

**CITY OF TWO RIVERS  
BUSINESS AND INDUSTRIAL DEVELOPMENT COMMITTEE  
AND  
COMMUNITY DEVELOPMENT AUTHORITY  
REGULAR MEETING  
Tuesday, April 22, 2025, 5:15 PM  
Webster Room, Lester Public Library**

**1. Call to Order**

In the absence of chair Greg Coenen, the meeting was called to order by BIDC and CDA Vice Chair Keith Lyons at 5:16 PM.

**2. Roll Call**

BIDC members present were Betty Bittner, Dave Kalista, Tracey Koach, Keith Lyons, Shannon Derby, Scott Stechmesser and Dan Wettstein. Absent and excused: Tom Christensen and Greg Coenen. Mr. Buckley noted that a quorum of seven of the nine BIDC members was present.

CDA members present were Betty Bittner, Shannon Derby, Dave Kalista, Tracey Koach, Keith Lyons and Scott Stechmesser. Absent and excused: Greg Coenen. Mr. Buckley noted that a quorum of six of the seven CDA members was present.

Also present were JoAnne Kouba, Jody Behringer, Mark Gordon and Joel Moose of Weichert Realtors.

Noting that the guests at the meeting were all present for the matters addressed in agenda items 7 and 8, acting chair Lyons stated his intention to next address those items out of order. There were no objections.

**7. Closed Executive Session of the Community Development Authority**

Bittner moved, sported by Koach, to enter into closed session at 5:18 PM, per Wisc. Stats 19.85(1)(e), deliberating or negotiating the purchasing of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

--Consider proposals received from realtors for listing and marketing of lots in the CDA-owned Sandy Bay Highlands Subdivision, and consider terms for any proposed listing agreement.

The motion was approved by the following roll call vote. Voting yes: Bittner, Derby, Kalista, Koach, Lyons and Stechmesser. Voting no: none.

All guests left the meeting room at this time.

**8. Community Development Authority Reconvene in Open Session for Possible Action in Follow-Up to Closed Session Discussions**

Koach moved, supported by Stechmesser, to adjourn the closed session and reconvene in open session at 5:40 PM. The motion was approved by voice vote, without dissent.

Ms. Kouba, Ms. Behringer, Mr. Gordon and Mr. Moose re-entered the meeting room at this time.

Mr. Lyons then reviewed with the Weichert Realty representatives the terms for a proposed 12-month listing agreement:

- 12-month agreement, from June 1, 2025 through May 31, 2026
- "Corporate listing" with the office, not with any individual agents
- JoAnne Kouba to be primary point of contact for the CDA on this listing
- Commission of 10 percent, with splits to be as specified by Weichert in the listing agreement

--Exclusions for any buyers identified as working with the current listing realtor

Bittner moved, supported by Derby, to authorize the listing agreement with Weichert, with terms as stated by the Chair, with the Chair, the Vice Chair or the City Manager authorized to execute related documents on behalf of the CDA. The motion was approved by voice vote, without dissent.

The Weichert representatives left the meeting at this point.

### **3. Approval of Meeting Minutes**

For the BIDC, Koach moved, supported by Kalista, to approve the minutes of the March 25, 2025 regular meeting, as presented. The motion was approved by voice vote, without dissent.

For the CDA, Koach moved, supported by Kalista, to approve the minutes of the March 25, 2025 regular meeting, as presented. The motion was approved by voice vote, without dissent.

### **4. BIDC and CDA Member Terms Expiring May 1, 2025**

Mr. Buckley noted that Betty Bittner will reach the limit of three terms on the CDA, but has one more year to serve in her current term on the BIDC. Dan Wettstein will reach the limit of three terms on the BIDC; he does not currently serve on the CDA. Mr. Wettstein indicated that he would be willing to serve on the CDA.

The City Manager further stated that Tom Christensen's first term on the BIDC expires on May 1; he does not serve on the CDA. He reported that Mr. Christensen has agreed to serve a second term on the BIDC. Mr. Kalista's term on the CDA expires on May 1; he has agreed to re-appointment to the CDA, but will re-evaluate his service in 2026, when his term on the BIDC expires.

Appointments and re-appointments to the BIDC and CDA will be presented by the City Manager to the City Council at meetings in May.

### **5. Updates on Current Economic Development Projects**

Mr. Buckley provided brief updates on the following projects:

- Violet Inn
- Pop-Start Pizza
- Taco Bell
- Sandy Bay Highlands Conservation Subdivision
- 3000 Forest Apartment Development

### **5. CDA Business: Further Direction to Realtor Regarding Subdivision Marketing Signs**

Community Development Authority members expressed an interest in providing further direction to Weichert Realtors regarding signage to be placed at the subdivision, so there would be time for that signage to be properly prepared in advance of the June 1 listing date. During the discussion that followed, CDA members referred to a prototype sign that had been provided by Weichert.

Bittner moved, supported by Koach, to provide the following direction:

- No photos of individual realtors/agents on the sign
- Make map, showing Phase 3 lots, as large as possible
- Provide a general phone number for Weichert, vs numbers of individual agents

- List phone number starting with area code, not "1"
- If a QR Code is used, it should direct users to either Weichert's landing page or a website specific to the subdivision, not an individual agent's profile
- Make sure that the sign correctly shows "Sandy Bay" as two words and "Highlands" as one word, unlike the example provided
- Furnish a final draft of the sign(s) to the City Manager's Office for approval, prior to sign production

Following discussion, the motion was approved by voice vote, without dissent.

## **9. Next Regular Meeting**

The City Manager noted that the next regular meeting for these bodies will fall on Tuesday, May 27, the day after Memorial Day; that will be the same night as the monthly City Council work session, which will be rescheduled from Monday due to the holiday. He suggested that the BIDC and CDA keep their regular meeting, but start at 5:00 PM, to allow a full hour prior to the City Council work session. There was consensus in favor of such a change.

## **11. Adjournment**

Derby moved, supported by Kalista, to adjourn the BIDC meeting at 6:20 PM. The motion was approved by voice vote, without dissent.

Derby moved, supported by Wettstein, to adjourn the CDA meeting at 6:20 PM. The motion was approved by voice vote, without dissent.

Respectfully submitted,



Greg Buckley  
City Manager