

CITY OF ALTOONA, WI
ORGANIZATIONAL COUNCIL MEETING MINUTES
April 18, 2023

(I) Call Meeting to Order

Mayor Brendan Pratt called the meeting to order at 6:00 p.m. The Organizational Council Meeting was held in the Council Chambers at Altoona City Hall, 1303 Lynn Avenue, Altoona, WI.

(II) Pledge of Allegiance

Mayor Pratt led the Common Council and others in attendance in the Pledge of Allegiance.

(III) Swearing in Newly elected or Re-Elected Alderpersons.

Clerk Cindy Bauer gave the following Alderpersons their oath of office: Council Member Matt Biren was reelected as Alderperson for District 4, Council Member Kaitlyn Leopold was elected as Alderperson for District 5, and Council Member Susan Rowe was reelected to serve as Alderperson for District 6, all three serving a three-year term.

(IV) Roll Call

City Clerk Cindy Bauer called the roll. Mayor Brendan Pratt, Council Members Dale Stuber, Timothy Lima, Jon Olson, Matt Biren, Kaitlyn Leopold and Susan Rowe were present. Also Present: Attorney Sam Bach-Hanson, City Administrator Michael Golat, Assistant City Administrator Richard Downey, and City Clerk Cindy Bauer.

(V) Citizen Participation Period

There being no Citizen Participation, motion by Lima/Leopold to close the Citizen Participation Period. **Motion carried.**

(VI) City Officers/Department Heads Report - none.

(VII) Consent Agenda – none.

(VIII) Unfinished Business – none.

(IX) New Business

(1) Discuss/consider Election of Council President.

Clerk Bauer explained that every year at the Organizational Council Meeting, Council elects a Council President for the term of one year. The proper procedure is to accept nominations from the floor then vote on the nominee(s) to determine who the Council President will be.

Mayor Pratt opened nominations from the floor for Council President.

Council Member Stuber nominated Matt Biren as Council President, seconded by Council Member Lima. There being no other nominations, motion by Rowe/Lima to close the nominations and cast a unanimous vote for Matthew Biren as the Council President. **Motion carried.**

(IX)(2) Discuss/consider date for Initial Board of Review Meeting.

Clerk Bauer explained that every year prior to the Organizational Council Meeting, she contacts the Assessor to determine a date for Open Book and Board of Review. The Board of Review must hold an initial meeting and adjourn if the Assessment roll will not be completed during the 45-day period beginning the fourth Monday in April.

Clerk Bauer noted that as in the past, the assessment roll has not been ready until later in the summer which falls outside the required time frame to hold the Board of Review according to Wis. State Stats. Upon talking to Accurate Appraisals, the suggested date for the final Board of Review is Wednesday, July 12, 2023 from 5-7 p.m. The recommended date for Open Book (roll viewing) is Thursday, June 22, 2023 from 11:00 a.m.

– 1:00 p.m. The Board of Review is comprised of the Mayor, all Council Members and the City Clerk.

Therefore, staff recommends setting the Initial Board of Review Meeting date to Thursday, May 25, 2023 at 5:45 p.m. prior to the Council Meeting and adjourn until July 12, 2023 at 5:00 p.m. when the tax assessment roll becomes available.

Motion by Rowe/Biren to approve setting the Initial Board of Review Meeting date to May 25, 2023 at 5:45 p.m. and adjourn until July 12, 2023 at 5 p.m. **Motion carried.**

(IX)(3) Discuss/consider Mayoral Appointments and Chairpersons. (Attached list).

Mayor Pratt submitted to Council a memo with recommended appointments and chairpersons as listed in his memorandum and asked for Council approval.

Motion by Leopold/Lima to appoint all committees as recommended by Mayor Pratt as listed in his memo. **Motion carried.** (A complete list of appointments will be listed on the City’s website.)

(IX)(4) UW-Eau Claire Community Leadership Class Presentation

City Administrator Golat explained that the city has been working with Spring 2023 Community Leadership Class students at the UW Eau Claire campus. The class has students working on various community projects, and the city is working with the students on the Container Park marketing and programming. As part of the class, the students must present their progress to the organization’s Board of Directors, in this case, the City Council. Golat noted that while their presentation will not be graded, the students have been encouraged by their professor to incorporate any feedback into their final class presentation. The City Council were given the opportunity to provide any feedback to the students.

Four University Students from UW-Eau Claire Community Leadership Class introduced themselves and gave a presentation summarizing the following:

- Objectives
- Mission Statement
- Background of the Container Up Project
- Goals of the Project.
- Designs
- Potential Businesses
- Promotion Materials
- Target Audience
- How to attract young adults?
- College Demographics
- Community Engagement Opportunities
- Local Event Partner Opportunities
- Branding of our Container Park
- Sustainable Aspects
- Future Promotional and Marketing Ideas

Attorney Sam Bach-Hanson left the meeting at 6:25 p.m.

(IX)(5) Interviews for Think Inside the Box Challenge

City Administrator Golat explained that City staff has been communicating with the Think Inside the Box Challenge applicants. The Challenge is a competition to determine which businesses will be invited to sign a lease to operate in the Container Park. The Small Business Development Center in Eau Claire assisted many of the applicants with business plans. At the meeting seven finalists presented their business “pitches” to the City Council and a group of selected business professionals.

The selected business professionals consisted of the following:

Harlie Juedes is the Outreach Assistant Director with the Wisconsin Small Business Development Center in Eau Claire.

Bob Adrian owns Rump's here in Altoona and is an entrepreneur.

Colleen Weber is a former City Councilperson and a local entrepreneur.

Nick White works for a local bank and is a local entrepreneur.

Rebecca Coleman, Project Manager at Eau Claire Area Economic Development Corporation

City Administrator Golat explained that after each presentation, City Council and the business professional group will have an opportunity to ask questions of the applicants. After the final presentation and question and answer period, the City Council will go into closed session to discuss the applications. After the closed session, if there is consensus, the Council will direct staff to negotiate leases for the container park locations with the selected businesses. The City Council will approve these leases at a future meeting.

The following Business Introduced themselves and presented a Business Plan:

Beast & Bonito – Evan Mowry

Big Fella's Pizza – John & Lisa Newcomb

Coulee Boutique – Anna Ledebuhr

Iron Horse Saloon, Inc – Mark Anderson

Ne-Ne's Tacos – Rene & Rhoda Perez

Novel Teas Boutique and Gifts – Nancy Schlieve, Julie Harris and Cheri Donnelly

EJ 2 - Eau Juicy Seafood Cajun – Cara Yang

After all the business plans were presented and questions asked by Council and business group, the Council convened in closed session.

(IX)(6) Discuss/consider convening in closed session pursuant to Wis. Stats 19.85 (1)(e).

A. Leasing contracts for Container Park locations.

Motion by Leopold/Rowe to convene in closed session at 8:17 p.m. pursuant to Wis. Stats 19.85 (1)(e). Roll call vote, 6-ayes, Biren, Leopold, Stuber, Olson, Lima, Rowe, 0-nays. **Motion carried. 6-0.**

(IX) (7) Discuss/consider reconvening in open session.

Motion by Rowe/Olson to reconvene in Open Session at 8:55 p.m. Roll call vote 6-ayes, Rowe, Lima, Olson, Biren, Leopold, Stuber, 0-nays. **Motion carried 6-0.**

City Administrator Golat commented that Council reviewed the applicants for the Container Park Project. Council directed staff to continue negotiations with potential vendors. No action taken at this time.

(X) Miscellaneous Business and Communication. – None.

(XI) Adjournment.

Motion by Rowe/Lima to adjourn at 8:59 p.m. **Motion carried.**

Minutes submitted by Cindy Bauer, City Clerk