

**PROCEEDINGS OF THE BROWN COUNTY
PLANNING, DEVELOPMENT & TRANSPORTATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Planning, Development & Transportation Committee** was held on Monday, August 26, 2013 in Room 161, UW Extension, 1150 Bellevue Street, Green Bay, WI

Present: Chair Bernie Erickson, Supervisor Norb Dantine, Supervisor Tom Sieber, Supervisor Dave Landwehr, Supervisor Dave Kaster

Excused: -

Also Present: Executive Streckenbach, Brandy Younger, Paul Van Noie, Chuck Lamine, and other interested parties

I. Call Meeting to Order.

The meeting was called to order by Chair Bernie Erickson at 6:20 p.m.

II. Approve/Modify Agenda.

Motion made by Supervisor Dave Kaster, seconded by Supervisor Norb Dantine to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY.**

III. Approve/Modify Minutes of July 22, 2013.

Motion made by Supervisor Tom Sieber, seconded by Supervisor Dave Landwehr to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY.**

1. Review minutes of:

- a. Harbor Commission (June 10, 2013 and July 22, 2013).
- b. Planning Commission Board of Directors (June 5, 2013).
- c. Revolving Loan Fund (April 10, 2013).

Motion made by Supervisor Dantine, seconded by Supervisor Kaster to suspend the rules, put together items 1a - c. Vote taken. **MOTION CARRIED UNANIMOUSLY.**

Motion made by Supervisor Dantine, seconded by Supervisor Kaster to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Comments from the Public None

Communications

2. Communication from Supervisor Dantine re: To have Brown County Highway review their Administration Charges to Local Municipalities and report to Planning, Development and Transportation Committee for review. *Motion at June Meeting: To refer back to the Highway Department with a request to review administration charges to local municipalities, along*

with the possibility and legality of using bridge funds and report back. Motion at July Meeting: To hold this communication for August's meeting.

Business Manager, Brandy Younger presented an email she sent to the committee regarding the 5% fee (attached). Public Works Director, Paul Van Noie shared there is also an administrative 5% fee on the Bridge Fund.

Supervisor Norb Dantine said he understands business practices to fee, but gave the analogy that if he put money in the bank, money sits there, then decides to take it out and there is a fee applied... that doesn't seem right. Ms. Younger expressed it isn't to be used as a bank account. Although yes, it's not to be used as a bank account, Dantine said technically, you are saving up for a project, and cannot see the reason to be penalized for using the funds.

Executive Troy Streckenbach expressed he understands the issue, and explained the match through the appropriate process, 80% is covered by the federal government, and 20% covered by the local share. They would still have a remaining balance. The fund is set up for projects they know are coming, and is funded based on that need. The fee can be explained through managing those accounts; budget adjustments, reconcile, matching up, etc. It doesn't just sit there, there are the monthly transactions, and it's an account that has to be managed separately. The county is responsible for managing and protecting this account.

In regards to the Bridge Aid Fund, Supervisor Dave Kaster mentioned that Lamers brought it up, and ran it through the County Board, maybe a year or two, and it wasn't funded. He understands, and has been told many times by Lamers, that this was meant to be a bank account so that they couldn't burden the township. Although it's stated that it is not supposed to be run as a bank account, more so it always has been, Kaster said.

Younger said if the municipalities submitted a 3-5 year plan, a portion for contingency, then they would support having a certain balance. But if there aren't any details for what they are spending the funds on, then it wouldn't work very well.

Chair Bernie Erickson asked if there is a way to allow the towns and villages to put the amount they want in. As a savings account, the towns can determine how much they want in, i.e., \$25,000 a year, \$50,000 a year.... the County determines a fixed amount. That may not be as much as what the towns/ villages have put in, but our town doesn't have many ups and downs, it's been consistent. When the funds are drowned out, they have their match... it would be interesting to see if this works, said Erickson. Younger and Van Noie shared they've had conversations about a similar idea, but are uncertain about the legal aspects. Erickson asked Van Noie and Younger to look into the idea, and they said they would put something together.

Motion made by Supervisor Dantine, seconded by Supervisor Kaster to bring back information on the status of bridge fund funding in 30 days. Vote taken. MOTION CARRIED UNANIMOUSLY

Register of Deeds

3. Budget Status Financial Report for January-July, 2013.

Motion made by Supervisor Dantine, seconded by Supervisor Landwehr to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Planning and Land Services

Planning Commission

4. Presentation of the Brown County Research and Business Park Feasibility Study.

Planning Director, Chuck Lamine approached the committee with his presentation on PowerPoint, along with printouts to follow (attached). Given to the committee was a very detailed draft book that can be located on the website.

The study is available on the Brown County website at www.co.brown.wi.us/planning. Click on Economic Development on the left side of the screen and scroll to Draft Brown County Research and Business Park Feasibility Study.

Streckenbach shared that the County has a lot of underutilized plans. They want to give the County the ability to remain competitive, and partner with UWGB, clinics, CTC, and many other possibilities for Brown County to help shape the economic development focus of the county. This project is led by the Planning Department, and recently there was discussion about a medical college, it was discussed as a possible land for this site, and when that wasn't decided, there were discussions with the veterans housing, the demolition of the health center... it felt right to look at a feasibility for this land. They've reached out to partners and UWGB about the research tech park. At the moment northeast Wisconsin does not have a research tech park, and that comes with disadvantages to our community. This research tech park brings new entrepreneurs, research, applied sciences, new technologies, businesses, and helps to continue to be a strong employer for the future. Birthrates are shown to go down, and there will be a large amount of retirements to take place. Our community will be at a disadvantage in attracting the next generation or workers if there isn't encouragement to locate in Brown County.

Lamine introduced the individuals with him today: Jim Resick of UW Extension and Ron Van Straten of GRAEF Consulting, who has done a lot of economic area work, and is great at analyzing the market conditions. Lamine then began his PowerPoint presentation (Attached).

Supervisor Landwehr agreed this would benefit Brown County, but believes the city Green Bay would benefit most, and asked if Green Bay had any skin in the game. Streckenbach answered the land becomes part of the tax base overall, it helps to equalize everything else. It will benefit the city, and Brown County overall. Arguably, all of northeast Wisconsin will benefit from it.

Lamine shared their hope is that if this is successful the land value will go up. Certainly the city of Green Bay benefits, but Green Bay has also contributed very much to Brown County, too. Landwehr agrees, he thought about the questions that would arise from his side, the competition such as Advance with the Incubator. Streckenbach said they are not trying to compete with Advance, but rather critically planning for the future in where the County can play a role. They have other areas they are looking at as well around the county. They want this to be a compliment to everything around the area that will benefit the future, too.

Streckenbach shared the university's setup, and that they can't necessarily have businesses inside the university grounds, but he believes they formed a foundation, that if everything goes as plan, they can become partners with this park. This will then give them the opportunity to attract people to want to come and work here. They want to offer avenues that will not violate

university rules. Lamine says he thinks this relationship will get people excited to donate because it goes back to the community.

Lamine answered Dantine's question about residential sites on the property. In terms of housing area and proximity of the project, with the exception of the veterans housing they will not have land for residential; their highest and best use they felt should go to the research and business park.

Landwehr asked if there would be a board/ committee to filter the businesses coming in. Lamine answered that was their thought for the creation, that they would have some sort of governance.

Kaster expressed to the committee and presenters he would have liked to see a presentation of this scale weeks ahead, and wasn't able to go over the material thoroughly, therefore he will abstain from this item.

Erickson expressed his strong opposition of assigning a college intern to promote something of this magnitude. He said what is needed is an adult type professional to take on this job. Erickson followed by another question about the dead-end area on Huron Road, by the CTC and jail, he thought that would be a good possible connection, but Lamine shared you cannot go through, only by bike or walking.

Sieber shared there were talks about incubators on the property. Streckenbach said there is nothing concrete at the moment, but the university is open to discussion and has shown interest in moving forward. For this to work, the university is needed to create this concept of a business park and the research part. It needs the students, university, and professors to really be involved. It's early to determine and ask what their intentions are, but their hopes and plans for the future are to create a lot of opportunities and have access to business developments, whether it is physically on the research tech property, or their own.

Lamine shared with what they have right now puts them in a position for additional grants; they have the ability to attract programs for federal funds because they have a plan. He pointed out that this plan was not to compete with the Incubator; it's got other elements that set it apart. This can be described more as a "boot camp" or an "accelerator".

Erickson offered possible idea of the Advance Incubator entrepreneurs graduating from that location and moving to a more independent standing operation at the new park. Lamine said it's possible and there are many more possibilities, and even more that hasn't been raised yet.

Dantine commended the staff for their hard work on this plan and was very appreciative to finally seeing this plan unravel.

Landwehr added they may want to consider is searching any kind of restrictions that they have to stay on the tax rolls while they have control of the land.

Motion made by Supervisor Sieber, seconded by Supervisor Landwehr to approve. Vote taken. 4 ayes: Erickson, Sieber, Landwehr, and Dantine | 1 nay: Kaster. MOTION CARRIED UNANIMOUSLY

5. **Budget Adjustment (13-73): Increase in expenses with offsetting increase in revenue.**

Motion made by Supervisor Dantine seconded by Supervisor Sieber to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

6. **Update regarding development of the Brown County Farm Property – standing item.**

Motion made by Supervisor Dantine seconded by Supervisor Sieber to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

7. **Budget Status Financial Reports for June and July, 2013.**

Motion made by Supervisor Dantine, seconded by Supervisor Landwehr to suspend the rules, take 7, 8, and 9 together. Vote taken. MOTION CARRIED UNANIMOUSLY

Property Listing

8. **Budget Status Financial Reports for June and July, 2013.**

(Suspended, added to #7)

Zoning

9. **Budget Status Financial Reports for June and July, 2013.**

(Suspended, added to #7)

Motion made by Supervisor Dantine, seconded by Supervisor Landwehr to approve 7, 8, and 9. Vote taken. MOTION CARRIED UNANIMOUSLY

Public Works

10. **Summary of Operations.**

Director Van Noie reported the Public Works Department is performing better than anticipated with positive variances in most areas.

Motion made by Supervisor Sieber, seconded by Supervisor Kaster to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

11. **Director's Report.**

Van Noie didn't have much to update, other than the pictures that were added to today's agenda, the project updates; CTH P - project was approximately \$40,000 over budget, and twelve-hour days - listed employees with 12+ hour work days to road projects.

Landwehr asked for clarification about I43 blowout. When the concrete absorbs the heat, there's no place for expansion, so it blows out. Landwehr also asks about an employee who worked 16 hours for a duty that wasn't that critical. Van Noie answered that the equipment wasn't available, and it was a volunteer work, for the department, it is revenue.

Erickson asked about the street traffic lights by Oneida. He expressed the frustration with the yellow arrow lights, and he feels it is uncoordinated with traffic. Van Noie shared it's the way it has been designed and couldn't offer much explanation.

Motion made by Supervisor Dantine, seconded by Supervisor Kaster to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Airport

12. Budget Status Financial Report for July, 2013.

**Motion made by Supervisor Dantine, seconded by Supervisor Kaster to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY**

Port and Resource Recovery – No agenda items.

UW Extension – No agenda items.

Other

13. Audit of bills.

**Motion made by Supervisor Sieber seconded by Supervisor Landwehr to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY**

14. Such other matters as authorized by law. None

**Motion made by Supervisor Dantine, seconded by Supervisor Sieber to adjourn at 8:25 p.m.
Vote taken. MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Blaire Xiong
Recording Secretary

Younger_BJ

From: Younger_BJ
Sent: Monday, August 26, 2013 1:18 PM
To: 'berickson6@new.rr.com'; 'nadantinne@yahoo.com'; 'djlmk2@gmail.com';
'dlandads@yahoo.com'; 'thomasjsieber@gmail.com'
Cc: VanNoie_PH
Subject: Admin on Normal Monthly Billing
Importance: High

Hello,

Last PD&T Meeting I was asked to look up and just respond via email with how long we have been charging a 5% fee on our normal monthly billing. I am just following up now with this, but about a week after the last PD&T meeting Paul met with the former commissioner Roger Kolb and he says they have been charging this for a long time... it was being charged when he was the commissioner and he started in 1988. He also said when he was commissioner they did charge an admin fee on the bridge aid as well as allowed in the state statute.

Please let me know if you have any other questions.

Have a great day!

Thanks,


Brandy Jean Younger


Business Manager


Brown County Public Works

Younger_BJ@co.brown.wi.us

Ph: 920-662-2163

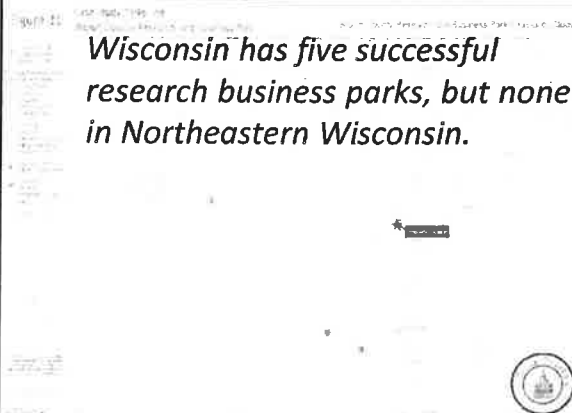

 **Brown County Research and Business Park Feasibility Study**

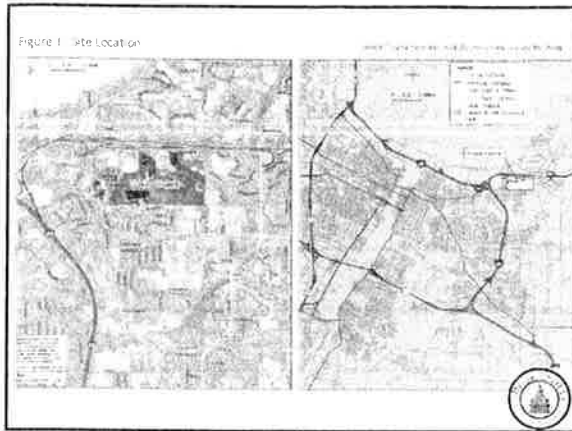


 **Brown County Research and Business Park Intent:**

- Activate 238 acres of underutilized County-owned land.
- Promote County Executive's economic development goals.
- Encourage business investment and job creation.
- Promote "brain gain" to support entrepreneurial efforts and economic growth.
- Encourage higher education institutions to expand their economic development reach
- Create an environment that promotes collaborative entrepreneurship in the private, non-profit, and public sectors.

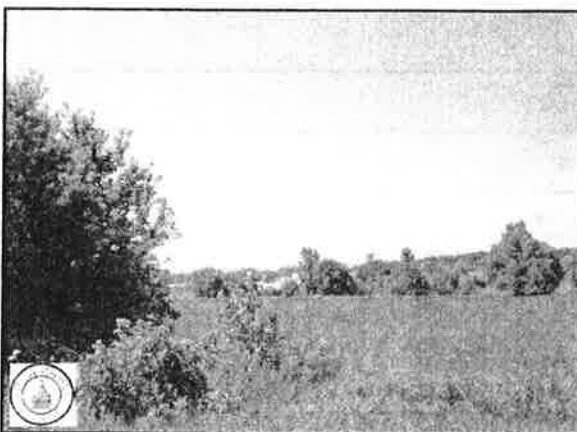
Wisconsin has five successful research business parks, but none in Northeastern Wisconsin.



 ***Supportive characteristics of the property for a research and business park:***

- Excellent access to transportation network, including two freeway interchanges, transit, and international airport.
- Close proximity to the University of Wisconsin - Green Bay and the new Veterans Administration Clinic
- Readily available utilities and fiber optic network
- Beautiful natural setting with views of the waters of Green Bay





Current trends in business location criteria:

- Offer a location with technological infrastructure, opportunities for collaboration, and sustainable development patterns.
- Provide a location for existing Brown County-based manufacturing businesses to perform research and development to be competitive in a global marketplace.
- Provide access to qualified employee pool.



Economic Development Partnerships to Date:

- Brown County
- City of Green Bay
- Advance
- University of Wisconsin Green Bay
- University of Wisconsin Extension
- State of Wisconsin – Wisconsin Economic Development Corporation (WEDC)
- Cardinal Capital Management
- More to come



Feasibility Study Analysis

- Brown County PALS and UW-Extension staff analyzed existing Brown County business/industrial park development between 2006 and 2011.
- GRAEF analyzed land sales and building development outside of Brown County.
- Analysis demonstrated an average of 52.7 acres of land were developed for business/industrial park use in Brown County during economic recession.




 **Feasibility Study Analysis**

Figure 22 Existing Industrial/Business Parks in Brown County


- Analyzed 26 different business/ industrial parks across Brown County




 **Concept Plan Development**

- Brown County PALS staff created a design concept for the Research and Business Park.
- Includes necessary utilities, streets, pedestrian facilities, landscaping, signage, and conservancy areas with walking trails.
- Concept plan identified a potential 23 parcels containing 143.7 acres of developable land.
- Potential parcels range from 1.5 to 16.2 acres.
- Street right-of-way, conservancy areas, and stormwater management total 92 acres.
- A future Brown County government branch campus holds 19 acres.

Figure 23 Design Concept Plan







Research and Business Park Development Cost Estimates

- Brown County PALS staff worked with the City of Green Bay, Brown County Public Works, WPS, and others to identify a rough cost estimate for development.
- Research and Business Park development costs are estimated at approximately \$5.9 million.
- \$500,000 for demolition of the Brown County MHC is included in the total development cost.



Research and Business Park Development Funding

- Land sales
- Brown County bond issuance paid back through Tax Increment Financing District proceeds.
- Creation of a Tax Increment Financing (TIF) through a partnership with the City of Green Bay.
 - Need to develop a Municipal Revenue Sharing Agreement between Brown County and City of Green Bay to secure TIF proceeds for bond repayment



Research and Business Park Governance

- For the Research and Business Park to succeed, it must have an efficient, effective governance organization including:
 - Park Champions – persons successful in management and/or business, well connected to business community, ties to UW-Green Bay.
 - Ability to move at speed of business when negotiating and approving land sales on behalf of Brown County.



Brown County Industrial Development Corporation

- Non-stock corporation
- Allowable under Wisconsin's non-stock corporation statute (Section 181 Wis. Stats.) and economic and industrial development law (Section 59.57 Wis. Stats).
- Specific bylaws regarding board appointments and procedures, mission statement, and strategic plan all would need to be developed.



Research and Business Park Marketing

- Need a written marketing plan regarding strategies and tactics.
- A marketing budget will need to be prepared.
- The designation of a lead person or agency to promote the research and business park and implement the marketing plan will need to be identified.



Recommended Action Plan

- Should Brown County decide to pursue creation of the Brown County Research and Business Park, the following steps will need to be accomplished:
 - Brown County action on the Brown County Research and Business Park Feasibility Study.
 - Brown County and City of Green Bay action on the establishment of a revenue sharing agreement between the county and city.
 - Brown County and Green Bay action on the establishment of a TIF district that includes the Research and Business Park site.



Recommended Action Plan

- Green Bay action on the plat for the Research and Business Park.
- Brown County action on the inclusion of infrastructure projects in the county's Capital Improvements Program (CIP).
- Brown County action on the establishment of the Research and Business Park's governing structure, members, and bylaws.




Recommended Action Plan

- Brown County action on the establishment of a land sale approval process for the Research and Business Park.
- Brown County action on the marketing plan for the Research and Business Park.
- Raze MHC campus buildings and complete the veterans' housing project.




Recommended Action Plan

- Green Bay action on amending the Green Bay Comprehensive Plan to reflect the land uses shown in the Research and Business Park's Design Concept Plan.
- Green Bay action on rezoning the site to allow the development of the land uses shown in the Research and Business Park's Design Concept Plan.
- Development of detailed engineering specifications for streets, storm water management facilities, and other infrastructure.



Brown County Research and Business Park Feasibility Study Recommendation

- Based upon the findings of the study, it is recommended that Brown County continue to pursue the development of the Brown County Research and Business Park.



Brown County Research and Business Park

Questions?
