



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Meeting Agenda - Final Redevelopment Authority of the City of Racine

*James Spangenberg
Gregory Holding
Robert Anderson
Jen Adamski-Torres
Doug Nicholson
John Crimmings
Alderman Tracey Larrin*

Monday, April 3, 2017

5:15 PM

City Hall, Room 303

Call To Order

Approval of Minutes for the February 6, 2017 Meeting.

Approval of Minutes for the February 20, 2017 Special Meeting.

Approval of Minutes for the February 27, 2017 Special Meeting.

Budget and Finance

Financial Report

Report of the Executive Director

- A. Update on RFP for "on-call" real estate brokerage services (on hold)
- B. Proposed RFP for snow removal and mowing for RDA and City-owned properties (completed)
- C. Update on Electric Pedestal project in West Racine (completed)
- D. Proposed RDA training (Visit to Milwaukee RDA in May, 2017)
- E. Update on White Box Program

RDA-Owned Property Report

- A. Update on 233 Lake Avenue – Hotel & Event Center
- B. Update on 615 Marquette Street (Case Plow Works Building)

- C. Update on 1520 and 1536 Clark Street (Ajax Building)
- D. Update on Southside Industrial Park
- E. Other RDA-owned and City-owned property Report
 - a. Update on Machinery Row (900 and 820 Water Street)
 - b. Update on West Bluff project & Grant Proposals

[301-17](#)

Subject: (Direct Referral) Consider Resolution 17-13 authorizing RCEDC staff to apply for a Great Lakes Restoration Initiative Grant (GLRI) through the U.S. Forestry Service. The grant would supplement the existing grant award from the Fund For Lake Michigan (FFLM) for the planting of trees and vegetation as part of our Rootworks Plan storm water management strategy.

Attachments:

[RDA Memo for GLRI Grant Authorization](#)

Staff Recommendation: Approve the resolution.

Fiscal Note: The Grant application will be for \$95,000. There are no matching funds required, but the City will list FFLM grants as our match. The cost to apply for the grant will not exceed \$5,000. There are funds available within the RDA budget to fund the grant application and may be reimbursed by the Machinery Row Tax Incremental District 18 to offset the expenditure. The grant application has been issued grant control number 00131.

[302-17](#)

Subject: (Direct Referral) Consider receiving and filing a report from Community Development Specialist Ben Lehner on Community Development work in West Racine and Uptown business districts.

Staff Recommendation: Receive the report and file.

[303-17](#)

Subject: (Direct Referral) Consider Resolution 17-14 recommending approval of an Economic Development Communications Strategy Implementation with Branigan Communications.

Staff Recommendation: RDA staff to engage with Branigan Communications to assist the RDA with communications strategies to support economic development and communications on economic development issues. Staff is currently receiving training and support on public outreach, website design and content, branding, market research, and media relations and strategy and seek to implement a full communications strategy between April and December 2017. Improving communication with Racine residents, the business community, community development organizations, the regional market, and potential industrial/businesses is a top priority of the RDA and Department of City Development over the next year. The RDA is in need of a website where potential investors in our community can find information about current projects, available properties, zoning/site plan approval processes, and development incentives. Additionally, the City/Redevelopment Authority needs to market itself to various targeted groups.

Fiscal Note: RDA staff entered into a professional services contract through a purchase order with Branigan Communications for \$24,000 for the period between January 2017 and March 2018. A new professional services contract with Branigan Communications in the amount \$80,000 is required to fully implement a website and communications

strategy over the next several months. There are funds available in the professional services line item within the current RDA budget.

Adjournment

If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of City Development at (262) 636-9151 at least 48 hours prior to this meeting.