



City of Racine

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

Meeting Minutes - Draft

Standing Joint Review Board

Thomas Friedel
Mayor John Dickert
Bane Thomey
Marc Duff
Brian O'Connell
Alexandra Tillmann

Tuesday, March 28, 2017

3:00 PM

City Hall, Room 307

Call To Order

Mayor Dickert called the meeting to order at 3:04 p.m.

Present: 5 - John Dickert, Alexandra Tillmann, Bill Whyte, David Hazen, and Brian O'Connell

Others Present:

Amy Connolly, Director of City Development
Matt Sadowski, Assistant Director of City Development
Michelle Cook, Secretary of City Development
David Brown, Director of Finance
Jordan Brown, Racine County Economic Development Corporation
Todd Taves, Ehlers and Associates

Approval of Minutes for May 9, 2016 Meeting

A motion was made by Mr. O'Connell, seconded by Ms. Tillmann, to approve the minutes of the May 9, 2016 meeting. The motion PASSED by a Voice Vote.

Elections

O'Connell nominated Mayor Dickert as Chairman of the JRB, Whyte seconded, the nomination PASSED by a Voice Vote. Mayor Dickert was named Chairman.

Hazen nominated Tillmann as the Vice-Chairman of the JRB, O'Connell seconded, the nomination PASSED by a Voice Vote. Alexandra Tillmann was named Vice-Chair.

Mayor Dickert nominated O'Connell as the Public member of the JRB, Hazen seconded, the nomination PASSED by a Voice Vote. Brian O'Connell was named Public member.

Discuss Responsibilities of the Joint Review Board

Todd Taves, Ehlers and Associates, briefly discussed the responsibilities of the Standing Joint Review Board. He stated the main purpose of today's meeting was an organizational meeting to discuss the current Tax Incremental District (TID) Plan for

No. 20, the Regency Mall area.

New Business:

[269-17](#)

Subject: (Direct Referral) Review and discussion of the proposed establishment of the project plan, boundaries, and creation of Tax Incremental District 20, Regency Mall. (Res. No. 0143-17)

Recommendation of the City Plan Commission on 3-29-17: That but-for the creation of Tax Incremental District No. 20 redevelopment of the Regency Mall Area and listed projects would not occur, and that the project plan and boundaries for Tax Incremental District No. 20 be approved.

Fiscal Note: N/A

Attachments: [Racine TID No. 20 Project Plan 2nd Draft 2017-3-16](#)
[2017.3.14.TID 20 Formation Memo.Demographics](#)
[TID 20 FAQs](#)
[JRB Presentation 3 25 2017](#)

City Development Director Amy Connolly introduced City Development staff.

Jordan Brown, Racine County Economic Development Corporation, discussed the current state of the retail market. He stated Regency Mall currently has a 60 percent vacancy rate, however is the fifth largest mall in Wisconsin.

Mr. J. Brown explained the proposed TID and its boundaries which include the mall itself and Highridge (Kmart and Home Depot). He discussed the differences between an aspirational tenant (e.g. a big box store such as TJ Maxx) and a non-aspirational tenant (e.g. kiosks). He explained the top five largest area shopping centers which include Mayfair, Brookfield Square and Regency Mall.

Mr. O'Connell stated the four malls ahead of Regency in area all have TIDs.

Mr. J. Brown explained the positives of a TID including renewed interest in the property and active owners, along with the properties the Hull Group has renovated. He stated that the focus of the Hull Group is to create welcoming and inviting spaces and out of the 28 malls they have purchased, none have been sold. He stated murals would take the place of empty shops and the goal would be to create a brighter atmosphere.

Ms. Connolly stated the TID would focus on areas in need of reinvestment and would include the areas south of 21st Street bordered by Green Bay Road and Durand Avenue and the outlots including Target, Highridge, and the old movie theater site.

Mr. Taves explained the need of 50 percent of the area to meet the criteria for rehab need. He stated within the proposed boundaries, 58 percent currently meet that need.

It was explained that there are there areas of redevelopment with the first priority being the mall, the second being the outlots and the third being the Highridge area.

The draft TID plan was discussed.

Mr. Taves explained the funding plan and anticipated cash flow.

Mr. Hazen asked the following be reported at the next meeting: have malls that used a TID been successful, and has the developer used a TID before?

Mr. J. Brown explained that the Hull Group has used tax abatement with sales tax incentive but not necessarily a TID program.

Discussion ensued.

Mr. J. Brown explained an example of an incentive provided with TID No. 19 and how it was able to help a new business (Culinary Infusions).

For more information and financial figures, please see the attached JRB Presentation 3 25 2017

No action was taken on this item.

Set Next Meeting Date

JRB members set May 2, 2017 at 3:00 p.m. as their next meeting to review and approve the final plan for TID No. 20.

Adjournment

There being no further business, the meeting adjourned at 4:22 p.m. on a motion by Mr. O'Connell, seconded by Mr. Hazen.