



**TWO
RIVERS**
WISCONSIN

BUSINESS AND INDUSTRIAL DEVELOPMENT COMMITTEE - COMMUNITY DEVELOPMENT AUTHORITY MEETING

Tuesday, November 25, 2025 at 5:15 PM

**Council Chambers - City Hall, 3rd Floor
1717 E. Park Street, Two Rivers, WI 54241**

MINUTES

1. CALL TO ORDER

Meeting was called to order at 5:15 PM.

2. ROLL CALL

BIDC Members: Gregory Coenen, Tracey Koach, Keith Lyons, Doug Brandt, Darla LeClair, Elizabeth Bittner (via telephone)

Absent: Thomas Christensen

CDA Members: Gregory Coenen, Tracey Koach, Keith Lyons, Doug Brandt, Darla LeClair

Absent: Daniel Wettstein

3. APPROVAL OF MEETING MINUTES

A. Approval of the Minutes of the October 28, 2025 Joint Meeting

- Approval by BIDC. Motion made by Koach, seconded by Lyons. All in favor.
- Approval by CDA. Motion made by Lyons, seconded by Koach. All in favor.

4. CDA BUSINESS

A. Update on Construction Activity, Marketing Activity, and Lot Sales at Sandy Bay Subdivision

Sachse provided an overview of various discussions with developers. This includes conversations regarding potential multi-family developments and discussions regarding acquisition of properties for future housing development. Committee referenced properties closer to Two Rivers High School for development in 2027 and beyond.

B. Consideration of purchase offer for section of Lot 25 subdivided

Lot 25 offer letter received for \$7,000 for 0.18 acres. If sold, the buyer is required to submit a CSM and schedule a closing within 30 days.

Motion made by LeClair, seconded by Brandt. All in favor.

C. Update on sale of Lot 24, Block 2

The City closed on Lot 24 on 11/25/25 for \$54,500.

- D. Review of marketing services contract with Weichert, Realtors Cornerstone for Sandy Bay Subdivision

A general discussion of lot signage, flyers, QR codes, marketing, lot subdivisions, and lot prices. Representatives from Weichert explained strategies moving forward. CDA requests Weichert to review lot prices and come back with a recommendation of any price adjustments for February 2026.

5. BIDC BUSINESS

- A. Review of RLF lending activity, fund balance, and goals for 2026

Sachse provided an overview of the RLF fund balance, which sits at just over \$1 million, and various industrial development leads. There are three active loans in repayment (VT Industries, Pop Start Pizza, and Violet Inn). He also talked about 2026 plans to analyze and possibly terminate some underperforming TIF districts. Finally, discussion regarding the potential acquisition of the former Hamilton's property and notice of a December 2nd status meeting occurred.

- B. Discussion of per acre pricing for City-owned land in Woodland Industrial Park

City-owned industrial price per acre has been sitting at \$11K per acre since 1988. Substantial property in Phase 1 and 2 of the Woodland Industrial park remains undeveloped while comparable properties in other communities are far higher priced. BIDC expressed interest in raising to the price \$27,500 K per acre for all city-owned industrial land effective December 1.

Motion made by Lyons, seconded by Bittner. All in favor.

- C. Discussion of expansion of Woodland Industrial Park Phase 2

Sachse previewed a potential expansion of Woodland Industrial Park Phase 2 to attract future industrial leads. This includes interest from two local firms in expansion and other Wisconsin prospects. Staff will review existing engineering for infrastructure through the balance of Phase 2 with plans for development in future years.

6. NEXT REGULARLY SCHEDULED MEETING

December 23, 2025 meeting cancelled, with intent to reconvene in January 2026.

7. ADJOURNMENT

Motion to adjourn at 6:38 PM made by Koach, seconded by LeClair. All in favor.

Respectfully submitted,

Jeff Sachse, Community Development Director