

**Lake Center District Steering Committee Meeting**  
**Tuesday, December 8, 2020 – 3 PM**  
**Minutes**

**Present:** Jim Pearson, Lori Knapp, Rex Simpson, Gary Goodchild, Carmine Avanti, Chris Forth, Kelly Peterson, AJ Spicer, Kendra Gwin, Danielle Anderson, Veti Khosti, Terry Patterson, Doug Farr, Dan McGlaughlin, Sherman Potter

**Absent:** Doug Lynes, Julie Ahlberg, Shelly Pastor

**December 3 Meeting Minutes:** No feedback.

**Appendix:** Lori asked Doug F. if the committee needs to discuss the Appendix. Doug responded that there is nothing to discuss. Anything that drops out from the other sections will be inserted here.

**Chapter 4:** Doug F. reviewed the implementation plans, budgets, etc.

**Chapter 4.2: High Impact Placemaking**

***Address water quality concerns in Austin & West Lakes***

Doug F. discussed the need to address water quality in both lakes. AJ talked about the difficulty of getting Riparian owners to fund the water quality treatment on Austin Lake. He asked if there is funding to improve water quality coming from the city or is it just the recommendation that West Lake and Austin get together to come up with a common treatment. Austin Lake Board is talking about a weed control program. Dan shared a couple of options for generating funds to support a joint program. Lori summarized that the city will investigate how a joint plan can be implemented.

**Conclusion:** Coordination of addressing water quality jointly in both lakes will begin, with a goal of having a plan in place no later than the 2022 boating season.

***Signage***

**Conclusion:** Add a budget number to this recommendation.

***Business Improvement – East of Portage***

Doug F. recommends that significant effort be placed on the façade improvement program with a significant amount of public dollars being used to fund these improvements. Chris reminded the committee that the use of public dollars could only be used if a tax increment financing tool is established. Carmine agreed but suggested that the city may want to loan the money to the authority on the anticipation of it be repaid by the authority. Joe asked if we should add comments in funding plan as to where we anticipate getting some of the funding. Doug F. asked how long it would take to create the TIF. Carmine said that the authority would be created in 2021 and could capture tax increment in 2022, but it can borrow from the city /

begin giving grants right away – perhaps as soon as this summer. Joe reminded the committee that we have some CIP funds earmarked for the Business Improvement segment. Carmine said that we might be able to move the implementation up; a lot of it depends on the state regulations. Lori asked if everyone is comfortable with the idea of a TIF. Jim suggested that it will take some hand-holding for some of the businesses to get them on board.

**Conclusion:**

- Carmine, Chris, Kelly and Joe will determine a time-line for creating a Tax Increment Financing Authority.
- Begin outreach to three core businesses to discuss.

***Business Improvement – West of Portage***

*Install boat dock on West Lake:* AJ shared that he doesn't think that the boat dock benefits the community; rather it benefits the folks on West Lake only. Doug F. suggested said that it could be eliminated from the plan or we can add docks on Austin Lake, allowing access to the pedestrian trail. AJ believes that when the city funds projects, it should be done with the viewpoint of maximizing the benefit to the most people. Joe shared that we're trying to create the experience and this is part of it and that access to the West Lake docs will remain for jet skis, kayaks, canoes, etc. from Austin Lake. Terry asked if the Cove had indicated any willingness to participate in funding? Chris shared that their initial plan showed docks so he believes they would participate in funding. Chris said that he believes that the pier and boardwalk would be beneficial to the whole community. Jim asked about the current fishing pier on Austin Lake at Lakeview Park and wondered if it could be turned into a public dock that would allow the use of restrooms in the park. Joe said he'd be open to it but would have to defer to staff. Chris shared that the dock is primarily used for fishing and so for safety reasons boat docking is not allowed. Lori agreed and asked if anyone have thoughts about adding another dock. Jim said there is plenty of room and Gary suggested using the north fishing pier as docking and build another for fishing.

**Conclusion:**

- Modify the plan to consider putting a second dock on Austin Lake.
- Add a note that the cost for the doc on West Lake could be shared by the Cove.

*Secure a vendor to operate a seasonal business at 9138 Portage Road:* Doug F. explained the premise of inviting a vendor to operate a seasonal spot for 2021 to make it appealing to younger people. Jim agreed that this is a good idea. Doug F. asked who could pursue this feature. Chris said that he will work with Kathleen Hoyle, Director of Parks & Recreation. Chris cautioned that serious consideration must be given to how pedestrians can safely get to this area. Joe shared that this activity depends on the ability to get control of the property.

**Conclusion:**

- Kelly / Chris will coordinate with the Parks Director to determine if this could be implemented in 2021.

**Beautification:**

*Tactical Landscaping:* Doug F. explained tactical landscaping between the two gateways. Kelly asked how we are creating a sense of identity for the district that gives it a distinct identity. Doug F. said that the plan recommends getting away from generic signage and moving to three-dimensional signs that are externally lit. Joe asked if we should have some design standards to create a cohesive identity. Doug F. said yes, but you still have to monitor progress and make sure the brand is applied appropriately. Terry said that if the funding authority is going to assist with funding, it would not be unreasonable to create a brand identity review committee to facilitate a cohesive identity.

**Lakeview Park Enhancement:**

Doug F. suggested that the city pursue the purchase of 9303 Portage Road quickly. Joe said that we can start with an appraisal move toward acquisition of several key properties.

**Conclusion:** Joe and team will pursue purchase of this parcel.

**Regulations:**

Lori asked if it is worth it to start talking to Consumers to begin plans for undergrounding. Doug F. suggested that this should go in 4.3 Lori asked if rezoning to business zoning should be done as part of the form based codes. Doug said that you want to be careful that the zoning isn't changed before the form based codes are in place.

**4.3 Strategic Investment – Phase One (2021-2024)**

Step 1: Lori asked about paving the trail. Danielle noted that it is already paved.

Step 2: Jim wondered how the owner of the Edge will feel about this installing a bike trail through his property. Danielle said that there is not a lot of space to deal with and there is a lot of vehicle activity. The owner might not like it. Jim said to Chris that this would take a lot of study and planning. Gary agreed and wondered how one gets from Forest Drive to the walkway. Lori said that the plan to beautify and create a trail at the front of the property would be easier than bisecting his property on the lakeside. Joe concurred that it will be hard but staff will have the support of not only the Council, but the steering committee as well (residents, business owners, etc.) Carmine said that we need to find ways to incentivize improvements, and also put zoning requirements in place.

Step 3: Lori asked if we want to acquire the entire parcel or just an easement. Doug F. recommends purchasing the entire parcel. Lori asked if a different location for the pedestrian bridge over the canal was considered. Doug F. stated that there isn't a spot west of here that made sense. Lori asked how everyone feels about this land acquisition. Terry and Jim both said that it makes the most sense. Terry suggested that it sets the tone for purchasing all five of the parcels on the canal.

Step 4: Doug F. noted that Woodbine was not on the map.

**Conclusion:**

Step 1: Remove paving of trail.

Step 4: Add Woodbine to map.