

**Village of Holmen
Board Proceedings
February 11, 2010**

President Proctor called the Holmen Village Board meeting to order at 7:00 PM on February 11, 2010 at the Holmen Village Hall.

Present: Nancy Proctor, Ryan Olson, Neal Forde, Mark Seitz, Richard Anderson. Chris Schmid and Tony Szak were excused from the meeting. Also present were Attorney Peterson, Department Heads Brogan, McHugh and Haines, Administrator/Clerk Willett, Marilyn Pedretti, Chuck Spiker, Craig Evenson, Laurie Kessler, David Paudler, Jenny Kuderer, Patrick Cleary, Bernie Ferry, Scott Ryan, Mike Premo, Bob Chalsma, John Lichtenheld, Michael Stumpf and Brad Bryan.

Motion by Mark Seitz/ seconded by Richard Anderson to approve the minutes of the of the January 14, 2010 meeting. Carried unanimously.

Finance and Personnel Committee

Motion by Mark Seitz, seconded by Ryan Olson to approve the payment of the monthly claims as recommended by the Finance and Personnel Committee. Carried unanimously.

Motion by Mark Seitz, seconded by Ryan Olson to approve the operator's license for Laurie L. Buchner. Carried unanimously.

Motion by Mark Seitz, seconded by Richard Anderson to approve the Temporary Class "B" permit for the Holmen Area Fire Department for the March 20, 2010 fundraiser dance. Carried unanimously.

Motion by Mark Seitz, seconded by Neal Forde to approve the Class A Liquor license for The Winesitter Brewhouse, LLC dba The Winesitters. Carried unanimously.

Park, Recreation and Library Committee

Patrick Cleary of Vierbicher presented a Halfway Creek Park, Phase III update to the Village Board illustrating changes to the design to complete the project within the remaining funding. A break in the presentation was taken to accommodate the 7:15 PM Public Hearing.

Planning Commission

At 7:15 PM, the Public Hearing on the proposed conditional use permit recommended by the Planning Commission for Park Lawn Estates, commenced.

Photos of the proposed electronic signage and a map of the property were passed amongst the Village Board.

Scott Ryan, of Park Lawn Estates, told the Board that the actual dimensions of the signage would be 10'0"W x 10'6"H rather than the estimated dimension of 8'W x 10'H. Mr. Ryan also pointed out that the arrow shown in the photocopy would not be present in the new signage. The picture was created by copying and pasting to represent what he intended to do represent the new sign.

No public commented.

The Public Hearing closed at 7:18 PM.

Village Attorney Alan Peterson stated that only the conditional use of the sign with electric messaging could be considered for approval by the Village Board. The rezoning consideration would require a separate action through the Planning Commission.

Ryan Olson motioned and Mark Seitz seconded the motion to recommend to create and approve a conditional use permit as recommended by the Planning Commission to replace the existing sign with a new lighted sign reusing the existing pole which will not exceed 10' W x 10'6"H, and will only display this type of information in the electronic portion of the sign:

1. No trivial or political messages
2. Date, time and temp
3. On-site Sales for manufactured homes
4. On-site activities within Park Lawn Estates
5. Public Service messages subject to Village approval
6. Comply with Village Code, Chapter 195-42

The motion carried unanimously.

Trustee Ryan Olson noted that this request has come up before, and he felt this was a proper use of the conditional use permit to allow for this. MR Olson said, "There is always an exception to an ordinance. This conditional use permit will allow electronic letters on the signage which will go away with upon the sale of the property. This permit does not create a precedent for a piece of property. A new owner would have to go through the same process. Due diligence will be necessary to check up on the conditions of the permit. I am recommending that there not be a rezoning."

Village Attorney Alan Peterson concurred with Ryan Olson's recommendation. Mr. Peterson stated that the Park Lawn Estates property was annexed in as an existing park. Look at the historical context of this decision. This is not a bad precedent. There is a sufficient 41 year history with this property doing business as a mobile home park.

Village President Nancy Proctor added that the applicant has met all the expectations that the Village of Holmen has requested.

Park, Recreation and Library Committee

At 7:29 PM, Patrick Cleary of Vierbicher resumed his presentation on the Halfway Creek Park, Phase III update to the Village Board.

Village President Nancy Proctor asked about the actual cost of the final phase of the project in the contract.

Neal Forde motioned and Mark Seitz seconded the motion to approve the revised contract agreement with Vierbicher for the architectural and engineering consulting services – revised. During the discussion Ryan Olson noted that the project has been reworked to fit within the budget.

The motion carried unanimously.

Law Enforcement Committee

Chief Mike McHugh said that under informational items, the department has noticed for bids for a new squad car for a March award.

Municipal Court Update. Chief McHugh noted that there have been no meetings.

Fire Board Update. Neal Forde reported that the next meeting will be later in February 18, 2010.

Public Works Committee.

Ryan Olson motioned and Rich Anderson seconded the motion to authorize the Wastewater Treatment Plant emergency Rotamat repairs by Crane Engineering at a cost of \$17,750.00 as recommended to the Board by the Public Works Committee. Motion carried unanimously.

Ryan Olson motioned and Neal Forde seconded the motion to authorize the Town of Holland Engineering Services Agreement renewal for 2010 as recommended by the Public Works committee, noting the terms remain the same as in the previous year. The motion carried unanimously.

Ryan Olson motioned and Rich Anderson seconded the motion to award the 3 – year cake sludge hauling contract to Hagel Farms, the lowest of 3 bidders and recommended by the Public Works Committee. The motion carried unanimously.

Ryan Olson motioned and Mark Seitz seconded the motion to award the bid for a new Freightliner plow truck with Universal Equipment features from River States Truck & Trailer at a cost of \$108,955 as recommended by the Public Works Committee. The motion carried unanimously.

Economic Development.

Mark Seitz reported that the meeting was cancelled due to no quorum. Mr. Seitz acknowledged Jennifer Kuderer from LADCO – La Crosse Area Development Council – in the audience.

Report from La Crosse County Supervisors. Marilyn Pedretti and Charles Spiker both addressed the Board.

Marilyn Pedretti reported the countywide property assessment appears to be dead in the water since no legislator has stepped forward to sponsor a bill for it.

Supervisor Spike reported on the RDF plant on French Island. IT is the only one in Wisconsin. The new contract negotiated with NSP/Xcel lowers the tonnage from 73 to 70,000 tons for the burned refuse. Previously, there was a penalty imposed when the county's burnable refuse tonnage was less than 73,000 tons.

Shared Ride Committee.

Rich Anderson reported that there are now 7 vehicles on the road – 5 of them are new vans.

Other Items Before the Board.

Michael Stumpf of Place Dynamics presented marketing summary information with a power point of the La Crosse region to identify trends, assumptions and demographics for the Holmen area. Mr. Stumpf said that "Flat is the new up."

The La Crosse region weathered the economic slump better than other parts of the country.

The region is constrained by wonderful geography: bluffs and rivers. Hills make development difficult, and the flat areas tend to be the areas of development focus. Holmen is located in the La Crosse region but must consider the I-90 corridor impacts.

Regional markets can be identified by the location of Wal-Mart stores. While the population is increasing, it is slowing down. People are getting older and they spend less. Labor force participation in the region is 71.7%. The income is lower and the people have less ability to spend than they did 10 years ago. The spending is not keeping pace with inflation. From now until 2030 there will be no significant changes to the workforce. The unemployment rate here is 6.5% while nationally it is 10%. Many people have left the workforce. The numbers may actually be higher than what is shown. Potential industries compatible with the area demographics were identified.

There will be estimates in the final marketing plan for the anticipated residential and commercial growth.

It is important to consider the mix of zoning for bringing the TIF forward. This will not be a major retail destination. John Lichtenheld of Shreiber Anderson Associates presented a power point presentation on the process for the TIF district to date. The Board will proceed with the TIF plan for the next 20 years. After a PUD zone is created, the Board will need to adopt the first phase. Decisions regarding the marketing, how the developers will work with the Village will still need to be determined. To date, the Village has fronted all the money. The developers and landowners need to get into the game for the next portion of the plan and pay all or a good portion of the next phase.

TIF policies need to be determined – what are the incentives? Besides infrastructure, the Village will need to see what the competitors are doing.

The ordinances will need to be revised to allow what is being envisioned in the TIF District: mixed use PUD zoning. The masterplan will need revising.

The TIF District will need to be officially mapped to ensure that the streets develop as envisioned.

Phase I is almost complete, but still to come is the basic stormwater plan. Leadership is critical. The next step will require a project management team working with the Board to move the full planning forward.

Ryan Olson motioned and Mark Seitz seconded the motion to adopt Resolution 1.10 endorsing High Speed Rail with the Town of Holland and the Town of Onalaska. The motion carried unanimously.

JOINT RESOLUTION #1.10

Supporting the existing Amtrak “Empire Builder” route for high speed rail service between Chicago and the Twin Cities

WHEREAS, the existing passenger train level trackage and the double track right-of-way along the Amtrak “Empire Builder” (River Route) service between Chicago and the Twin Cities represents the most cost effective and the lowest cost alternative for high speed rail through Wisconsin and Minnesota; and

WHEREAS, high speed rail will serve as a significant benefit to existing businesses and as a catalyst for economic development; and
WHEREAS, high speed rail service along the River Route will help further the goals of reducing local congestion and greenhouse gas emissions; and

NOW, THEREFORE BE IT RESOLVED that the Village of Holmen, Town of Onalaska and Town of Holland hereby supports and joins the Empire Builder High Speed Rail Coalition in Wisconsin and the Minnesota High Speed Rail Commission in Minnesota in advocating for the River Route as the high speed rail service route between Chicago and the Twin Cities.

Ryan Olson motioned and Mark Seitz seconded the motion to approve Resolution 2.10 regarding the CAPX 2020 Project with the Town of Holland and the Town of Onalaska. The motion carried unanimously.

JOINT RESOLUTION #2.10

Supporting the CAPX2020 Route which follows the existing Transmission Corridor along the river

WHEREAS, the CAPX2020 transmission line project is currently in the approval process with several regulatory agencies; and
WHEREAS, the Public Service Commission (PSC) of Wisconsin will need to approve the facilities proposed for Wisconsin, and if approved, the Commission will also select the route to be used in Wisconsin; and

WHEREAS, the municipalities of the Village of Holmen, the Town of Holland and the Town of Onalaska would like to respond together with a strong voice in support of the preferred third option being proposed: the routing along the existing transmission corridor along the river all the way to LaCrosse; the communities are not in support of a routing option that would place a new substation in the Village of Holmen’s new mixed use TIF district now being developed; and

NOW, THEREFORE BE IT RESOLVED that the Village of Holmen, Town of Onalaska and Town of Holland hereby do respond together with a strong voice in support of the preferred third option being proposed: the routing along the existing transmission corridor along the river.

Ryan Olson stated that he appreciated the support of the neighboring townships in the resolutions regarding the high speed rail and the power line.

Mark Seitz motioned and Ryan Olson seconded the motion to approve the Mutual Aid Agreement with the Town of Holland. The motion carried unanimously.

RESOLUTION #3.10

MUTUAL AID AGREEMENT WITH TOWN OF HOLLAND

WHEREAS, the Village of Holmen has a longstanding commitment regarding mutual aid with the Town of Holland; and

WHEREAS, there has been a yearly agreement between the two municipalities; and

NOW, THEREFORE BE IT RESOLVED that the Village of Holmen and Town of Holland sign and enter into the 2010 Mutual Aid Agreement.

Ryan Olson motioned and Mark Seitz seconded them motion to adopt Resolution #4.10 create 6 new wards due to Village annexations so the County Supervisory Districts are properly balloted. The motion carried unanimously.

RESOLUTION# 4.10

TO CREATE SIX NEW WARDSIN THE VILLAGE OF HOLMEN

WHEREAS, the Village Board of the Village of Holmen, LaCrosse County, does herewith declare that in order to comply with State and Local voting requirements due to Village growth and annexation, it is necessary to create six new Wards in the Village of Holmen.

NOW, THEREFORE, BE IT RESOLVED by the Village Board, of the Village of Holmen, pursuant to Wisconsin Statute 5.15, the following new Wards are hereby created;

Ward 11, Ward 12, Ward 13, Ward 14, Ward 15 and Ward 16. Said Wards are fully described on Exhibit "A" attached as maps, hereto and made a part hereof as if set forth in full herein.

Ryan Olson motioned and Mark Seitz seconded the motion to adjourn the meeting. The motion carried unanimously. The meeting adjourned at 9:30 P.M.

Mary M. Willett
Village Administrator/Clerk