

CHIPPEWA COUNTY
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING
FEBRUARY 11, 2025
CHIPPEWA COUNTY COURTHOUSE, RM 302
3:00 PM

1. CALL TO ORDER

2. ROLL CALL

Attendee Name	Organization	Title	Status	Arrived
James Ericksen	Chippewa County	District 8, Chair	Present	
Charles Bomar	Chippewa County	District 12, Vice-Chair	Present	
Pamela Guthman	Chippewa County	District 2	Present	
Lee Hennick	Chippewa County	District 15	Present	
Brian Flynn	Chippewa County	District 18	Present	

Others Present: Randy Scholz, Doug Clary, Todd Pauls, Lori Zwiefelhofer, and representatives from Project Circle. Recorder: Lisa Merrell.

3. MEMBERS OF THE PUBLIC WISHING TO BE HEARD

4. CONSENT AGENDA

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Brian Flynn, District 18
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

1. Approve the Agenda
2. Approve the Minutes

Economic Development Committee - Regular Meeting - Aug 7, 2024 3:00 PM

Economic Development Committee - Special Meeting - Nov 18, 2024 2:00 PM

Closed Session Minutes 11/18/2024

Economic Development Committee - Special Meeting - Nov 20, 2024 3:00 PM

Closed Session Minutes 11-20-2024

3. Schedule Next Meeting Date - May 7, 2025 at 3 PM

5. BUSINESS ITEMS

Economic Development Committee

Minutes

February 11, 2025

Regular Meeting

Chippewa County Courthouse, Rm 302

3:00 PM

1. The Committee will convene in Closed Session pursuant to Wisconsin State Statutes Sec. 19.85(1)(e) "Deliberating or negotiating the purchase of public properties . . . or conducting other specified business, whenever competitive or bargaining reasons require a closed session" (Project K regarding potential sale of land in the Lake Wissota Business Park).

Meeting convened in closed session at 3:03 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Lee Hennick, District 15
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

2. The Committee will reconvene to open session to continue with the agenda.

Meeting reconvened to open session at 3:56 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lee Hennick, District 15
SECONDER:	Pamela Guthman, District 2
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

6. REPORTS

1. Chippewa County Economic Development Corporation Report - Charlie Walker
Walker presented his report. Walker noted that the CCEDC is contracted to do four things for the County: attract new businesses, help existing businesses expand, help with start ups and entrepreneurs, and talent attraction.

Walker noted that Chippewa County is anticipated to have 2.2% growth for the next 10 years, and they are covered with housing, but the issue is affordability.

Walker discussed some of the ways that businesses solve labor problems. They may relocate to an area with a large population, or they will try to grow their own labor force. Walker noted that their STEM and STEAM efforts are meant to grow our own labor force. A third way to solve labor problems is to automate. In the manufacturing sector, there are some things you can automate, but some you cannot. Another way to solve the problem is immigration, bringing people in from outside the area. The last thing that businesses do to solve labor problems, is to quit, or sell the business.

Walker invited members to attend speed dating at the Egg Break with our area legislators on February 21st. Walker noted they have legislation written to establish a pool of resources to fund infrastructure for industrial parks. There is also legislation removing limits on TIF Districts.

7. AGENDA ITEMS FOR FUTURE CONSIDERATION

8. ADJOURN

Meeting adjourned at 4:34 PM.

Economic Development Committee

Minutes

February 11, 2025

Regular Meeting

Chippewa County Courthouse, Rm 302

3:00 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

CHIPPEWA COUNTY
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING
AUGUST 7, 2024
CHIPPEWA COUNTY COURTHOUSE, RM 302
3:00 PM

1. CALL TO ORDER

2. ROLL CALL

Attendee Name	Organization	Title	Status	Arrived
James Ericksen	Chippewa County	District 8, Chair	Present	
Charles Bomar	Chippewa County	District 12, Vice-Chair	Present	
Pamela Guthman	Chippewa County	District 2	Present	
Lee Hennick	Chippewa County	District 15	Present	
Brian Flynn	Chippewa County	District 18	Present	

Others Present: Randy Scholz, Lori Zwiefelhofer, and Todd Pauls. Recorder: Lisa Merrell.

3. MEMBERS OF THE PUBLIC WISHING TO BE HEARD

4. CONSENT AGENDA

RESULT: APPROVED [UNANIMOUS]
MOVER: Brian Flynn, District 18
SECONDER: Charles Bomar, District 12, Vice-Chair
AYES: Ericksen, Bomar, Guthman, Hennick, Flynn

1. Approve the Agenda
2. Approve the Minutes

Economic Development Committee - Regular Meeting - May 29, 2024 3:00 PM

3. Schedule Next Meeting Date - November 6, 2024 at 3 PM

5. REPORTS

1. Chippewa County Economic Development Corporation Report - Charlie Walker

6. BUSINESS ITEMS

1. Economic Development 2025 Budget Review - Lori Zwiefelhofer/Randy Scholz
Zwiefelhofer presented the budgets. The Airport budget is based on the newest five year contract that was signed with the Airport, and the amount will be the same for the next five years. The funds to pay the contract come from sales tax, not levy. The sales tax resolution was approved as part of the June County Board meeting.

Minutes Acceptance: Minutes of Aug 7, 2024 3:00 PM (Consent Agenda)

Economic Development Committee

Minutes
Regular Meeting

Chippewa County Courthouse, Rm 302

August 7, 2024
3:00 PM

In the Economic Development budget, the main item is contracted services. There is \$187,000 for the contract with the CCEDC, and they charge \$18,000 of that to the Land Development Fund.

The Tourism Development budget is the same amount they have had in the past. The County Economic Development budget is where they show their county revolving loan funds. There is currently only one loan outstanding, which will be paid off next year. The fund is available for gap funding.

The Land Development Fund is the account where they take care of all expenses related to the Lake Wissota Business Park activities. Zwiefelhofer stated many of the line items are estimates based on how much land they think might be sold. The only line item they know is the \$18,000 from the \$150,000 for contracted services that goes to CCEDC for Charlie Walker's contract. Bomar asked if the fees they are paying the consultant in relation to the planning for the future business park come from this fund, and Zwiefelhofer stated they do. They have also set aside \$70,000 for the Chippewa Valley Health Cooperative for the new community hospital.

RESULT:	FORWARD BUDGET TO THE COUNTY ADMINISTRATOR [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Lee Hennick, District 15
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

7. AGENDA ITEMS FOR FUTURE CONSIDERATION

8. ADJOURN

Meeting adjourned at 3:14 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Brian Flynn, District 18
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

Minutes Acceptance: Minutes of Aug 7, 2024 3:00 PM (Consent Agenda)

CHIPPEWA COUNTY
ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING
NOVEMBER 18, 2024
CHIPPEWA COUNTY COURTHOUSE, RM 302
2:00 PM

1. CALL TO ORDER

2. ROLL CALL

Attendee Name	Organization	Title	Status	Arrived
James Ericksen	Chippewa County	District 8, Chair	Present	
Charles Bomar	Chippewa County	District 12, Vice-Chair	Present	
Pamela Guthman	Chippewa County	District 2	Present	
Lee Hennick	Chippewa County	District 15	Present	
Brian Flynn	Chippewa County	District 18	Present	

Others Present: Randy Scholz, Doug Clary, Charlie Walker, Lori Zwiefelhofer, and Todd Pauls. Recorder: Lisa Merrell.

3. MEMBERS OF THE PUBLIC WISHING TO BE HEARD

4. CONSENT AGENDA

1. Approve the Agenda

5. REPORTS

6. BUSINESS ITEMS

1. The Committee will convene in Closed Session pursuant to Wisconsin State Statutes Sec. 19.85(1)(e)"Deliberating or negotiating the purchase of public properties . . . or conducting other specified business, whenever competitive or bargaining reasons require a closed session" (consider and discuss Purchase Agreement and Development Agreement for Project Edge regarding land in the Lake Wissota Business Park).

Meeting convened in closed session at 2:07 PM.

Present in closed session were all committee members, Randy Scholz, Lori Zwiefelhofer, Charlie Walker, Todd Pauls, Doug Clary, and Lisa Merrell.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

2. The Committee will reconvene to open session to continue with the agenda.
Meeting reconvened to open session at 2:35 PM.

Economic Development Committee

Minutes
Special Meeting

Chippewa County Courthouse, Rm 302

November 18, 2024
2:00 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Brian Flynn, District 18
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

7. AGENDA ITEMS FOR FUTURE CONSIDERATION

8. ADJOURN

Meeting adjourned at 2:36 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Lee Hennick, District 15
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

Minutes Acceptance: Minutes of Nov 18, 2024 2:00 PM (Consent Agenda)

**CLOSED SESSION MINUTES FROM ECONOMIC DEVELOPMENT COMMITTEE
NOVEMBER 18, 2024**

Scholz provided a map of Lake Wissota Business Park, which delineates TID 14, as well as those parcels that are in the ½ mile boundary around TID 14. The property they are looking to sell is outside of the TID, on the corner of Commerce Boulevard and County I. Scholz wanted to draw the committee's attention to a paragraph in the developer's agreement, marked "Reinvestment of Land Value Reimbursement."

The City is providing \$51,000 to the County, or \$17,000 per acre. What the City of Chippewa Falls is asking is that the \$51,000 would have to be spent by the County somewhere in the City of Chippewa Falls by November, 2046. Scholz stated typically when they do deals the City gets reimbursed through tax increment funding, but since this property is not in the TID, that would not happen. Scholz stated there are other deals that will be made, and if they limit this provision to only lots outside the TID, he is not concerned, but if they do it on every project, it is a concern. The City is meeting tomorrow night to discuss and approve the developer's agreement.

Hennick asked if the money could be used to make changes to the courthouse, like solar panels, or to pay wages? Scholz stated the provision says it has to be for things like sanitary sewer, power, natural gas, or some type of infrastructure. Ericksen stated we are getting \$17,000 per acre from Project Edge, and \$17,000 from the City per acre, and he wondered if the City suddenly realized it isn't in the TIF and they want to pull money back? Walker stated since the City is taking money out of the TIF, they have to have a future investment in economic development activities.

Scholz asked Brad Hentschel what if they can't come to an agreement, and Hentschel stated he would recommend either the company pay the full asking price, or the city remove their incentive to the County.

Hennick expressed concern that this would be a precedent. Pauls explained that as long as it is limited to any property outside the TIF, they have a basis for doing it, because they are not able to use the TIF to pay for this reimbursement to the county. They are having the TIF make a donation to do this, and they want to be able to justify the expenditure.

Zwiefelhofer pointed out that this would mean more work for her office, as they would have to set up a segregated non-lapsing in the fund for this, and they are going to have to look at the end of the year to see if any of the expenses the County had would qualify to go against the \$51,000. She would envision they would see this same language in any other project outside the TID.

Flynn stated he was comfortable with this provision if it was a one-time thing.

Motion (Hennick) to clarify this for the future that they need clear language and to understand their responsibilities. Motion died for lack of a second.

Clary stated the first developer's agreement that came through had this in it, but he assumed that was part of the conversation Scholz and the Mayor had, but it wasn't. His understanding is the City Council asked for it to be included in the agreement. Bomar asked if the proposed new industrial park is in the City limits. Walker stated not yet, it would have to be annexed.

Ericksen stated the biggest concern is setting precedent. The vagueness of the terminology does give us a lot of room but as far as keeping track of this, he can see Zwiefelhofer's concern. Clary stated this situation was out of the ordinary, it is not an ordinary deal. Ericksen asked if Pauls had concerns. Pauls stated from a legal standpoint, no. It is more what your philosophical views are on it. Pauls stated every deal is viewed on its own merits. Clary stated he feels like the County is in the game for economic development, and they still have land out here they are going to sell, there is the old school property, and he thinks this money is going to be spent pretty fast. Scholz asked how many acres they have left outside the TIF? Clary estimated 35-36.

Motion (Guthman/Hennick) to approve the reinvestment language in the developer's agreement for Project Edge as presented. Motion carried. All Supervisors voting aye.

CHIPPEWA COUNTY
ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING
NOVEMBER 20, 2024
CHIPPEWA COUNTY COURTHOUSE, RM 302
3:00 PM

1. CALL TO ORDER

2. ROLL CALL

Attendee Name	Organization	Title	Status	Arrived
James Ericksen	Chippewa County	District 8, Chair	Present	
Charles Bomar	Chippewa County	District 12, Vice-Chair	Present	
Pamela Guthman	Chippewa County	District 2	Present	
Lee Hennick	Chippewa County	District 15	Present	
Brian Flynn	Chippewa County	District 18	Present	

Others Present: Doug Clary, Charlie Walker, Todd Pauls, Randy Scholz, Lori Zwiefelhofer, and Luke Grube.
Recorder: Lisa Merrell.

3. MEMBERS OF THE PUBLIC WISHING TO BE HEARD

4. CONSENT AGENDA

RESULT: APPROVED [UNANIMOUS]
MOVER: Brian Flynn, District 18
SECONDER: Pamela Guthman, District 2
AYES: Ericksen, Bomar, Guthman, Hennick, Flynn

1. Approve the Agenda
2. Schedule Next Meeting Date - February 5, 2025 at 3 PM

5. REPORTS

1. Chippewa County Economic Development Corporation Update - Charlie Walker
Walker provided a report on recent activities, including the 2024 Hatch Event, and their Lunch and Learn series, and requested the committee save the date for the CCEDC Holiday Celebration on December 19th at the Market on River.

Walker reported that the Chippewa Valley Innovative Center building is 40 years old, and the building needs a lot of maintenance. Some of the strategic partners have decided to go a different way, and as a result, the CVIC Board has made a decision to dissolve the corporation by the end of the year, and has sold the property.

6. BUSINESS ITEMS

Economic Development Committee

Minutes
Special Meeting

Chippewa County Courthouse, Rm 302

November 20, 2024
3:00 PM

1. The Committee will convene in Closed Session pursuant to Wisconsin State Statutes Sec. 19.85(1)(e) "Deliberating or negotiating the purchase of public properties . . . or conducting other specified business, whenever competitive or bargaining reasons require a closed session" (consider and discuss Purchase Agreement and Development Agreement for Project Edge regarding land in the Lake Wissota Business Park).

Meeting convened in closed session at 3:24 PM.

Present in closed session: All committee members, Randy Scholz, Todd Pauls, Doug Clary, Lori Zwiefelhofer, Charlie Walker, Lisa Merrell, and representatives from Project Edge.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

2. The Committee will reconvene to open session to continue with the agenda.

Meeting reconvened to open session at 3:45 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Brian Flynn, District 18
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

Action in Open Session

Motion to approve the Purchase Agreement between Chippewa County and Water's Edge Cheese Curds Holdings, LLC, including the final plans and drainage easement agreement as contained within said Purchase Agreement, as presented, to approve the Development Agreement between the City of Chippewa Falls, Chippewa County, and Water's Edge Cheese Curds Holdings, LLC as presented, to authorize Corporation Counsel to prepare any documents necessary to complete the transaction, and to authorize the County Administrator and County Clerk to execute any and all documents necessary to complete the transaction. Passed without negative vote.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

7. AGENDA ITEMS FOR FUTURE CONSIDERATION

8. ADJOURN

Meeting adjourned at 3:45 PM.

Minutes Acceptance: Minutes of Nov 20, 2024 3:00 PM (Consent Agenda)

Economic Development Committee

Minutes
Special Meeting

Chippewa County Courthouse, Rm 302

November 20, 2024
3:00 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

Minutes Acceptance: Minutes of Nov 20, 2024 3:00 PM (Consent Agenda)

**CLOSED SESSION MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE
NOVEMBER 20, 2024**

Clary passed out copies of the Purchase Agreement and Development Agreement for Project Edge. Pauls stated there are two documents to be considered, the Purchase Agreement and the Development Agreement. They wanted to go through the major terms of the agreement. The property is not included in the TID, but project costs would be paid from TID 14. The City will not receive a tax incentive from the project, which is Water's Edge Cheese Curds. They intend to construct a 12,000 square foot manufacturing and distribution center and corporate offices. The total capital improvement estimate is \$1.7 million, and including equipment the project is \$2.3 million. With regard to the Development Agreement, the City will provide a pay as you go TIF grant in the amount of \$400,000 as long as they begin construction by January 1, 2025, and have substantial completion by December 31, 2025. The parties agree the value of the land is \$105,000, or \$35,000 per acre. The County will sell the land for \$51,000, or \$17,000 an acre, in return for the City reimbursing the County in the amount of \$51,000 from the TID. The County would be providing a \$3,000 donation to the project, and the County would agree to reinvest the TID funds they receive from the City in economic development activities within the City of Chippewa Falls by November of 2046.

Pauls stated this will be the tightest time frame to close an economic development project deal, they would like to close on Friday, but they should be able to do that.

There are no deviations from the deed restrictions that they are requesting, and their plans indicate that they can meet all the deed restrictions and requirements. The County is proposing to grant a drainage easement. Clary stated they need to grant an easement for water to get to a swale on the other side of the property, it will be a 20 foot easement, and will be located within the 40 foot setback from County I that already exists. Because the easement crosses other unsold lots, they will work with future property owners to see how they can incorporate the easement into their future plans.

Pauls stated the drainage easement and building plans are attached as exhibits to the Purchase Agreement, but they need to be approved as well. Guthman asked, with the drainage easement, who takes care of it should there be a problem? Clary stated the easement grants Project Edge the ability to put the pipe in and if there is a problem, it allows for them to get someone in to fix it.

Scholz stated the City approved the Development Agreement last night.

Walker asked Grube to give an overview of their company. Grube stated they started out with two employees, doing ten cases their first year, and this year they produced 59,000 cases of cheese curds. They are at a 50% minimum growth each year. They have 28 employees currently. At full capacity they had 36 employees. They have a plan for a retail product down the road when they do an expansion on the building.

Walker noted that they purchased a building in the City of Chippewa Falls, and asked, when they vacate that, what do they plan on doing with it? Grube stated they plan to sell the building to another up and coming business once they vacate it.

RFIs: What They Are & Why CEDC Leverages Them For Success

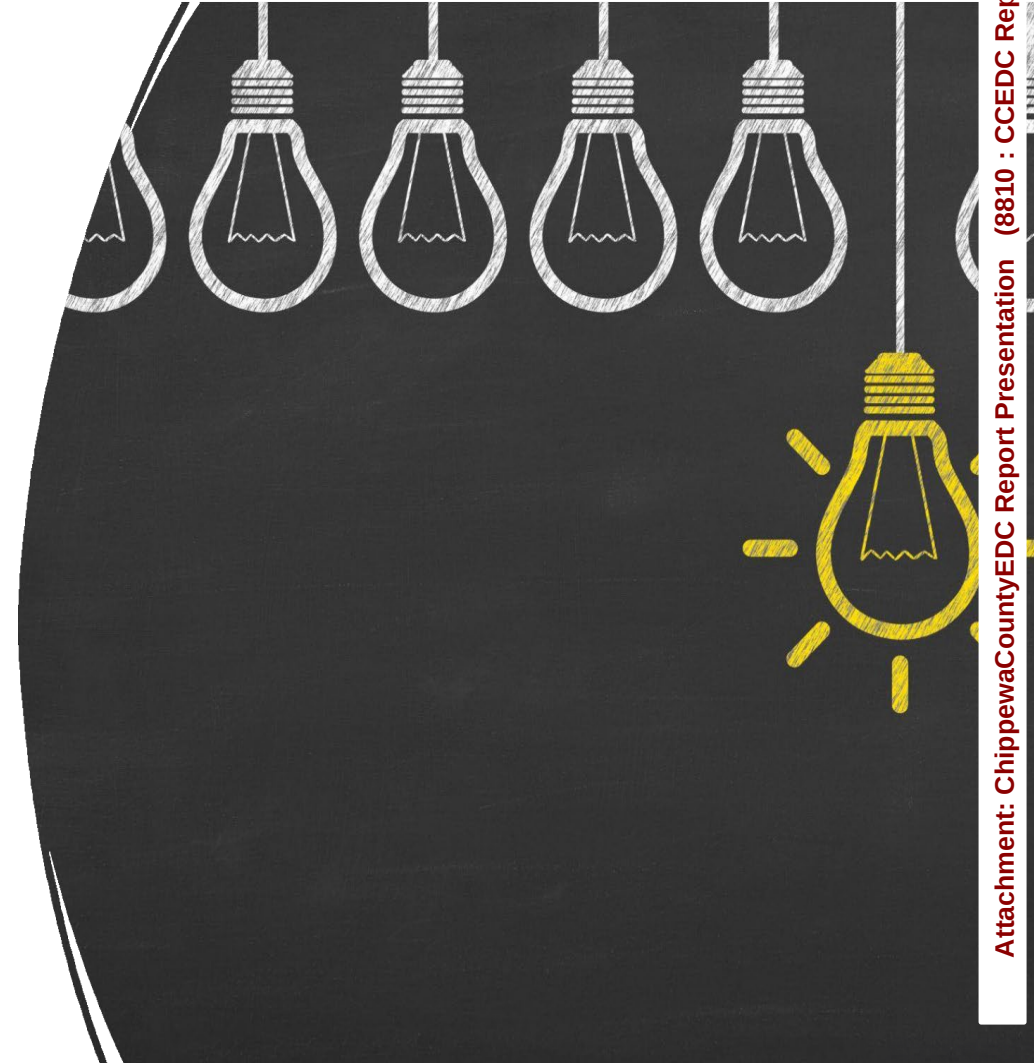


Charlie Walker
President/CEO

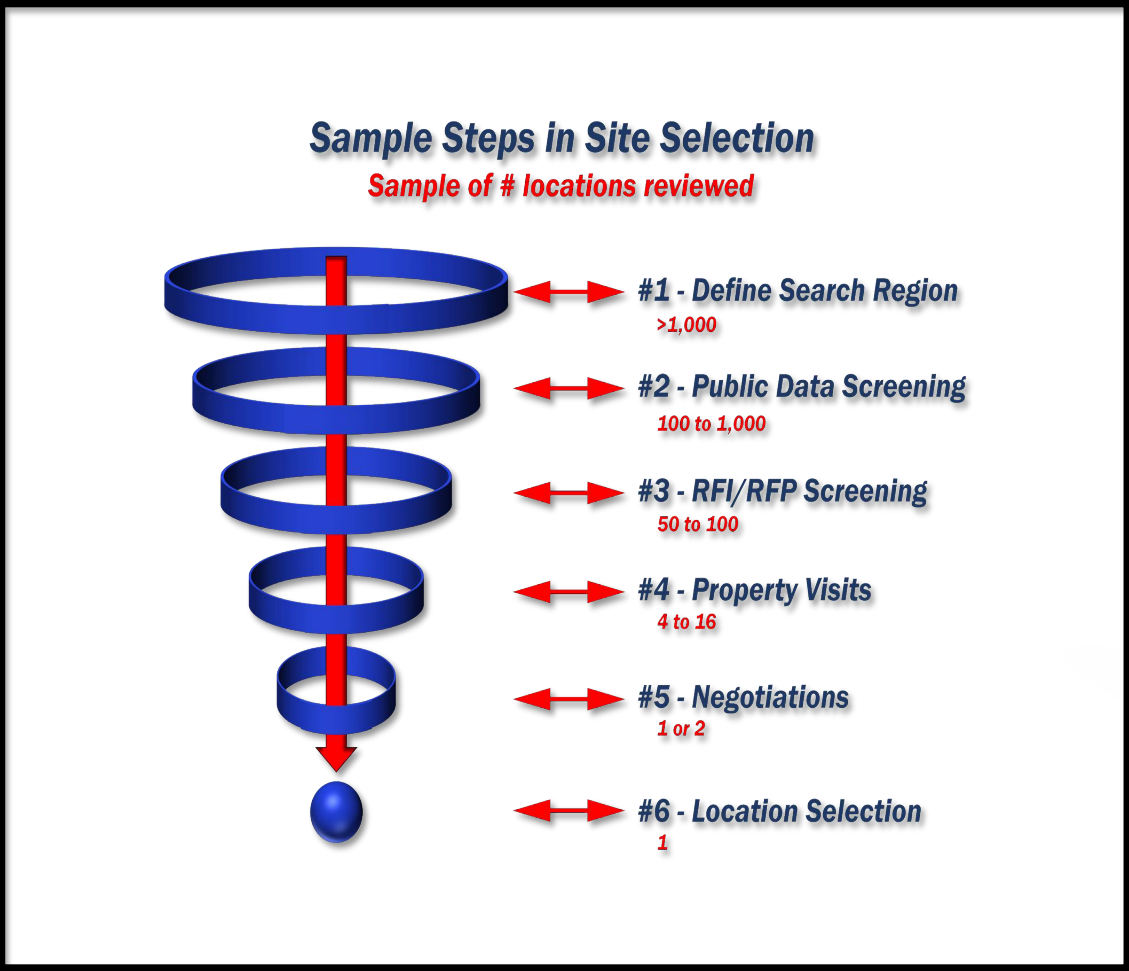


What Is an RFI's Purpose

- Request For Information or RFI is a formal process to gather critical data for a site selection/expansion
- Eliminates non-viable locations quickly
- Compares communities objectively
- Identifies competitive advantages (labor, infrastructure, incentives)



Understanding Site Selection



Why RFIs Matter Strategically

- 80% of site selection processes focus on **elimination**, not selection
- Top factors: Workforce availability, Transportation access to markets, infrastructure, Utility reliability/capacity, NIMBY,



How CEDC Works To We Win RFI Responses

- Maintain updated inventories of buildings/sites, infrastructure, workforce data
- Highlight synergies with existing employers
- Emphasize on Community Pro-Business Environment
- They are accurate
- **CEDC works to Understand What Are The Project's "Musts" And What Are The Projects "Want's"**



Common RFI Pitfalls

- Too much paperwork: 30-page submissions vs. 1-page summaries
- Misalignment: 47% of projects fail due to mismatched priorities
- Technical gaps in understanding key terms

CEDC RFI 2024 Responses

1. Received 43 RFI's – average response deadline 72hr
2. Gather data – focus on properties, labor, incentives, transport, utilities, etc. Responded to 21 RFI's
3. Submit – Addition Follow up Questions to 7 of those RFI's
4. Organized-Hosted 4 Site Visits from RFI Response
5. Made Final List in 3 Project Locations Short List
6. Lost all 3 Projects during Negotiation stage
 - a. New Auburn Area (2)
 - b. Chippewa Falls Area (1)

Closing Thoughts

- "RFIs aren't about selling—they're about proving you belong in the conversation."
- Feedback from Projects
 1. NIMBY
 2. Lack of Confidence that Project Timelines Could be Met
 3. Trend of School Tax Increases vs Academic Rigor
 4. Lack of Sewer/water/utility expansion

Questions

6.1.a

