



CITY OF MERRILL
REDEVELOPMENT AUTHORITY

AGENDA • WEDNESDAY OCTOBER 4, 2023

Regular Meeting

City Hall Council Chambers

8:00 AM

To attend remotely call 401-592-7223 PIN 773 956 909 #

- I. Call to Order
- II. Introduction of new RDA Commissioner - Gary Hartwig
- III. Minutes from previous meeting:
 1. Consider approval of August 2nd meeting minutes
- IV. Public Comment
- V. Review of WI Department of Reveue 2023 Equalized Valuations:
 1. City of Merrill - Equalized Valuations
- VI. Update on housing developments:
 1. City of Merrill - Residential Developments
- VII. Continued discussion of future redevelopment of corner of W Main St and S Prospect St - TID No. 8:
 1. 403 W Main St information
- VIII. Introduction of new Lincoln County Economic Development Corp (LCEDC) Executive Director - Elsa Duranceau
 1. Marketing Request from LCEDC
- IX. Review of preliminary 2024 Tax Increment District (TID) budget requests
- X. Next RDA meeting - Wednesday, November 1 at 8:00 AM
- XI. Closed Session:
 1. The RDA may convene in closed session per Wis. Stats. Sec. 19.85(1)(e) - deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session to consider:
 - a) Negotiation of potential TID development incentives to facilitate future residential development (TID No. 7 - N. Center Ave. area)
- XII. Reconvene in Open Session:
 1. The RDA may reconvene in open session on TID No. 7 - potential development agreement
- XIII. Adjournment

City of Merrill
Meeting of Redevelopment Authority (RDA)

Wednesday, August 2, 2023 at 8:00 a.m.
City Hall Common Council Chambers

RDA Present: Steve Hass, Tony Kusserow, Clyde Nelson, Mark Bares, Steve Sabatke, Rebecca Rutkowski, and Jim Koppelman

Others: Alderpersons LaDonna Fermanich and Nathan Meyer, City Clerk Lori Anderson-Malm, Finance Director Kathy Unertl, City Attorney Tom Hayden, City Public Works Director/City Engineer Rod Akey. City Building Inspector/Zoning Administrator Darin Pagel, Police Chief Corey Bennett, Bill Bialecki from Lincoln County Economic Development Corp. (LCEDC), T.J. Morice from NAIPfefferle, and video operators from Merrill Productions

Call to Order: Chair Hass called the meeting to order at 8:00 a.m.

Consider approval of RDA meeting minutes from July 5, 2023:

Motion (Bares/Nelson) to approve the meeting minutes from June 5. Carried.

Public Comments: None.

Update on real estate marketing brochure (TID No. 4 vacant site):

The NAIPfefferle marketing brochure was included in the agenda background packet. Morice advised that one Letter of Interest has been received. Morice will continue coordinating with City Public Works Director/City Engineer Akey.

Follow-up consideration of potential real estate broker listing for Lincoln County Highway G Industrial/Business Park (TID No. 13):

Akey suggested that hiring a real estate broker would assist in facilitating new development in the City-owned 66-acre site. Sabatke commented that the land is not shovel ready (i.e. without municipal utility and street infrastructure). Morice reported that would not hamper marketing efforts as long as City had potential infrastructure cost estimates and timeframes for future construction if there were firm development interest.

Motion (Hass/Rutkowski) to approve listing agreement with NAIPfefferle. Carried.

Discuss future redevelopment of 403 W Main St (corner with S Prospect St.) – TID No. 8:

Discussion focused upon issuing Request for Proposal seeking potential redevelopment or development of municipal-owned parking lot. Besides the former building site (which is gravel), the parking lot south of the City alley would likely need to be improved with new pavement.

Motion (Sabatke/Koppelman) to prepare cost estimate for potential municipal parking lot for 2024 budget consideration. Carried.

Attachment: 2023-08-02 RDA Minutes (10429 : Consider approval of August 2nd meeting minutes)

Discuss potential extension of Spruce St north of E 10th St (TID No. 7):

Akey advised that the property owners have requested confirmation that City would proceed with improvement of Spruce St (between E 10th St and 14th St). Mayor Hass reported that City grubbed trees in 2022 s from where the Spruce St right-of-way could be development. The potential Certified Survey Map (CSM) to split off three E 10th St lots and Plat were not finalized. The previous concept layout was included in the RDA agenda packet.

Potential timeframe for utility and street improvements could be utilities and gravel base in 2024 and then curb, gutter, and paving in 2025. Akey will continue discussions with the property owners.

Review Housing Residential Incentive Applications:

Two applications were reviewed including: 811 N State St and 1002 Cotey Dr.

Review of preliminary WI Department of Revenue 2023 Equalized Valuations:

Unertl reported that WI DOR released the preliminary valuations on August 1st. Unertl distributed historical graphs showing valuation trends. City 1/1/2023 Equalized Valuation increased \$102,359,000 which included \$67,364,200 in Tax Incremental Districts.

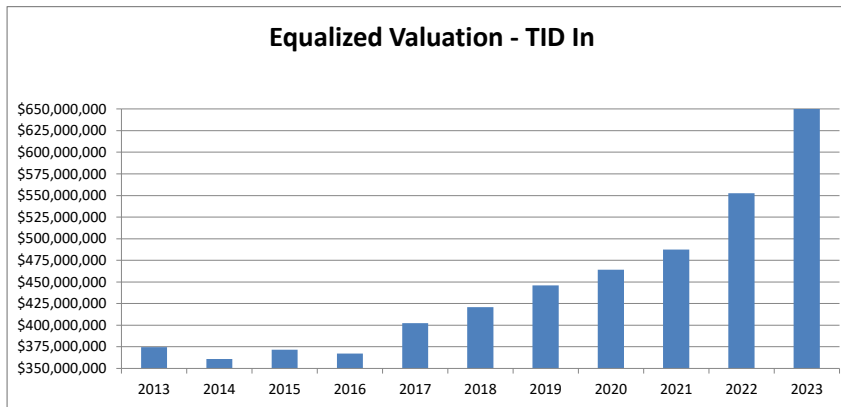
Next RDA Meeting: Tentatively scheduled for Wednesday, September 6 at 8:00 a.m.

Adjournment: (Koppelman/Kusserow) to adjourn at 8:40 a.m. Carried.

Minutes prepared by RDA Secretary Kathy Unertl

City of Merrill - Equalized Valuations

TID = Tax Increment Districts

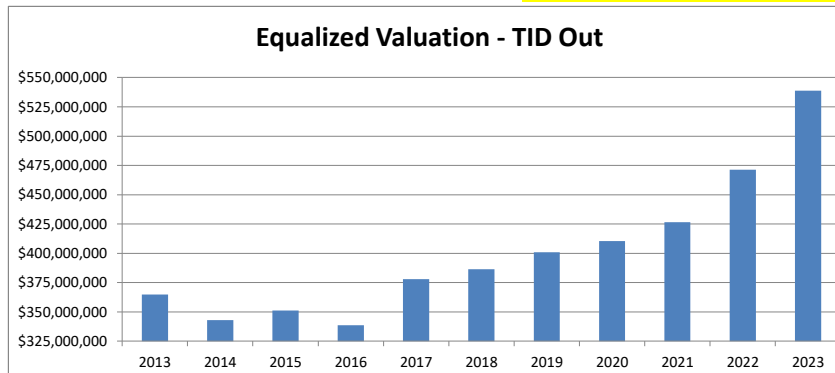
**Equalized Valuation - TID In:**

			%
		Difference	Change
2013	\$374,530,100	(\$20,709,300)	-5.24%
2014	\$360,801,800	(\$13,728,300)	-3.67%
2015	\$371,510,700	\$10,708,900	2.97%
2016	\$367,161,200	(\$4,349,500)	-1.17%
2017	\$402,356,200	\$35,195,000	9.59%
2018	\$420,695,800	\$18,339,600	4.56%
2019	\$445,884,400	\$25,188,600	5.99%
2020	\$464,066,900	\$18,182,500	4.08%
2021	\$487,323,100	\$23,256,200	5.01%
2022	\$552,633,600	\$65,310,500	14.07%
2023	\$654,892,600	\$102,259,000	18.50%

Change 2013 to 2023 74.86%

Source: Wisconsin Department of Revenue

TID = Tax Increment Districts

**Equalized Valuation - TID Out:**

			%
		Difference	Change
2013	\$364,710,300	(\$20,389,100)	-5.16%
2014	\$342,911,400	(\$21,798,900)	-5.98%
2015	\$351,277,000	\$8,365,600	2.44%
2016	\$338,734,800	(\$12,542,200)	-3.57%
2017	\$377,987,600	\$39,252,800	11.59%
2018	\$386,401,400	\$8,413,800	2.23%
2019	\$400,888,300	\$14,486,900	3.75%
2020	\$410,359,700	\$9,471,400	2.36%
2021	\$426,622,400	\$16,262,700	3.96%
2022	\$471,343,400	\$44,721,000	10.48%
2023	\$538,707,600	\$67,364,200	14.29%

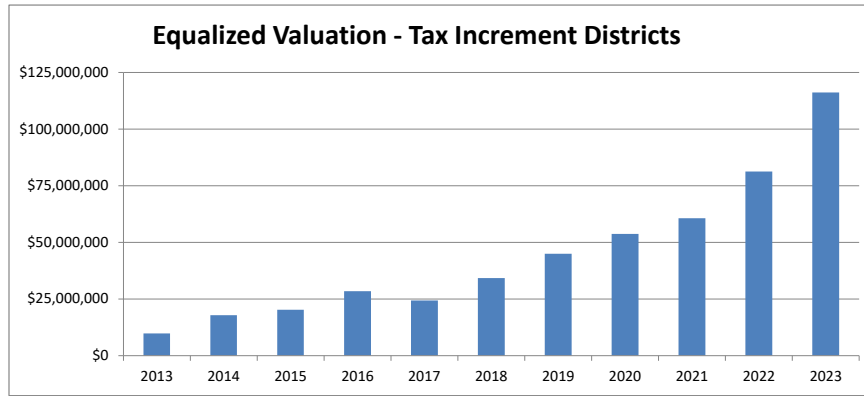
TIDs <\$116,185,000>

Change 2013 to 2023 47.71%

Source: Wisconsin Department of Revenue

City of Merrill - Equalized Valuations

TID = Tax Increment Districts

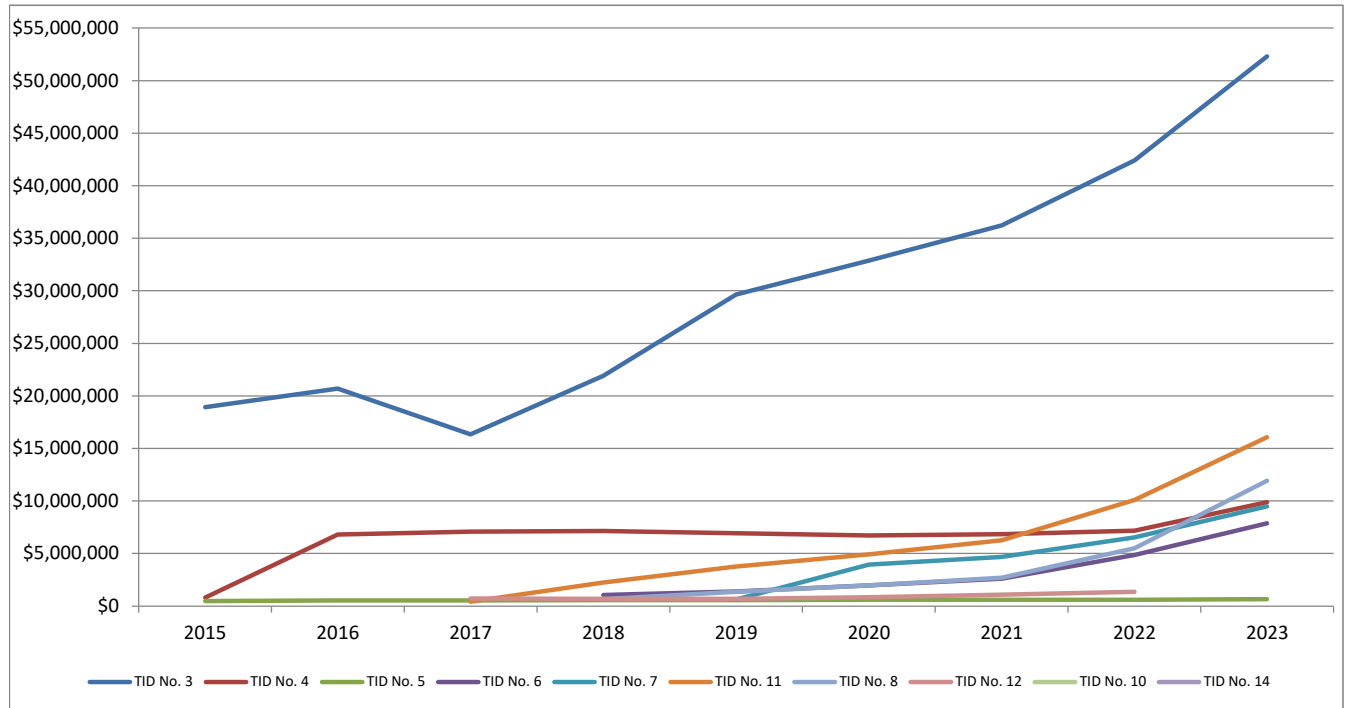
Equalized Valuation - TIDs:

			%
		Difference	Change
2013	\$9,819,800	(\$320,200)	-3.16%
2014	\$17,890,400	\$8,070,600	82.19%
2015	\$20,233,700	\$2,343,300	13.10%
2016	\$28,426,400	\$8,192,700	40.49% Reassessment as of 1/1/2016
2017	\$24,368,600	(\$4,057,800)	-14.27% Adjustment for 2016 Estimates
2018	\$34,294,400	\$9,925,800	40.73%
2019	\$44,996,100	\$10,701,700	31.21%
2020	\$53,707,200	\$8,711,100	19.36%
2021	\$60,700,700	\$6,993,500	13.02%
2022	\$81,290,200	\$20,589,500	33.92%
2023	\$116,185,000	\$34,894,800	42.93%

Change 2013 to 2023 1083.17%

Source: Wisconsin Department of Revenue

City of Merrill - Tax Increment District (TID) Value Increment by TID District



Assessment Year	Budget Year	TID Total Increment	TID No. 3 East Side	TID No. 4 Pine Ridge	TID No. 5 Hwy 107	TID No. 6 Downtown	TID No. 7 N. Center	TID No. 8 West Side
2015	2016	\$20,233,700	\$18,938,800	\$812,200	\$482,700			
2016	2017	\$28,426,400 *	\$20,691,100	\$6,793,500	\$537,300		\$401,300	
2017	2018	\$24,368,600	\$16,346,500	\$7,077,700	\$537,300			
2018	2019	\$34,294,400	\$21,919,900	\$7,139,100	\$567,800	\$1,057,500		\$650,700
2019	2020	\$44,996,100	\$29,654,200	\$6,942,100	\$577,400	\$1,393,200	\$616,700	\$1,344,900
2020	2021	\$53,707,200	\$32,885,900	\$6,717,500	\$592,900	\$1,957,100	\$3,958,300	\$1,977,900
2021	2022	\$60,700,700	\$36,208,700	\$6,836,900	\$589,500	\$2,612,800	\$4,670,200	\$2,686,000
2022	2023	\$81,290,200	\$42,396,200	\$7,170,600	\$604,300	\$4,842,900	\$6,527,900	\$5,492,400
2023	2024	\$116,185,000	\$52,307,400	\$9,891,300	\$647,700	\$7,870,300	\$9,494,700	\$11,928,100
			TID No. 3 East Side	TID No. 4 Pine Ridge	TID No. 5 Hwy 107	TID No. 6 Downtown	TID No. 7 N. Center	TID No. 8 West Side

Assessment Year	Budget Year	TID No. 9 WI River/ S. Center	TID No. 10 Fox Point	TID No. 11 Rock Ridge	TID No. 12 Weinbrenner	TID No. 13 Hwy G Indust	TID No. 14 Rain - Wash
2015	2016						
2016	2017		\$3,200				
2017	2018			\$407,100			
2018	2019			\$2,251,300	\$708,100		
2019	2020			\$3,768,600	\$699,000		
2020	2021			\$4,925,200	\$692,400		
2021	2022			\$6,257,900	\$838,700		
2022	2023		\$2,495,400	\$10,094,500	\$1,085,900	\$8,900	\$571,200
2023	2024	\$610,900	\$5,271,200	\$16,075,900	\$1,347,400	\$22,500	\$717,600
		TID No. 9 WI River/ S. Center	TID No. 10 Fox Point	TID No. 11 Rock Ridge	TID No. 12 Weinbrenner	TID No. 13 Hwy G Indust	TID No. 14 Rain - Wash

* Based upon City Assessor June 2016 estimates prior to completion of 1/1/2016 revaluation process.

Attachment: 2023 Equalized Valuations (10430 : City of Merrill - Equalized Valuations)

City of Merrill - Residential Developments

Status as of 9/19/2023

Single-Family Homes:

Developer	Location	Building Lots	Completed Occupancy Permits	Under Construction	Basement or Footings	Vacant Lots	TID
Ryan Ott/Denyon Homes	Superior/W. St. Paul	13	13	0	0	0	No. 11
Timber Ridge Builders	Highland Dr.	2	2	0	0	0	No. 11
JJ Premier/CMO Builders	Parkview/Edgewater	13	11	0	1	1	No. 11
JS Builders	E. 10th St. (East of Poplar St.) (Former HAVEN lots)	3	1	0	0	2	No. 7
JS Builders	811 N. State St.	1	0	1	0	0	No. 8
Merrill Area Housing Authority	MAPS BlueJay House - 808 E. 4th St.	1	0	1	0	0	Tax Exempt
Ryan Ott Development	Johnson St.	8	4	1	1	2	No. 4
Beckman, Lea	1804 E 12th St.	1	1	0	0	0	No. 10
Thiel, Lucas & Elizabeth	302 Willow Bend Ct.	1	1	0	0	0	No. 8
Sullivan, Dan	1509 Nicklaus Dr. (10/22 Permit)	1	0	1	0	0	N/A
Zelich, Max	1605 Nicklaus Dr. (10/22 Permit)	1	0	1	0	0	N/A
Golisch, Kenyon	602 Eugene St.	1	1	0	0	0	No. 8
Gleason, Karen	1202 Cotey Dr.	1	0	0	1	0	No. 10
Totals		47	34	5	3	5	Totals

Attachment: Housing - Status 2023-09-19 (10431 : City of Merrill - Residential Developments)

City of Merrill - Residential Developments

Status as of 9/19/2023

Duplexes:

Developer	Location	Buildings Planned	Completed Occupancy Permits	Under Construction	Footings	Vacant Lots	TID
Merrill Area Housing Authority	Francis Dr. 602 A & B	3	0	1	1	1	Tax Exempt

Multi-Family Apartments:

Developer	Location	Buildings Planned	Completed Occupancy Permits	Under Construction	Site Work/ Footings	Vacant Lots	
Nicolet Lumber (36 Units)	Webster St./Eugene St.	3	3	0	0	0	No. 8
S.C. Swiderski, LLC	Webster St. (3 CSM Lots)						
Total of 64 Units	Bedford (6 Units) - 2 Buildings	2	0	0	2	0	No. 8
	Bedford (2 Units) - 2 Buildings	2	0	0	2	N/A	No. 8
	Fulton (20 Units) - 2 Buildings	2	0	0	2	0	No. 8
	Rockwell (4 Units) - 2 Buildings	2	0	0	2	0	No. 8

REQUEST TO INCLUDE ITEM ON AGENDA

Board or Committee: Redevelopment Authority (RDA)

Date of Meeting: Wednesday, September 6, 2023

Request by: Finance Director/RDA Secretary Kathy Unertl

Describe below the item(s) you wish to have put on the agenda:
(please attach any pertinent information):

Continued discussion of future redevelopment of 403 W Main St. (corner with S. Prospect St.) – TID No. 8:

Three separate Lincoln County Tax Parcels were acquired by the City of Merrill for future redevelopment (after the former bank building was demolished).

- 1) 251-3106-113-0239 Corner Lot – where former building was.

City Engineer estimate of probable cost for new paved parking lot: **\$30,000**

- 2) 251-3106-113-0242 Existing paved area which needs replacement.

City Engineer estimate of probable cost for removal of existing pavement and new paved parking lot: **\$30,000**

Or, potential green space?

Or, potential site for multi-story residential?

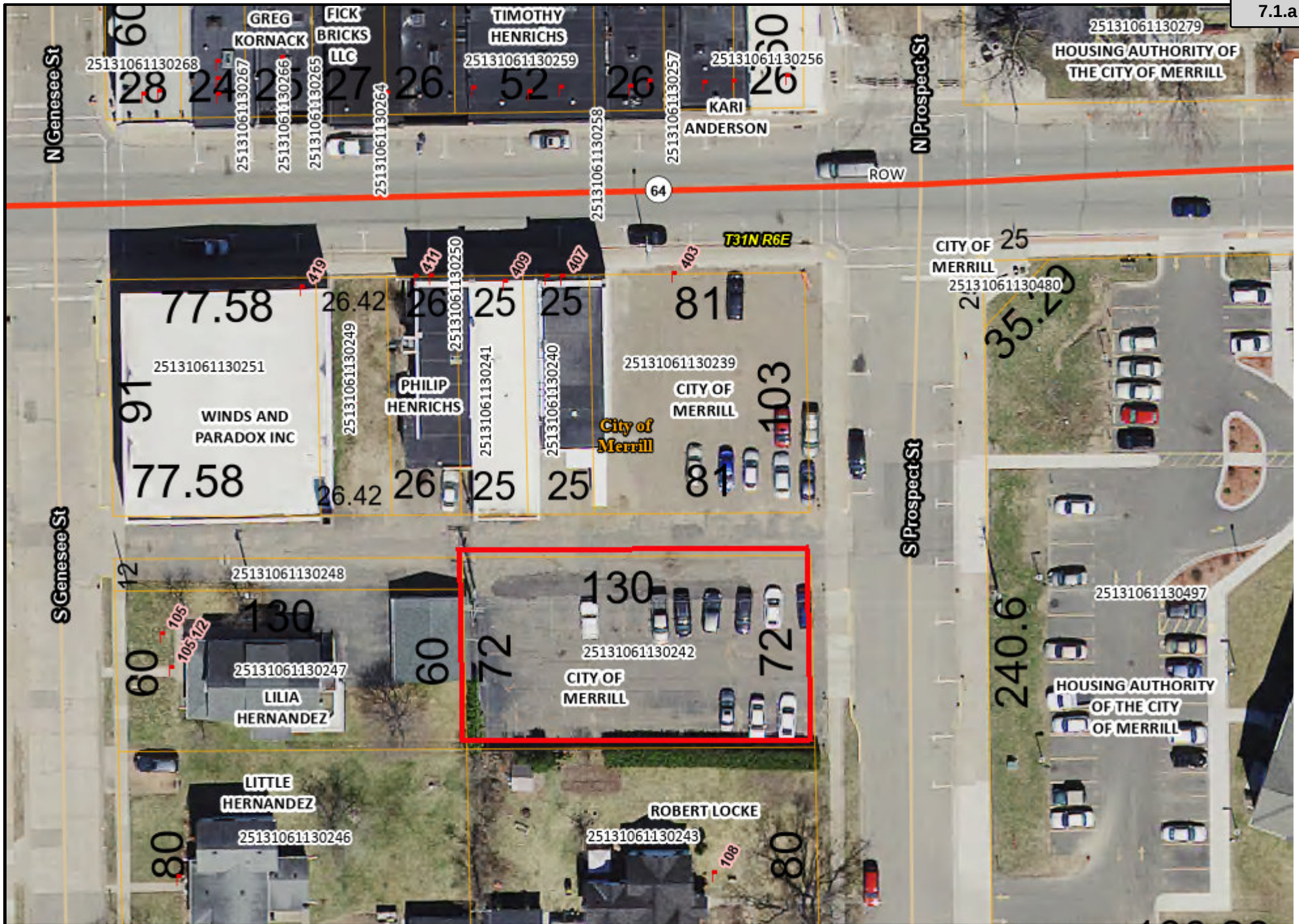
- 3) 251-3106-113-0248 12' x 130' existing paved area.

Keep and maintain as part of wider City of Merrill alley?

Potential to transfer title to former armory building owner or to adjacent S. Genesee St. residential property?

Request date: 8/30/2023





Lincoln County, WI
Author: Public
Date Printed: 8/30/2023



DISCLAIMER: The information depicted on this map is a compilation of public record information including aerial photography and other base maps. No warranty is made express or implied, as to the accuracy of the information used. The data layers are a representation of current data to the best of our knowledge and may contain errors. It is not a legally recorded map and cannot be substituted for field-verified information. Errors should be reported to Land Services Department, 801 North Sales St, Merrill, WI, 54452. Phone (715) 539-1087.

Attachment: TID8 - Former Bank site redevelopment (10432 : 403 W Main St information)



Attachment: TID8 - Former Bank site redevelopment (10432 : 403 W Main St information)



LINCOLN COUNTY ECONOMIC DEVELOPMENT CORPORATION

LINCOLN COUNTY, WISCONSIN

Elsa Duranceau, Executive Director
Lincoln County Economic Development Corporation
801 N. Sales St, STE 200
Merrill, WI 54452
715-539-1025

September 13, 2023

Dear Mr. Rod Akey,

I hope this letter finds you well. I am writing to request financial support of \$40,000.00 on behalf of the Lincoln County Economic Development Corporation (LCEDC) for the purpose of funding a comprehensive marketing campaign for the city of Merrill.

The LCEDC is dedicated to promoting economic growth and prosperity in our community. Over the years, we have consistently worked towards our mission of enhancing the business environment in Merrill and attracting new businesses to our city. However, we believe that an effective marketing campaign is essential to showcase the potential of our city to investors, entrepreneurs, and residents.

The requested \$40,000.00 will be used exclusively for marketing initiatives aimed at boosting Merrill's image as a prime location for businesses and residents alike. Our marketing strategy includes:

- **Digital Marketing:** We will invest in online advertising, search engine optimization (SEO), and social media marketing to create a strong online presence for Merrill. This will make it easier for potential investors and businesses to find information about our city.
- **Print Media:** We plan to develop brochures, pamphlets, and other print materials to distribute at trade shows, conferences, and other relevant events. These materials will highlight Merrill's unique selling points and economic advantages.
- **Website Enhancement:** We will update our website to be more user-friendly, informative, and visually appealing. A well-designed website is crucial for attracting and retaining the interest of businesses and individuals exploring potential investment opportunities.
- **Community Events:** We intend to host community events and workshops that promote Merrill's business-friendly environment and emphasize the benefits of locating to our city.

We plan to coordinate these efforts with the Merrill Area Chamber of Commerce and other local organizations that share similar missions for the area. We believe that with the right resources and strategic partnerships, we can effectively execute this marketing campaign and bring significant economic benefits to Merrill. By attracting new businesses, residents,

and investors, we will create jobs and boost the local economy, ultimately strengthening our community.

We kindly request that you consider our proposal and provide the necessary financial support of \$40,000.00. Your investment in this marketing campaign will have a lasting positive impact on the growth and prosperity of Merrill. We are committed to being transparent and accountable for every dollar invested in this initiative.

If you have any questions or require further information, please do not hesitate to contact me at 715-539-1025 or ecdev.lincolnco.wi@gmail.com. We are open to discussing this proposal in detail and providing any additional information you may require.

Thank you for your time and consideration. We look forward to the opportunity to collaborate with you in enhancing Merrill's economic development through effective marketing.

Sincerely,

A handwritten signature in black ink, appearing to read 'Elsa Duranceau', written in a cursive style.

Elsa Duranceau, Executive Director
Lincoln County Economic Development Corporation