

Date: Monday, May 2, 2016
Time: 5:00 pm
Place: City Hall

FINANCE AND TAXATION COMMITTEE

- A. CALL TO ORDER & ROLL CALL
- B. CORRECTION OF MINUTES
- C. BUSINESS: OPEN

- 1. DONATION REQUEST FROM THE AMERICAN LEGION

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	5 MIN.

Documents: [SKMBT_C35160425170700.pdf](#)

- 2. FUNDING FOR BIKE MAP PROPOSAL

Individual Requesting Item	Martin Shanks
Expected Length of Discussion	10 Minutes

Documents: [2016-04-27 Interactive Bike Map Proposal.pdf](#)

- 3. 30TH STREET CORRIDOR TIF FEASIBILITY PROPOSAL

Individual Requesting Item	Martin Shanks
Expected Length of Discussion	15 Minutes

Documents: [2016-04-27 30th Street TIF Proposal.pdf](#)

- D. BUSINESS BY MEMBERS

May make brief informative statements or bring up items to be discussed at a future meeting.

- E. ADJOURNMENT

This Committee may take any action it considers appropriate related to any item on this agenda.

Requests from persons with disabilities who need assistance to participate in this meeting, including need for an interpreter, materials in alternate formats, or other accommodations, should be made to the Office of the City Clerk at (608) 329 2564 with as much advance notice as possible so that proper arrangements can be made.

Notice is hereby given that a majority of the members of the Common Council of the City of Monroe may be present at this meeting to gather information about the matters set forth on this agenda. This notice is given pursuant to the Wisconsin Open Meetings Law.

Members: Chairperson Reid Stangel, Brooke Bauman, Chuck Koch, and Alternate Michael Boyce

Youth in Government Members: Nate Smith, Abby Yurs

THE AMERICAN LEGION
ZILMER RILEY POST 84
1627 12TH AVE
MONROE, WI 53566

April 11, 2016

City of Monroe Common Council
Finance & Taxation Committee
Monroe, WI. 53566

Dear Committee Members,

The American Legion, Zilmer-Riley Post No. 84 is preparing for the annual Memorial Day Services. We plan decoration of veteran's graves, a parade, services at Greenwood Cemetery, and a noon potluck at the Post Home, 1627 12th Ave. in Monroe.

This event is open to everyone so we can share our gratitude for the sacrifices of the veterans that provided for the freedoms we enjoy.

Some of the expenses associated with this event are: Event & Sound permits \$35.00, Grave Decorations \$245.00 (just for poppies) we prepare over 1600 wreaths, re-mapping of the Cemetery & recruitment of volunteers \$30.00, Insurance Coverage – the City of Monroe requires Proof of Insurance (The Post pays \$6,658.00 for annual coverage). Lunch for the Speaker & guests, (including the City of Monroe volunteers that help with the Parade). Color Guard \$100.00 – this is for cleaning of the rifles & uniforms and the cost of blanks.

Therefore, The American Legion, Zilmer-Riley Post No. 84 is requesting a donation of \$250.00 to help defray the expenses for the Memorial Day Ceremonies, to be held May 30, 2016. Please consider that we are a Non-Profit organization and that this event is open to all citizens. Many people volunteer countless hours to recognize veterans and most Monroe taxpayers recognize and support those who have and continue to serve our country.

Sincerely,

Bonnie Moser

Bonnie Moser.
Finance Officer



CITY OF MONROE

*Office of the Assistant City Administrator
Martin Shanks
(608) 329-2521
mshanks@cityofmonroe.org*

1110 18th Avenue
Monroe, Wisconsin 53566
(608) 329-2500
www.cityofmonroe.org

MEMORANDUM

DATE: April 27, 2016
TO: Finance & Taxation Committee
FROM: Martin Shanks
RE: Funding SWWRPC Proposal: Interactive Bike Map

The recently adopted Comprehensive Plan process identified several goals related to the development and promotion of increased biking and bike routes throughout the community.

Biking recommendations were identified in two of the plan's elements: transportation and park, recreation and natural resources. Throughout those two elements there were three objectives directly tied to biking and four separate strategies towards addressing those objectives.

Southwestern Wisconsin Regional Planning Commission having just completed the City's work on its Comprehensive Plan has put together a scope of work proposal to address these goals, objectives and strategies. Their proposal includes the creation of an online mapping experience that will provide information to bikers about routes throughout Monroe and points of interest.

SWWRPC will also tie together separate efforts that have been undertaken by UW-Platteville students and Green County Leaders to tie in surrounding bike routes throughout the County.

Printable maps in PDF will also be provided.

Because this project was not specifically budgeted for in the 2016 Budget the options before the committee include:

- Utilizing funds in the 2016 Contingency Budget
- Deferring consideration until the 2017 Budget process
- Opposing the project entirely.

Since the project is relatively low cost and can be covered by the contingency budget and directly addresses several considerations in the recently adopted Comprehensive Plan I would recommend the work be completed this year. It provides the City a quick win at working towards the Comprehensive Plan's implementation and would produce a quality product for a very marketable amenity in biking. Alternatively, I'd recommend the plan be at least considered during the 2017 Budget cycle.

April 4, 2016

Martin Shanks, Assistant Administrator
City of Monroe
1110 18th Avenue
Monroe, WI 53566

Mr. Shanks:

The Southwestern Wisconsin Regional Planning Commission (SWWRPC) is pleased to submit for your consideration our proposal to create an online interactive bike map for the City of Monroe and Green County. For over 40 years, SWWRPC has been assisting communities develop tools to meet the needs of their citizens, and we would be proud to bring this experience to the City.

About SWWRPC

As an extension of local government, SWWRPC offers the communities it serves a flexibility and accountability not found in other organizations. As an organization, we answer to elected and appointed officials from our 5-county region and work hard to form close personal relationships with those we serve. We have the ability to find unique and inventive means of project delivery that can meet the needs of our partner organizations.

Scope of Work

The recently completed Monroe Comprehensive Plan identified the development and promotion of increased biking and bike routes as goals in need of implementation. Specifically, the plan's recommendations for biking are as follows:

- Transportation Goal 1: Increase bicycle and pedestrian access and safety across the city.
 - Objective 1: Create a safe riding experience for cyclists on the trails and on the streets.
 - Strategy 1: Create a map illustrating current and future bike paths, connecting points of interest throughout the city.
- Parks, Recreation, and Natural Resource Goal 3: Increase recreational trail usability and connectivity.
 - Objective 2: Ensure that the public is aware of the existing bike trails.
 - Strategy 1: Develop a map that identifies where the bike trails are.
 - Strategy 3: Market the trails as economic development and tourism assets.
 - Objective 3: Improve trail-to-trail connectivity.
 - Strategy 1: Identify and map where trails should connect if no connection currently exists.

As can be seen from these planning priorities, developing a map as proposed would result in direct implementation of the Comprehensive Plan. SWWRPC proposes to deliver an on-line mapping experience that will provide informative access to bikers both within and outside of the community. As such, it will be an amenity for Monroe citizens and serve as a tourism draw to the City.

SWWRPC has already initiated this effort by coordinating University of Wisconsin-Platteville students to develop draft city bike maps during the winter of 2015 and 2016. In addition, SWWRPC provided technical assistance to a Green County Leaders cohort developing county bike routes. This proposal will build on those previous efforts and tie them together in a single unified storyboard map. Printable maps will also be provided in PDF format for each route. Examples of the style of the final interactive map can be found at [Swamp Rabbit Trail](#) and [Bike Tallasse Routes](#).

SWWRPC will also provide hosting of the site and annual maintenance and updating as needed. This will include any changes to routes, as well as the inclusion of photographs of the trails and points of interest along the bike routes.

Fee and Project Schedule

Online and PDF format mapping – labor and software included

- Total Cost: \$4,800

Annual Maintenance and Updating

- Total Cost: \$500

Schedule

- Project timeline will run through summer 2016, as directed by City Administration.

Thank for your interest in this project, and for thinking of SWWRPC for your community's needs. I would be happy to meet and talk about any aspect of the project or this proposal.

Please feel free to contact me if you have any questions. I look forward to speaking with you soon.

Sincerely,



Troy Maggied
Executive Director
Southwestern Wisconsin Regional Planning Commission



CITY OF MONROE

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1110 18th Avenue
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MEMORANDUM

DATE: April 11, 2016
TO: Finance & Taxation Committee
FROM: Martin Shanks
RE: Tax Increment District – 30th Street Corridor

The 2015-2035 Comprehensive Plan has identified a potential TIF district use in the 30th Street Corridor (see attached map).

There are a number of potential public works projects and private development projects in the corridor. Currently, this corridor, which is directly adjacent to the primary south entrance to the City, consists of a hodge podge of different zoning uses and many worn out or vacant buildings and properties. The corridor also has limitations with access, having incomplete streets and blocks. However, it also has some important Monroe businesses including Mitek, Craig Grain, Habitat for Humanity Re-Store, and new ownership at a former Colony Brands location.

Potential Public Works Projects include:

- Signage identifying/branding the corridor and school district property access.
- Any needed infrastructure improvements to existing 30th Street; pavement, sidewalks, utilities, aesthetic design elements.
- Extension of 13th Avenue to complete block
- Reconstruct 14th Avenue into a standard City street.
- Extension of 30th Street from 11th Avenue to 17th Avenue to 22nd Avenue
- Relocate/extend utilities to facilitate growth south of the City and the 30th Street extension
- Develop a park for the area/neighborhood as identified in the Comprehensive Plan

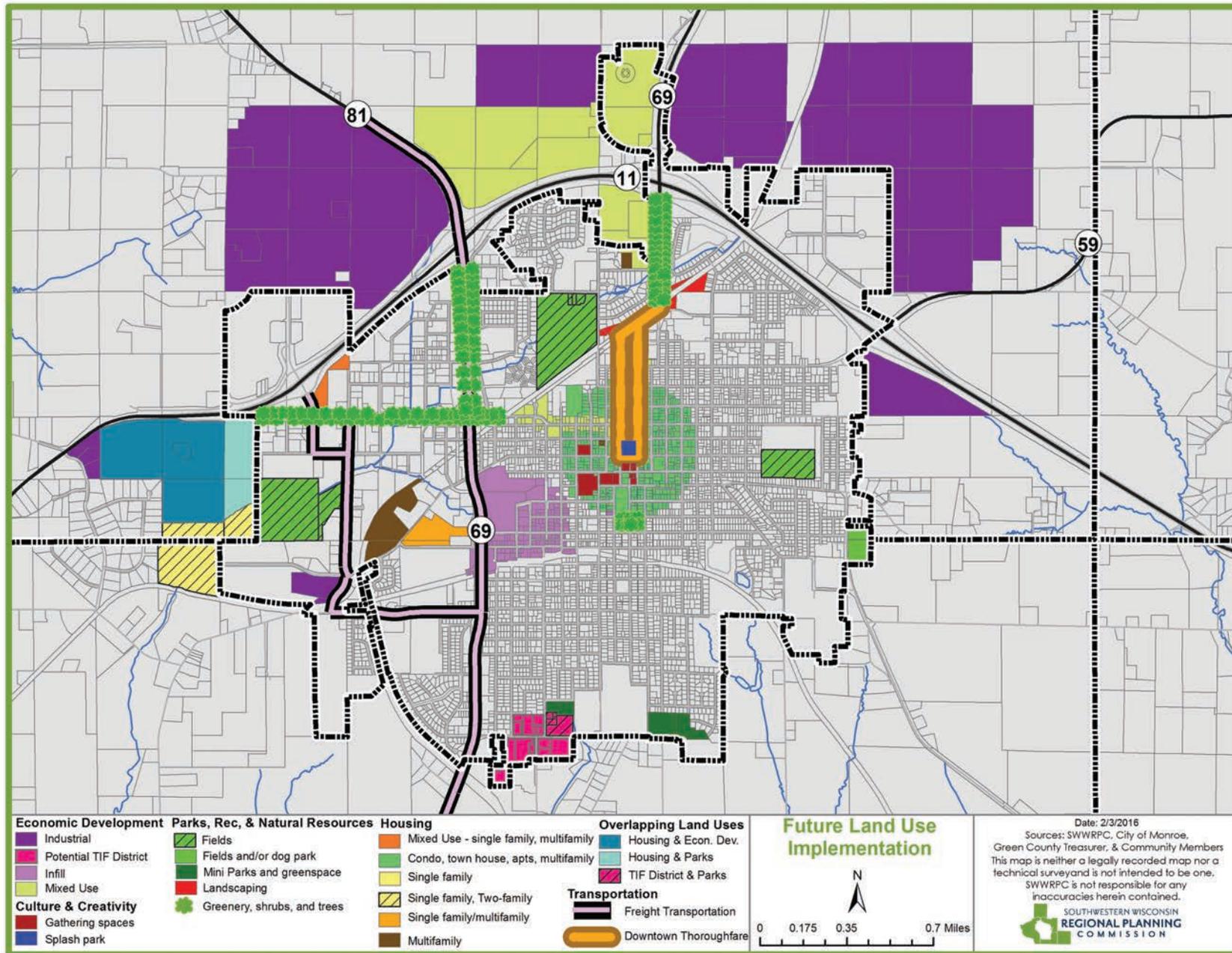
Administrative Projects:

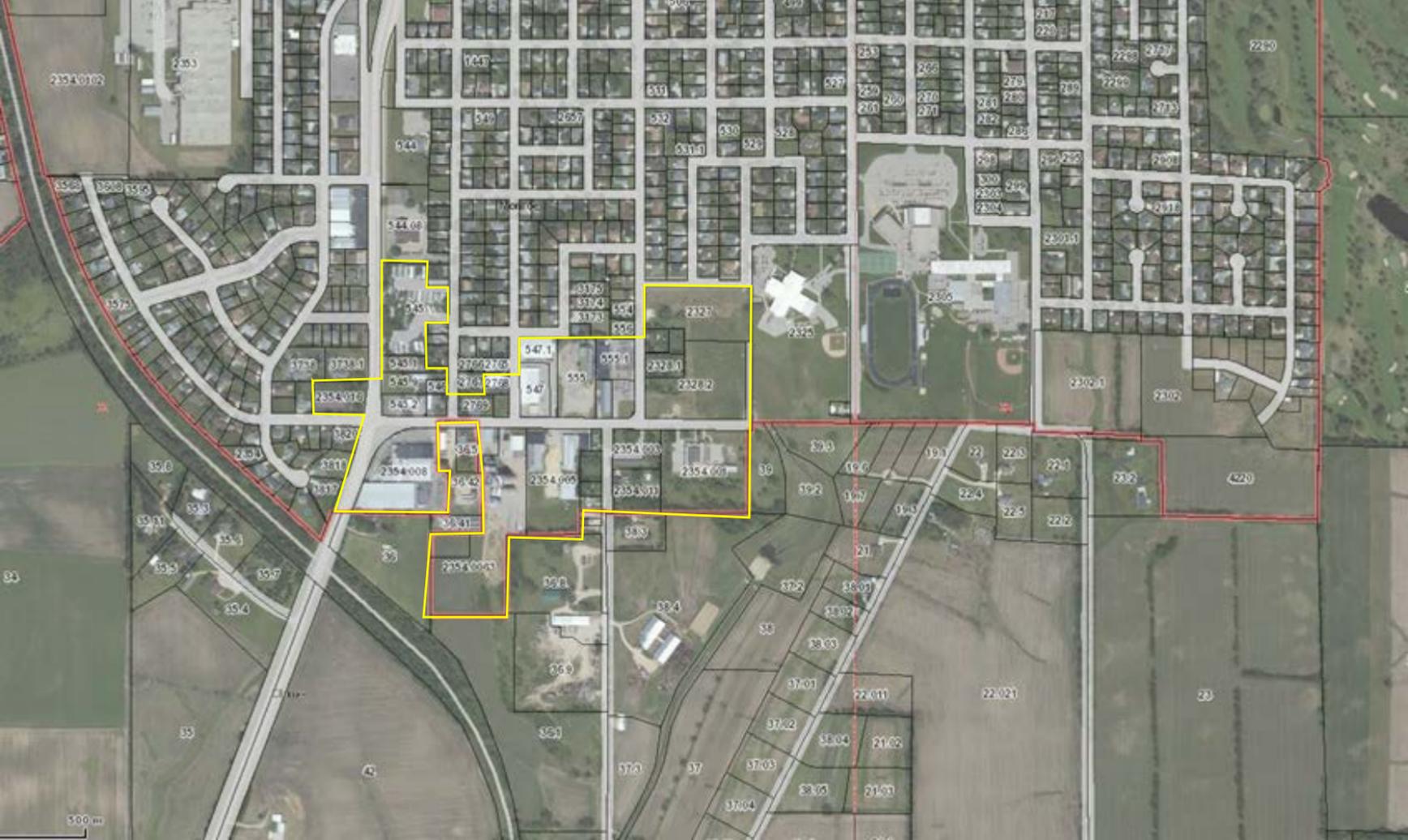
- Development incentives to incentivize new business and existing business expansion. Improve aesthetics appearance of buildings. Target incentives towards certain uses in certain areas.
- Revamp zoning to allow for a variety of mixed use and commercial/industrial uses where appropriate (possibly in conjunction with Zoning Code Re-write)
- Work with the Town of Clarno to develop a Cooperative Plan on adjusting municipal boundaries to bring more property into the City, creating shared service delivery and revenue sharing.

First step:

- Conduct TIF Feasibility Study in conjunction with Ehler's (see attached). Approximately \$14K.

Figure 14: Map of Future Land Use Created by Community Members during the Land Use Public Meeting.





April 18, 2016

Martin Shanks
Assistant City Administrator
City of Monroe
1110 18th Avenue
Monroe, WI 53566

RE: Proposed Project: Tax Incremental District Creation

Dear Martin:

In accordance with your request, we are transmitting our Agreement to provide Tax Incremental Financing Services. Please have one copy signed and returned to our office.

Ehlers has been involved in the evaluation, creation and amendment of more tax increment districts than any other firm in the state, which makes Ehlers the right choice to guide the City through this process. Throughout the evaluation and creation process, it is important to have a partner that is not driven by potential future fees guiding you through the process. This means that the advice given is free of any conflicts and is based on a fiduciary duty to you, the client.

Please note that our contract is divided into phases. A breakdown of the services to be provided by phase has been outlined in this agreement. The City would have the right to terminate the project at the conclusion of each phase. At this time, Ehlers is prepared to begin the Feasibility Analysis. Should the City decide to move forward with this project, following the completion of the analysis, Ehlers is prepared to begin all other phases outlined.

Ehlers & Associates has been providing tax increment assistance to Wisconsin municipalities since the tool was developed in the 1970's. We assist more Wisconsin municipalities with the creation and amendment of TIDs annually than any other firm in the state. Our firm has provided services for over 400 districts, which is nearly one third of all creations and amendments in Wisconsin. Our experience makes Ehlers the right choice to guide the City through this process. We look forward to the opportunity to work with the City on this important project. If you have any questions regarding the agreement feel free to contact me at any time.

Sincerely,

EHLERS & ASSOCIATES, INC.



Greg Johnson, CIPMA
Senior Financial Advisor - Vice President

cc: Paula Czaplewski, TIF Coordinator, Ehlers



Agreement to Provide Tax Incremental Financing Services

Date of Agreement: April 18, 2016
Client: City of Monroe, WI
Proposed Project: Tax Incremental District Creation (the "Project")

This Agreement is between the City of Monroe (the "Client") and Ehlers & Associates, Inc. ("Ehlers"). Ehlers agrees to provide the following scope of services for the above Project:

Scope of Services

Phase I – Feasibility Analysis

The purpose of Phase I is to determine whether or not the Project is a statutorily and economically feasible option to achieve the Client's objectives. This phase begins upon your authorization of this engagement, and ends on completion and delivery of a feasibility analysis report. As part of Phase I services, Ehlers will:

- Consult with appropriate Client officials to identify the Client's objectives for the Project.
- Provide feedback as to the appropriateness of using Tax Incremental Financing in the context of the "but for" test.
- Identify preliminary boundaries and gather parcel data from Client. Determine compliance with the following statutory requirements as applicable:
 - Equalized Value test.
 - Purpose test (industrial, mixed use, blighted area, or in need of rehabilitation or conservation).
 - Newly platted residential land use test.
- Prepare feasibility analysis report. The report will include the following information, as applicable:
 - Identification of the type or types of districts that may be created.
 - A description of the type, maximum life, expenditure period and other features corresponding to the type of district proposed.
 - A summary of the development assumptions used with respect to timing of construction and projected values.
 - Projections of tax increment revenue collections to include annual and cumulative present value calculations.

- If debt financing is anticipated, a summary of the sizing, structure and timing of proposed debt issues.
- A cash flow *pro forma* reflecting annual and cumulative district fund balances and projected year of closure.
- A draft time table for the Project.
- When warranted, evaluate and compare options with respect to boundaries, type of district, project costs and development levels.
- Ehlers will provide guidance on district design within statutory limits to creatively achieve as many of the Client’s objectives as possible, and will provide liaison with State Department of Revenue as needed in the technical evaluation of options.
- Present the results of the feasibility analysis to the Client’s staff, Plan Commission or governing body.

Phase II – Project Plan Development and Approval

If the Client elects to proceed following completion of the feasibility analysis, the Project will move to Phase II. This phase includes preparation of the Project Plan, and consideration by the Plan Commission¹, governing body, and the Joint Review Board. This phase begins after receiving notification from the Client to proceed, and ends after the Joint Review Board takes action on the Project. As part of Phase II services, Ehlers will:

- Based on the goals and objectives identified in Phase I, prepare a draft Project Plan that includes all statutorily required components.
- We will coordinate with your staff, engineer, planner or other designated party to obtain a map of the proposed boundaries of the district, a map showing existing uses and conditions of real property within the district, and a map showing proposed improvements and uses in the district.
- Submit to the Client an electronic version of the draft Project Plan for initial review and comment.
- Coordinate with Client staff to confirm dates and times for the meetings indicated below and on the following. Ehlers will ensure that selected dates meet all statutory timing requirements, and will provide documentation and notices as indicated.

Meeting	Ehlers Responsibility	Client Responsibility
Initial Joint Review Board	Prepare Notice of Meeting and transmit to Client’s designated paper. Mail meeting notice, informational materials, and draft Project Plan to overlapping taxing jurisdictions. Provide agenda language to Client. Attend meeting to present draft Project Plan.	Post or publish agenda and provide notification as required by the Wisconsin Open Records Law. Prepare meeting minutes. Designate Client Joint Review Board representative. Identify and recommend Public Joint Review Board representative for appointment.

¹ If Client has created a Redevelopment Authority or a Community Development Authority, that body may fulfill the statutory requirements of the Plan Commission related to creation or amendment of the district.

Plan Commission Public Hearing	Prepare Notice of Public Hearing and transmit to Client's designated paper.	Post or publish agenda and provide notification as required by the Wisconsin Open Records Law.
Plan Commission Public Hearing	For blighted area districts and in need of rehabilitation or conservation districts, provide a format for the required individual property owner notification letters. Attend hearing to present draft Project Plan.	Prepare and mail individual property owner notices (only for districts created as blighted area, or in need of rehabilitation or conservation). Prepare meeting minutes.
Plan Commission	Provide agenda language to Client. Attend meeting to present draft Project Plan. Provide approval resolution for Plan Commission consideration.	Post or publish agenda and provide notification as required by the Wisconsin Open Records Law. Distribute Project Plan & resolution to Plan Commission members in advance of meeting. Prepare meeting minutes.
Governing Body Action	Provide agenda language to Client. Attend meeting to present draft Project Plan. Provide approval resolution for governing body consideration.	Post or publish agenda and provide notification as required by the Wisconsin Open Records Law. Provide Project Plan & resolution to governing body members in advance of meeting. Prepare meeting minutes.
Joint Review Board Action	Mail meeting notice and copy of final Project Plan to overlapping taxing jurisdictions. Prepare Notice of Meeting and transmit to Client's designated paper. Provide agenda language to Client. Attend meeting to present final Project Plan. Provide approval resolution for Joint Review Board consideration.	Post or publish agenda and provide notification as required by the Wisconsin Open Records Law. Prepare meeting minutes.

- Throughout the meeting process, provide drafts of the Project Plan and related documents in sufficient quantity for the Client's staff, Plan Commission, governing body and Joint Review Board members.
- Provide advice and updated analysis on the impact of any changes made to the Project Plan throughout the approval process.

Phase III – State Submittal

This phase includes final review of all file documents, preparation of filing forms, and submission of the base year or amendment packet to the Department of Revenue. This phase begins following approval of the district by the Joint Review Board, and ends with the submission of the base year or amendment packet. As part of Phase III services, Ehlers will:

- Assemble and submit to the Department of Revenue the required base year or amendment packet to include a final Project Plan document containing all required elements and information.
- Provide the Client with an electronic copy of the final Project Plan (and up to 15 bound hard copies if desired).
- Provide the municipal Clerk with a complete electronic and/or hard copy transcript of all materials as submitted to the Department of Revenue for certification.
- Act as a liaison between the Client and the Department of Revenue during the certification process in the event any questions or discrepancies arise.

Compensation

In return for the services set forth in the “Scope of Services,” Client agrees to compensate Ehlers as follows:

Phase I	\$ 5,000
Phase II	\$ 7,500
Phase III	\$ 1,500
Total	\$ 14,000

- Phase I base fee includes up to five financial scenarios. Additional scenarios will be run as needed at a cost of \$750/scenario.

Payment for Services

For all compensation due to Ehlers, Ehlers will invoice Client for the amount due at the completion of each Phase. Our fees include our normal travel, printing, computer services, and mail/delivery charges. The invoice is due and payable upon receipt by the Client.

Client Responsibility

The following expenses are not included in our Scope of Services, and are the responsibility of Client to pay directly:

- Services rendered by Client’s engineers, planners, surveyors, appraisers, assessors, attorneys, auditors and others that may be called on by Client to provide information related to completion of the Project.
- Preparation of maps necessary for inclusion in the Project Plan.
- Preparation of maps necessary for inclusion in the base year or amendment packet.
- Publication charge for the Notice of Public Hearing and Notices of Joint Review Board meetings.

- Legal opinion advising that Project Plan contains all required elements (normally provided by municipal attorney).
- Preparation of District metes & bounds description (needed in Phase III for creation of new districts, or amendments that add or subtract territory).
- Department of Revenue filing fee and annual administrative fees. The current Department of Revenue fee structure is:

Current Wisconsin Department of Revenue Fee Schedules	
Base Year Packet	\$1,000
Amendment Packet with Territory Addition	\$1,000
Amendment Packet with Territory Subtraction	\$1,000
Base Value Redetermination	\$1,000
Amendment Packet	No Charge
Annual Administrative Fee	\$150

Execution and Authority

By executing this Agreement, the person signing on behalf of Client represents that he/she has the authority to execute agreements of this type on behalf of Client and that this Agreement constitutes a binding obligation of Client enforceable in accordance with its terms/

The above Contract is hereby accepted

by the City of Monroe, Wisconsin,

by its authorized officer this _____ day of _____, 20____.

By: _____ Title: _____