrator for the City Plan Commission. Ms. Derauf stated she knows Ms. Novy's plan is for the City to give her group the 29 acres by Amron, noting as the Mayor mentioned, the City had just sold two acres across the road for \$60,000. She stated the City is on track to start developing properties in that area and the 29 acres Ms. Novy is looking at could potentially be sold.

Aldersperson Hayes questioned how long the City has had the 29 acres. Ms. Derauf stated the property was dedicated to the snowmobile club and the club had seven years to build a clubhouse. She noted due to lack of funding the snowmobile club did not build so the property was deeded back to the City.

Ms. Perkins questioned if the City could make a deal like the one the snowmobile club had with the City with Ms. Novy's group. Ms. Derauf stated that is not her decision, but it could be an option, however, a concept plan is needed first.

Mayor Bauknecht stated if the City gave the group the land, they could put a stipulation of building within a certain number of years and if a profit is returned after a certain number of years the group could pay the city for the land. He noted a plan is needed first before considering that.

Angie Close, Langlade County Economic Development Corporation (LCEDC) clarified that Ms. Novy is asking the City if they are interested in being a part of the conversation about this type of facility and if they are interested in being a part of a task force looking at end goals.

Mayor Bauknecht stated the City cannot answer with information provided at this meeting.

Ms. Derauf stated this is the third time she has seen this same information. She noted at the last meeting in August of 2024, it was stated that Ms. Novy needed a concept plan that should be submitted to Ms. McCarthy for review, and she would bring it to the City Plan Commission. Ms. Derauf stated she understands Ms. Novy is passionate about this project; however, the City needs a lot more information to indicate if they are interested or not.

Ms. Derauf noted the School District is also seeking out a grant for a dual-purpose inclement weather community safety/sports facility complex, stating she needs to check with them to see where they are in the grant process. She noted Ms. Novy stated she hopes there are grants available, noting the School District has already secured land and is applying for a grant

currently.

Ms. Novy stated she has volunteers willing to work on this project and it is very difficult but not impossible to create a concept plan without a green space to plan it on. She stated planning an agricultural/sports complex versus planning just an agricultural complex are two very different concept plans. Ms. Derauf stated Ms. Novy could submit both types of plans for review.

Ms. Perkins questioned if Ms. Novy has talked to the School district about coordination noting lack of funding. Ms. Novy stated she has but has not heard anything in a long time.

Ms. Perkins questioned where the School district is with the grant Ms. Derauf mentioned. Ms. Derauf stated the City Council provided support and will act as a pass through for the funding for the School district at no cost to the City, noting the City will recoup some administrative costs for acting as the pass through for the grant.

Aldersperson Bugni stated it is an interesting concept but agrees more information is needed to make a decision.

Ms. Novy stated it would be helpful for her to know what the city would work with as far as money available or land.

Ms. Perkins stated the committee is not to the point of offering anything without a concept plan. She stated they are not saying no, they just need more information provided.

Ms. Derauf stated a concept plan needs to be submitted to Elizabeth McCarthy; Building Inspector/Zoning Administrator and she will move it forward to the City Plan Commission.

Aldersperson Hayes questioned if Ms. McCarthy would let Ms. Novy know what needs to be in the concept plan. Ms. Derauf stated no she would not, stating that it is not the City, staff or commission's role to design the plan for anyone. Ms. Derauf noted Ms. McCarthy could provide Zoning information, but it is not the city staff's role to design.

Ms. Novy stated usually there is a feasibility study included in a concept plan as well as the architectural plan for approximately \$100,000. She stated it is very difficult to complete without knowing all of the factors of where it is going to go. She stated her hold-up was not having enough information from the City but now she feels she has an understanding.

## 2. Discuss Possible City Incubator Building (Referred by Aldersperson Kassis)

Mayor Bauknecht stated Aldersperson Kassis referred this item for discussion but is not in attendance. He stated Ms. Close provided information at the Finance, Personnel and Legislative Committee meeting about this topic and how to move forward.

Ms. Close noted Aldersperson Kassis was seeking information about what the City is doing to incentivize businesses to come to the City.

Ms. Close stated having a list of sites and what the City is willing to provide as incentives is the place to start the process.

Ms. Derauf noted Ms. Close spoke about businesses looking for certified properties.

Ms. Close noted prioritizing sites and making them market ready is important.

Ms. Derauf stated Charley Brinkmeier is working with staff on a list of City owned commercial properties and the condition they are in. She noted an upcoming meeting with Ruckert Mielke on the City's Geographic Information System (GIS) Mapping system and noted they could talk about possibly putting spec overlays on those City owned commercial properties.

Ms. Derauf stated it is important to note the City sold two acres for \$60,000 in the industrial area recently. She stated the City is working on completing a road through that area and can look at marketing those sites.

Ms. Close noted LCEDC receives Requests for Information (RIF) from the state on certain types of properties being looked for. She stated not having certified sites makes it very hard to attract those types of requests.

Ms. Close noted the City and LCEDC can work together to better market those types of sites. She emphasized that incentives from the City really help.

3. Construct and Install Downtown Art Project Including Backlit Metal Panels and Seating In Empty Parcel 201-0351/1000 5th Avenue (Formerly DD's)

Ms. Repp stated that she and Kirk Packard, Street Commissioner, have worked together to come up with a concept plan for green space as well as some features that can be made in house for that empty lot. She noted the installation could be done in-house as well, keeping costs low. Ms. Repp noted Mayor Bauknecht mentioned there may be an opportunity to reappropriate funding from the Public Arts fund. She noted they believe they can have a number of the features completed this year. Mr. Packard stated the metal work would be completed during the winter months, but any concrete or asphalt can be completed this summer.

Ms. Perkins stated she likes the idea of public bathrooms. Ms. Repp space would include a partitioned area for Americans With Disabilities Act (ADA) accessible porta potties to be placed during events. Ms. Repp noted the City does not have a public space for porta potties during events and the issues have come up in public comment during the comprehensive planning process. Mr. Packard stated it would be a low maintenance way to beautify the space that is currently sitting empty.

Mayor Bauknecht questioned the donation of the old City Hall clock and bell. Ms. Repp stated the Historical Society is donating them and they may have another place for those items.

Aldersperson Bugni questioned parking. Ms. Repp stated this would be a pocket park adjacent to municipal parking. Mr. Packard stated the park would be replacing the footprint of the bar that previously sat in that location.

Mayor Bauknecht noted this concept was brought to this committee for support of the concept stating it will need to go before other committees.

Ms. Derauf stated that depending on what is being asked will determine what committee it will need to be presented to. She noted if presenting it as an art project, the Public Arts grant would cover 75 percent of material cost of supplies.

Ms. Derauf stated if they were looking at reappropriating the funding then the request would go to Finance, Personnel, and Legislative Committee first, then to Council to move the funding.

Upon inquiry by Ms. Derauf, Ms. Close stated the Public Arts fund has \$5,958 in the Public Arts account. She noted the funding covers up to 75 percent of the material cost of supplies up to the \$1,800 cap. Ms. Close stated with the remaining amount in the account currently there could be three projects funded at the \$1,800 cap. Ms. Close stated the Public Arts funding has previously been reallocated from the Facade grant funding.

Ms. Close questioned if the request was for total reallocation of funds. Ms. Derauf stated they are not requesting anything currently.

Aldersperson Hayes stated she would object to moving all funds out of the Public Arts fund.

Aldersperson Edwards questioned approximate cost. Ms. Repp stated she does not have a cost yet. Ms. Derauf stated this is getting the concept out to committee and council members to do something with that corner, noting downtown business owners have requested something be done as well.

Aldersperson Hayes questioned if native plants and perennials be planted in that space. Ms.

Repp stated they could be and noted the City is currently planting native plants and perennials adjacent to municipal parking lots.

Aldersperson Bugni stated many residents have commented about placing public restrooms in that area.

Mr. Packard stated that he and Ms. Repp talked about that possibility, however, they were concerned about possible issues with maintenance.

Ms. Repp noted the question of when the public restrooms would be open, for events only or open all the time.

Mr. Packard stated with porta potties they would be placed during events only and not be on the street. Aldersperson Edwards stated having the porta potties in a partitioned area would look much neater.

Mr. Packard stated the City could run the water and sewer line to the back of the lot, so if funding would be available, it would be easier to complete permanent restrooms. Ms. Repp stated she has gotten quotes for precast single stall restrooms, making them vandalism resistant for approximately \$25,000. Aldersperson Bugni stated the potential should be there for permanent restrooms.

Ms. Derauf stated the economic component of this would be the space is cleaned up, there is public seating, public restroom space, hopefully drawing people downtown by knowing about this clean public space.

Motion to Show Support of Constructing and Installing Downtown Art Project Including Backlit Metal Panels and Seating in Empty Parcel 201-0351/1000 Fifth Avenue (Formerly DD's)

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Glenn Bugni, Ward 7
<b>SECONDER:</b>	Sheryl Perkins, Member
<b>AYES:</b>	Thomas C. Bauknecht, Glenn Bugni, Mary Hayes, Mary Jo Kawalski, Sheryl Perkins
<b>EXCUSED:</b>	Reinhardt Balcerzak

### **Any Other Matters Authorized by Law to be Considered**

Ms. Repp requested if an Ad Hoc committee is formed for the Equine/Sport Complex request by Shaughn Novy could the City and the County involve the School District as well. She noted possible coordination with the School District grant funding for their weather/sports complex and consider the best fit for a facility like this. Ms. Repp stated her concern about public ownership of Ms. Novy's proposed complex and questioned who absorbs the costs if revenue is not generated to cover costs.

Aldersperson Hayes stated the City already has a City/County Taskforce Ad Hoc Committee. Aldersperson Bugni stated currently it is a Library Taskforce Committee, noting the name change needs to be approved.

Ms. Repp noted there is a need for an indoor space, however she stated she feels it would be a missed opportunity to not include those entities. She noted with the School District applying for the grant to build a weather/sports complex it could align with Ms. Novy's needs.

Ms. Derauf stated she would like to know more about the County Agricultural facilities that seem to be underutilized. She questioned why Ms. Novy has not approached the County with her proposal, noting there seems to be a disconnect as to why Ms. Novy is not utilizing the County facilities for her needs.

Ms. Close stated as a community, we have seen so many split off projects that could have been one great big project. She noted the collaboration has not happened historically causing a silo effect and missed opportunities.

**Adjournment**

1. **Motion to:** Adjourn at 7:28 PM

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Glenn Bugni, Ward 7
<b>SECONDER:</b>	Mary Jo Kawalski, Member
<b>AYES:</b>	Thomas C. Bauknecht, Glenn Bugni, Mary Hayes, Mary Jo Kawalski, Sheryl Perkins
<b>EXCUSED:</b>	Reinhardt Balcerzak

  
Thomas Bauknecht, Chairperson

7/14/2025  
Date