

TLNA meeting

February 11,2016

7pm Constellation Building

Present:

Patty Prime, Kelly Maxwell, Sarah Herrick, Mark Bennett, Steve Wilke, R. Linster, Jessi Mulhall, Marta Staple, Ledell Zellers, Steve Maerz, Matt Mikolajewski (*Madison Economic Development Director*), Elena Duncan, Marsha Cannon, Lisa Hoff, Chad Crose (*Madison PD*), Alex Berkovitz (*Madison PD*), Joey Hoey, Tyler Lark, Matt Lieber

Call to order 7:01pm

Introductions

Steve W. moved to approve January minutes, Sarah seconded. Minutes approved unanimously.

1) Neighborhood officer report

(Alex, Chad): Chad will be the new representative officer for TLNA. They asked for suggestions about what we'd like from them in the upcoming year.

Marsha said it would have been nice to have had warning of the fireworks. Ledell informed us that they were for the Chinese New Year.

Patty would like some baseline statistics for the area around the Messner development. Calls, break-ins, trespassing, etc. Officers would like specific requests for what kinds of stats. Pre/post statistics requested. Marybeth requested Police Force Practices update (referring to TLNA's letter to the police department), check-ins once or twice a year. Ledell says the committee met twice and she was able to attend once; she was frustrated about late notice of other meeting. Alex says they can not comment on the Tony Robinson case and that real updates need to come from higher up the chain of command. They can ask for someone to come update the council.

Ledell asked about recent increase in vehicle break-ins here and mentioned on other listservs (Marquette, Regent). Officer Chad Crose left his card/contact info:

Officer Chad Crose

209-9809

ccrose@cityofmadison.com

2) Proposed expansion of the TID 36

Matt Mikolajewski: Defined what is a Tax Increment Finance District: community can provide financial support to real estate projects which increase value to property. Money loaned to developer at start of construction. Increase in value (increment) year to year and incremental increase in property taxes pays back loan. 2006 city implemented TID 36. Proposing to expand to pick up non-single family property along east wash (madison dairy, marling property, ??), to provide Stonehouse with a 3.5 million TIF loan. In the future there could be new properties in the expanded area that could utilize TIF loans. Funds can be spent in this district until 2026, district must close by 2032 at which point community would benefit from tax revenue generated by TIF-funded developments.

Patty asked what is status of proposed expansion? City will begin process in a month, a series of hearings and approval of joint review board is required.

Marybeth asked is there a total dollar amount for TIFs in this district? Original cap was 19 million in the district. Cap has already been met. Budget expansion will be requested (additional 20 million) in addition to boundary expansion. Does additional amount take away from neighboring district? New taxes generated will repay all debt by closing date (2032). 36 is a "healthy" TID. Unhealthy districts can borrow from very healthy districts to pay down balance. 36 will not be borrowed from, nor will it borrow from other districts. It will (theoretically) be self-sustaining.

Joey asked about school benefit/loss of revenue? How much tax revenue which would have gone to the schools will be lost (until repayment or closing)? Difficult to make that calculation. Keep in mind that the development would not happen without TIF funds, so future tax revenue is due to TIF.

Marsha asks about the fact that all developments seem to be happening north of Paterson? What about south part of district? Parking garage (11 million) will be on south side. Location of cluster of development has to do with timing of when owners and developers come to agreement.

Ledell asked if Marling plans to ask for TIF? Patty said they do not.

Tyler asks why would developers not ask for TIF? Isn't it free money? It is not free money- developers themselves must pay back money if project doesn't generate revenue as projected. They weigh the risk/benefit when they apply.

Mark asks why is park land included in TIF districts? TIF can be used for park improvements (1 million TIF for astroturf at Breese Stevens, for example). City can use TIF for infrastructure. TIF policy tries to not give full amount to developers so that is some dollars are left over for city infrastructure.

(Secretary acknowledges and apologizes for possible inaccuracies in the following three sections of these minutes) Dist 32 small cap TIF is not in a "TID" area... it is specific for that. Ledell does not want to expand TID further into neighborhood because it encourages developers to aggregate demolition and can have adverse effects on residential areas.

Can TID 32 be expanded? Tenney small cap is not in TID. Using half mile rule, if you specify use and go through proper process.... there is not incentive connection between small cap TID and other. Ledell is not in favor of expanding small cap; it goes as far east as it is able to go.

Can TID 36 utilize half mile rule for Tenney Lapham small cap usage. Ledell says it is useful if there are occupiable buildings in poor shape (Mifflin/Dayton corridor). Matt says intention was that in order to take advantage of small cap it must be rental, owner occupied.

Patty asked if Mullins owns area along East Wash, can they apply and receive TIF? Yes.

Ledell says TIF funds are approved according to the project, not the means of the developer.

Matt can be reached at: mmikolajewski@cityofmadison.com

3) Budget

Steve M.: Numbers are mostly the same as last time.

Steve M. attempted to set up a more income-relevant layout. Needs to talk to Tyler about a 300 dollar tree discrepancy. He has had trouble going through receipts, has gone through October-September and didn't have some deposit details, but has broken most of it down. Party in the Park contributions were higher than what was reported in Tyler's email. They will work it out, Patty will help. Patty solves mystery! Some Party money went to Lapham!

Actuals are solid, Steve M. wants feedback on if budget is realistic. Talked to Richard (?) about having a calendar year-end for ease of financial comparatives.

Steve M. will be doing a checkbook tracking of deposits and expenditures, thinks this will make it easier for switch-over of treasurers in the future.

Linster will clarify Taste of Tenney numbers for this year and previous year, cost and income.

Patty questions Spring event having a budget of zero, requests Marta to estimate cost (permits, etc.) Patty and Marta agree on a 300 dollar cost.

Marybeth reminds Steve M. to include approved photo contest cost in the budget.

Mark asks about advertising and printing budget being much different than last year. It is discussed and it is fine.

Linster moves to adopt this as a general budget framework and to shift budget to a calendar year, Steve W. seconds. Unanimously passes.

4) Patty announces that Kelly Maxwell will be leaving Secretary position, Lisa Hoff is volunteering to replace her.

Sue Babcock will be leaving VP position, Elena Duncan is observing tonight and may be willing to step in.

Steve W. moves, Steve M. seconds Lisa's appointment as secretary for remainder of term. Discussion:

Lisa has lived in the neighborhood for 8 years, she property manages Das Kronenberg, the Colony, and Blair House Condos. She also sells real estate. She assisted Mark with distribution of newsletter to the Colony.

Elena has lived in Tenney for 6 years, lives on Sherman and Brearly. She is a preschool teacher at Montessori Children's House on west side.

Motion passes unanimously. Welcome Lisa!

5) Potential neighborhood grant application

Jessi: has an idea to support our Tenney Lapham branding effort.

Proposes an update of sign at Gorham/Johnson split. Would like to include our new logo. Jessi wants to write a grant proposal to hopefully get some of city's \$5000 of available funds. Application form is daunting, grant form seems straightforward.

Sign is 7 feet wide. Design would have bridge image and text would read "Tenney Lapham Neighborhood". Wants to possibly use reflective materials instead of illuminating the sign for low-cost purposes. Would like to improve landscaping around the sign as well. Possibly two-sided so that it is visible from within the neighborhood.

Current sign is wood (very structurally sound), Jessi is thinking of attaching a new metal or vinyl sign to existing structure.

Steve M. says that other neighborhoods have used this money to improve their signs.

Ledell recommends a contact (Jewel?) for Jessi to see some examples of grant applications and signs.

Marybeth suggests stressing in the grant application a definitive timeline, inclusive processes, recommends dovetailing our existing events with community approval of design. Include East High students in landscaping plans, possibly.

Jessi estimates a \$500 match required from TLNA. Ledell says that labor hours can be included in that match. Steve W. thinks that it will be a minimum of \$2000 to actually make the new sign. Marybeth summarizes that Jessi can, in good faith, ask city for \$1000, knowing that TLNA can match with \$500 cash and \$500 labor.

Steve W moves to commit up to \$500 cash to Jessi's project, Steve M. seconds. Tyler asks if anyone else from TLNA has presented ideas. Patty says no. Deadline is Friday. **Passes unanimously.**

6) Day Shelter at Messner site update

Patty: steering committee met on Tuesday.

Updates from County. At this point the County rep (Heidi) an operator approved before CUP application process begins. Ledell and Patty would be very surprised if they move forward with CUP without an operator.

Design elements from Dawn O'Kroley will be on the website tonight.

At the steering committee meeting, issues /recommendations were communicated and summarized. Patty will review these with Tenney Nursery board. Cameron (lawyer) will review and give opinion on if they make legal sense.

Linster recommends that a representative from the business community reviews the issues/recommendations. Community should expect to be invited to decision-making meetings with city, county, United Way (before decisions are made, not after.) County should select an operator by way of RFP process before applying for CUP.

Meetings about scope, goals of site are in process. These meetings are not open to the public.

Linster moves that TLNA request that an operator for the center is selected through an RFP process, and that this process is completed before applying for CUP, and that TLNA is included in all meetings between City, County, and United Way. This request will be submitted in letter form to City, County and United Way. Steve W. (?) seconds.

Discussion: Marta said that Lyn Greene approached David Staple about having a seat at United Way decision-making table, but Ledell suspects that they are moving away from those type of inclusive decisions, that United Way does not tend to hold open-to-the-public planning meetings. Also, United Way is focused on getting people into housing, not operation of a Day Shelter. Marybeth suggests adding United Way and a media component to distribution list (of issues/recommendations list) in addition to City and County.

Marybeth wishes to include specific neighborhood financial considerations in issue/recommendation list (lost tax revenue from the Messner building for example).

Linster requests a special meeting of TLNA to discuss these issues and clarify our position before the next council meeting.

Marsha supports the idea that neighborhood needs to have a voice and questions if this center will best serve our citizens.

Marybeth stresses that the council needs to avoid being continually put in a reactive position. Perhaps we should be proactive and schedule a meeting ourselves and publicize it to the community for the purpose of collecting/framing the issues/recommendations of the community as a whole.

Ledell stress that the County is the only real decision-maker so far.

Patty is not eager to involve media because we are in a defensive, reactive position.

Passes unanimously.

Patty asks for discussion about holding special meetings with the neighborhood. One to solidify our list and one to decide what to do with it. Noone is particularly eager to organize it but all seem to agree that it is a good idea.

7) Elected official report

Ledell: 1444 East Washington (Blind Pig) alcohol license, March 3 public meeting.

Reynolds crane lot no update.

Festival Foods April 8 opening day with events, apartments occupied this spring, condos this summer

McGrath apartments marketing for occupancy in May, marketing for commercial space

Breese Stevens manager presented Responsible Alcohol Consumption Action plan, etc. , but did not touch base with the neighborhood first. City endorsed these plans with a caveat that neighborhood may weigh in. Recommends including on TLNA meeting agenda next month.

Alcohol license for Festival foods is on ALRC agenda for next Wednesday, meeting about that didn't raise any big concerns. Ledell asked for 3 conditions: on-site consumption limited to 2nd floor mezzanine, staff can observe self-serve wine machine, on-site consumption ceases at 10 except for one event a month when consumption may continue til 12 with at least one week's notice to ALRC.

Beginning in May, Fordem will be resurfaced and utilities will be redone. Street will remain open.

8) President comments

Development proposal at Marling lumber site (228 units, max of 4 floors, parking adjacent), there is interest in saving all the trees there. River access planned (privately owned, public access).

Concerns about development on Butler St., replacing 6 units with approx 60. Taking three house lots and making one building. Small, disengaged neighborhood. Doesn't wish that to be the norm for the isthmus. Fisher family is the developer, sons mostly make up the steering committee.

First meeting of parking committee will be March 16 location TBD.

Steve W moves to adjourn.

Adjourned 9:10pm.

