

**PLAN COMMISSION MEETING MINUTES
CITY OF SUPERIOR
Wednesday, May 19, 2021**

The Plan Commission Meeting for the City of Superior was called to order by Mayor Paine at 4:00 p.m. in Board Room 201.

ROLL CALL

Members present: Mayor Jim Paine, Tylor Elm, Anne Porter, Brent Fennessey, Lindsey Graskey, Brian Finstad, Dave Strum, Dennis Dalbec

Members excused: Anthony Scalvi

Staff present: Jason Serck, Allison Johnson

Others present: Shelley Nelson, Frog Prell, Bob Toftey, Sean Lentz, Ryan Nelson, Jessica Matson, Mike Barker

There being a quorum present, the meeting was in order.

APPROVAL OF MINUTES

MOTION by Commissioner Dalbec, seconded by Elm, and carried to unanimously approve the minutes of April 21, 2021.

NEW BUSINESS

1. Public Hearing

- a. Resolution of the Plan Commission of the City of Superior Approving the Project Plan and Establishing Boundaries for Tax Incremental District No. 16 City of Superior, Wisconsin and Recommendation for the Creation Thereof
- b. Resolution of the Plan Commission of the City of Superior Approving the Project Plan and Establishing Boundaries for Tax Incremental District No. 17 City of Superior, Wisconsin and Recommendation for the Creation Thereof

Sean Lentz, with Ehlers, gave a presentation on the summary of Tax Increment Financing Districts and their creation. He also gave a brief overview of the projects planned for both TIF 16 and 17.

Commissioner Fennessey arrived at 4:13pm, their still being a quorum the meeting continued.

Planning, Economic Development and Port Director Serck added that the planned project for TIF 17 will be a 120 unit apartment building with anticipated construction starting summer of 2021 and completed by end of 2022. There have been additional discussion about improving and adding sidewalks in the area and talks on how to improve circulation and connectivity with the elementary school nearby. Commissioner Fennessey asked for clarification on the item referencing the use of the City's General Fund to front costs for sidewalk improvements in TIF 17. Commission Porter asked for clarification on the inclusion of a portion of Highway 2 on TIF 16. It was noted that it was necessary for created a contiguous district with connectivity and also whole parcels needs to be included when created a TIF.

Mayor Paine opened the public hearing on the resolutions of the Plan Commission of the City of Superior approving the project plan and establishing boundaries for Tax Increment Financing District No. 16 and 17 City of Superior, Wisconsin and recommendations for the creation thereof. No one spoke for or against the resolutions. The public hearing closed.

MOTION by Commissioner Dalbec, seconded by Elm, and carried to unanimously approve the Resolution of the Plan Commission of the City of Superior Approving the Project Plan and Establishing Boundaries for Tax Incremental District No. 16 City of Superior, Wisconsin and Recommendation for the Creation Thereof.

MOTION by Commissioner Porter, seconded by Fennessey, and carried to unanimously approve the Resolution of the Plan Commission of the City of Superior Approving the Project Plan and Establishing Boundaries for Tax Incremental District No. 17 City of Superior, Wisconsin and Recommendation for the Creation Thereof

2. Review and approval of small business grant application from Serenity Spa & Salon. SBGP 21-10

Commissioner Elm asked for clarification if any new equipment was being purchased or if this was purchasing equipment that is already located on site. Serck mentioned that the purchase was for existing equipment and no new equipment is being purchased for this project. He added that this was a business transfer and that this is more of a business retention type of project rather than improvement, which does fit into the current guidelines of the program but is the first of its kind that has been reviewed.

MOTION by Commissioner Dalbec, seconded by Graskey, and carried to unanimously approve the small business grant application for Serenity Spa and Salon.

3. Review and approval of small business grant application from Black Fox Salon Studio. SBGP 21-11

MOTION by Commissioner Dalbec, seconded by Elm, and carried to unanimously approve the small business grant application for Black Fox Salon Studio.

4. Review and approval of small business grant application from Roydan Rentals. SBGP 21-12

MOTION by Commissioner Fennessey, seconded by Dalbec, and carried to approve by roll call vote the small business grant application for Roydan Rentals. Paine – Y, Fennessey – Y, Graskey – Y, Finstad – Y, Strum – Y, Elm – Y, Porter – Abstained, Dalbec – Y.

5. Discussion on Small Business Grant Program

Commissioners had an open discussion on possible changes to the program in anticipation of funding being depleted on June 1, 2021. The discussion is summarized below.

- Elm suggested dividing up funds between new/existing businesses. Thinks that the program should be used to improve/beautify businesses.
- Porter asked if we could request for more funds for the remainder of the year.
- Paine confirmed that requesting more funds is an option, with council involvement. Paine suggested that the program identify that projects must be a new investment, and if items are purchased they need to be something that is not currently on site so that it is a tangible

improvement to the property and value of the business.

- Fennessey raised concerns about this becoming a maintenance fund for existing businesses rather than business expansion and improvement.
- Porter countered that infrastructure upgrades do increase values. She suggested only infrastructure changes that require a building permit could be used as a way to determine eligibility.
- Serck brought up potentially changing the grant amounts.
- Dalbec suggested lowering the maximum grant cap.
- Elm thinks that infrastructure improvements with tangible increase in property values weigh heavier than other uses of the funds.
- Graskey questioned doing a quarterly allocation and reviewing all of the applications at the same time for that quarter.
- Paine added that commissioners have brought that up in the past. It is certainly one way to run a grant program and is common in the non-profit sector. It is more challenging to do so in the business sector as opportunities and projects are generally faster paced.
- Fennessey likes the idea of reviewing several at one time and being able to compare and determine grant amounts to give to applicants. He also suggested setting aside funds for new businesses to review as they come in, and scheduling “grant days” for existing businesses and reviewing quarterly.
- Porter suggested doing an anonymous review so that the names of the business are not included to be impartial in reviewing. Also said that a scoring system would likely need to be created to determine project ranking.
- Strum asked if they should consider their “as need” status and use that when determining grant amounts and eligibility.
- Paine finished with adding that he and planning staff would drafts some possible amendments to the program and present them at the next plan commission for them to discuss.

OTHER BUSINESS

ADJOURNMENT

The meeting adjourned at 5:05 p.m.

Respectfully Submitted by:
Allison Johnson
Planning Technician
City of Superior

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