



PLEASE TAKE NOTICE: There will be a **City of Lodi Economic Development Committee** meeting Tuesday, September 13, 2022 at 4:00 pm in the City Hall Council Room, 130 South Main Street, Lodi, WI.

[Registration](#) for virtual attendee public input must be completed 24 hours prior to meeting start time.

Meeting Link: <https://us06web.zoom.us/j/88283382329?pwd=VHI2RnZhUXNEclloaDB6TFVjdll5UT09>

Meeting ID: 882 8338 2329 **Passcode:** 845511 **Phone:** 1-312-626-6799

Economic Development Committee Agenda

1. Call to Order

2. Meeting Etiquette

- The meeting Chair will:
 - Identify the number of public input registrations
 - Identify Alders or staff attending remotely (Stay muted when **not** speaking)
 - Acknowledge attendees prior to speaking
- Virtual attendees should identify themselves in the chat box
- In-person attendees should sign the attendance sheet
- All attendees should raise their hand to be recognized prior to speaking
- No side conversations

3. Public Input

Must state name and address. Must be limited to items not on the agenda. Limited to two minutes unless otherwise extended. Committee's role is to listen and not discuss the item. Personnel issues cannot be discussed nor individuals named. Committee is unable to take action at this meeting.

4. Approval of Minutes from August 10, 2022

Documents:

[08.10.2022 EDC Minutes.pdf](#)

5. Update: Lodi Lake WI Chamber of Commerce

6. Update: Ice Age Trail Community

Documents:

[Lodi Valley Chapter Of The Ice Age Trail.pdf](#)

7. Discussion Regarding Committee Goals - Action Items from 2040 Comprehensive Plan

Documents:

[EDC Action Items - 2040 Comprehensive Plan.pdf](#)

8. Discussion and Possible Recommendation Regarding the Floodplain Mapping and Possible Alternatives
9. Discuss Development and Expansion/Annexation in the City of Lodi
10. Business Contact Update
11. Next Meeting Date - Tuesday, October 11 at 4:00 PM and Agenda Items
12. Adjourn

Posted: _____

By: _____

Members: Alders Goethel (Chair), Hansen, Tonn

Agendas may change up to 24 hours prior to the commencement of the meeting. Reasonable accommodations for persons with disabilities may be made in advance by calling City Hall at 608-592-3247.

Notice is hereby given that a majority of the City of Lodi Common Council may be present at a meeting of the Economic Development Committee to gather information about subjects over which they have decision making responsibility. This constitutes a meeting of the city council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553, 494 N.W.2d 408 (1993), and must be noticed as such; although the City of Lodi Common Council will not take any formal action at this meeting.

**City of Lodi Economic Development Committee Meeting
Minutes of August 10, 2022**

Call to Order.

Chair Goethel called the meeting to order at 4:00 p.m.

Committee Members Present: Mike Goethel (Chair), Peter Tonn and Eric Hansen

Staff Present: Brenda Ayers, Sandy Bloechl, Terry Weter

Others Present: Heidi LeHew (Chamber Director), Dennis Crow, Alder Rich Stevenson

Meeting Etiquette Announcement. Goethel skipped the meeting etiquette.

Public Input. None.

Approval of Minutes from June 14, 2022. MOTION (Hansen, Tonn) to approve the minutes from June 14, 2022. Voice vote all Ayes. **Motion carried.**

Financials. No questions or comments

Update from Lodi Lake Wisconsin Chamber of Commerce.

LeHew informed that planning for Susie Day, Brew-B-Que and Farmers Market have taken most of her time. Ayers, LeHew and the Mayor have been meeting. Tonn questioned if the Chamber has reached out to other taxing jurisdictions for funding since budgeting time is approaching - not yet. Susie revenue is projected to be around \$8,000.

Update Ice Age Trail Community

Goethel commented the Kiosk has been installed and the Ice Age Trail Community do bring events to the city.

Discussion Regarding Committee Goals (Action items 2040 Comprehensive Plan).

Goethel would like this brought back to next months meeting and becomes a standing agenda item.

Discussion and Possible Recommendation Regarding the Floodplain Mapping and Possible Alternatives

Goethel wanted to know what else the city could do for downtown – Tonn reminded him that at the Finance HR meeting is was decided that there isn't anything the city could do to significantly change things to affect businesses in the floodplain. Goethel would like this as a standing agenda item. Tonn requested that a spreadsheet be compiled explaining the timeline of what the city has done regarding this issue. LeHew will bring back the working draft regarding this issue to the next meeting.

Discussion Development and Expansion/Annexation in the City of Lodi

Tonn noted that affordable housing and rentals are not available within the city. Suggests being proactive to bring more units into the tax structure. WWTP has capacity for growth. Ayers stated that a boundary agreement would benefit this process. Suggested bringing a rough draft for next month's meeting regarding expansion process.

Business Contact Update

Ayers has spoken with the party interested in the Wine Bar and answered their questions. The closing date is scheduled for the end of September.

Next Meeting and Agenda Items. The next meeting will be Tuesday, September 13, 2022 at 4:00 p.m. at City Hall.

- Floodplain mapping
- Expansion Discussion
- Committee Goals regarding 2040 Comprehensive Plan

Adjourn. MOTION (Hansen, Goethel) to adjourn at 4:58 p.m. Voice vote- all eyes. **Motion carried.**

DRAFT

Lodi Valley Chapter of the Ice Age Trail's Report – September 2022

The Lodi Valley Chapter of the Ice Age Trail participated in Susie the Duck Day parade with Monty the Mammoth.

In October, the statewide Mammoth Hike Challenge will bring many visitors to Lodi and to the area trails. The Lodi Valley Chapter and Lodi-Lake Wisconsin Chamber are collaborating on it. Heidi LeHew is attending a webinar for participants who are deciding where to visit and she'll highlight what Lodi has to offer.

The Lodi Chapter has many events planned in October including the Fall Color Run, Lodi High School service day, full moon and tyke hikes.

Submitted by Amy Onofrey
Coordinator, Lodi Valley Chapter

Economic Development
Action Items
2040 Comprehensive Plan

3.3 Housing		Action Completed	Target Completion	Lead Agencies
2	Address housing affordability through the following strategies:			
2(a)	Utilize "Affordable Housing" TID extension in expiring districts to capture additional funds that support housing initiatives. 75% of additional funds must be utilized to address affordable housing challenges and may be used for programs such as owner-occupied rehabilitation, new home construction, or the creation of revolving loan funds, among other possibilities. 100% of increment generated through the extension must be utilized to better the community's housing stock.		On-going	Economic Development Committee / Mayor
2(c)	Proactively seek out and partner with non-profit and public partners, such as the Southern Housing Region program, that specialize in creation and preservation of affordable housing stock and providing housing assistance to income-qualified households, and create a list of resources that can be utilized by residents in need of assistance.	<input type="checkbox"/> <input type="checkbox"/>	Short-Term (2023-2026)	Economic Development Committee / Mayor
2(d)	Encourage both State and Federal housing tax credit projects that result in new or rehabilitated income-qualified units. Proactively seek out and recruit developers that are fluent and successful in State and Federal application processes administered by the Wisconsin Housing and Economic Development Authority (WHEDA).		On-going	Economic Development Committee / Mayor
2(e)	Work with local mortgage lenders and the Wisconsin Housing and Economic Development Authority (WHEDA) to ensure all income-qualified residents have access to and knowledge of State subsidized and insured mortgage and loan programs.		On-going	Economic Development Committee/ Director of Administration
3.5 Economic Development		Action Completed	Target Completion	Lead Agencies
1	Meet with appropriate agencies to ensure that efforts for economic development activities in the region are coordinated.		On-going	Mayor / City Administrator
3	Prepare a business/industrial park expansion plan to identify future sites.		Immediate (2021-2022)	Mayor is currently working on
6	Maintain the City website as a way to prominently display and promote information about the City and tourist attractions in the region. Consider semi-annual review.		On-going	Economic Development Committee / Management Analyst
7	Working with downtown businesses, consider the creation of a Business Improvement District (BID).	<input type="checkbox"/> <input type="checkbox"/>	Mid-Term (2027-2030)	Economic Development Committee / Mayor / City Administrator
8	Develop a strategy to market and promote the downtown working cooperatively with the Chamber of Commerce and other stakeholders.	<input type="checkbox"/> <input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee/Mayor/City Administrator/Chamber
9	Explore options to fund, promote and support the downtown.	<input type="checkbox"/>	On-going	Economic Development Committee / Mayor/Chamber
10	Consider implementing the recommendations in the 2016 Main Street Corridor Plan annually, especially during the capital improvement planning and budgeting processes.		On-going (annually)	Economic Development Committee / Mayor / City Administrator
11	Review and revise Tax Increment Finance policy to prioritize business attraction, retention and expansion that is consistent with Policy 17.	<input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Director of Administration
3.7 Community Facilities & Services		Action	Target	Lead

Economic Development
 Action Items
 2040 Comprehensive Plan

		Completed	Completion	Agencies
Community Facilities				
6	Create a communications plan to develop strategies and tools to improve public dialogue and encourage public engagement within the City of Lodi.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Mayor
6	Develop a strategy to encourage and recognize community involvement in volunteer services by people of all ages.	<input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Mayor
3.9 Land Use				
		Action Completed	Target Completion	Lead Agencies
5	Consider implementing improvement projects in the Spring Creek Parkway Plan, especially during annual budgeting and capital improvement planning processes.	<input type="checkbox"/> <input type="checkbox"/>	On-going (annually)	Economic Development Committee / Finance & HR Committee / Director of Operations / Director of Administration
6	Develop and implement a plan to make the City current/future entry corridors attractive and inviting through the use of such things as landscaping and lighting. Consider working with the Highway 60 Scenic Byways Alliance when planning for this important corridor	<input type="checkbox"/>	Mid-Term (2027-2030)	Economic Development Committee / Director of Operations / Director of Administration