

## Regular Board Meeting

July 6, 2021

Meeting called to order at 7:00 p.m. by Village President Scott Schumacher. Trustees present: Brown, Curtis, Hennessey, Lautz, Leicht, and Twining. Also present: Public Works Director Loren Schwier, Police Chief Jeremy Randall, Recreation Director Tony DeGaetano, Village Attorney Bryant Klos, Rita Schmitz, and Village Administrator Teresa DeLong.

### Public Comment

Hunter Littlejohn, 102 Griswold Avenue, appeared before the Board to discuss excessive speed issues on West Franklin Street. Mr. Littlejohn's child was hit by a vehicle being driven too fast on West Franklin Street. His child is fine, but he is asking for some sort of additional speed enforcement, traffic controls, or speed reduction methods for this area. Police Chief Randall will locate the department's speed trailer on West Franklin Street, and Public Works Director Loren Schwier suggested the intersection of Griswold and West Franklin be approved as a four-way stop. Presently, traffic is stopped on Griswold Avenue, and West Franklin is a through street from West Avenue to County Highway M. The Village Board agreed stop signs should be installed on West Franklin Street at this intersection.

### Minutes

Motion by Trustee Leicht, seconded by Trustee Hennessey to approve the minutes of the June 15, 2021, Regular Board meeting as presented. Roll call vote: Unanimous aye.

### Claims

Claims from the following funds were presented for payment:

<u>General Fund:</u>	\$148,943.58
<u>Water Utility:</u>	\$4,376.73
<u>Sewer Utility:</u>	\$394,672.49
<u>Storm Water Utility:</u>	\$403.87

Motion by Trustee Leicht, seconded by Trustee Hennessey to approve the payment of all claims as listed. Roll call vote: Unanimous aye.

### Memorial Drive Street Closing Request

On behalf of the American Legion and Fire and Iron Station 131, Rita Schmitz requested permission from the Village Board to close Memorial Drive from Leonard Street for one block to the north/south alley on Saturday, July 17, 2021, from approximately 3:00 p.m. to 8:00 p.m. Fire and Iron has reserved the American Legion Clubrooms on July 17 to host their annual ride. The motorcycle ride travels throughout the Coulee Region beginning that morning until mid- to late-afternoon. The ride is a fundraiser to benefit

Wisconsin Burn Camps for children. This is a very successful annual event for the group. Fire and Iron is expecting 100 to 150 people so the Legion would like Memorial Drive as a secure area for the bikes to be parked upon returning to West Salem. The Legion has received permission from Union State Bank to utilize half of the bank parking lot as well.

Motion by Trustee Lautz, seconded by Trustee Twining to approve the street closing request. Roll call vote: Unanimous aye. Motion approved.

#### West Salem Joint Review Board

Village Administrator Teresa DeLong reported on the June 23, 2021, annual West Salem Joint Review Board meeting. In attendance were Joint Review Board members Brian Fukuda, Community Development Specialist for La Crosse County; Ken Schlimgen, West Salem School District Board Member; Christina Heit, Western Technical College Representative; and Steve Zeman, Village of West Salem Representative. Also present were Lill Twining, West Salem Village Board Trustee, Seth Hudson, Director Economic and Strategic Development for Cedar Corporation, and Village Administrator Teresa DeLong. Seth Hudson introduced the Lakeview Business Park tax incremental district information. TIF #1 was created under the provisions of Wis. Stat. Sec. 66.1105. The purpose of the state statute section is to allow a municipality to recover development and improvements costs in a designated area from the property taxes generated on the increased value of the property after the create date of the district. TIF #1 was created in November of 2006, amended in 2007 and 2009, and the last date to incur project costs is November 21, 2021. West Salem and La Crosse County entered into a revenue sharing agreement wherein tax increment collected by the Village of West Salem is remitted to La Crosse County for repayment of debt incurred by the County for development and infrastructure. It is expected La Crosse County will be paid in full by the end of December 2023, and the TIF must be closed by November 21, 2026. Mr. Hudson reviewed with the Board the TIF Annual Report for year ending December 2020. Tax increment collected was \$258,657. The ending fund balance is \$-874,228, and the district is projected to have surplus funds in 2024. The Joint Review Board unanimously approved the 2020 Annual Report for TID #1. Mr. Hudson then updated the Board on several prospective developments and the significant number of inquiries he has received regarding the Lakeview Business Park. When a developer is committed to locate in the business park, the process will begin for creation of TIF #2.

Motion by Trustee Brown, seconded by Trustee Leicht to approve the minutes of the Joint Review Board meeting held on June 23, 2021, as presented. Roll call vote: Unanimous aye. Motion approved.

#### Planning Commission

President Schumacher reported on the Planning Commission Public Hearing and Meeting held on June 29, 2021. The public hearing concerned a Conditional Use Permit Application submitted by the Presbyterian Church of West Salem and La Crosse Sign Company in order to install an electronic message board in place of the present monument sign at 625 Franklin Street West. Sonya and Dale Young, 129 Erickson Court North, addressed the Planning Commission in opposition to the proposed electronic sign. The Youngs resident one-half of a block away from this sign, and the

current illuminated sign is visible from their bedroom, kitchen, living room, bathroom, and outdoor deck. They stated the trees do not block the sign, and it is even more visible in the fall, winter, and spring with no leaves on the trees and fewer hours of daylight. The present sign does not turn off until 11:00 p.m., and it is like a bright moon into their home until it turns off. Citing internet articles, they stated electronic LED message signs are a nuisance and harmful to health leading to cancer, cardio issues, obesity, and sleep cycles. Electronic signs are a distraction to drivers. The Youngs strongly urged the Planning Commission to deny the Conditional Use Permit. William Innes, 136 West Avenue North, stated he and his wife utilize their back porch which faces directly at the present and proposed Presbyterian Church sign location. During the summer, the trees and leaves block their view of the sign, but during spring, fall, and winter, the present sign can be seen all of the time. Mr. Innes opposes the proposed electronic message board. Teri Gile, 136 Erickson Court North, and Mary and Lorin Lewis, owners of property on West Franklin Street, both submitted written opposition to the proposed electronic sign citing blinking messages and bright LED lights shining into residential homes late at night. Kristjan Sells is the Chair of the Buildings and Grounds Committee for the Presbyterian Church of West Salem. The present monument sign is aging and needs replacement. The advantage of an electronic message board is the ability to change the message from inside the church instead of outside in the rain and snow with plastic letters. There will be no flashing or blinking lights. The purpose of the sign is not attention getting, and it is for information purposes only. The sign dims down at night, and the new sign will be dimmer than the present white fluorescent bulbs. James Fuchsel of La Crosse Sign addressed the Planning Commission with additional information regarding the electronic message board. He stated the La Crosse area has many LED message signs. The LED signs are five percent less bright at night than during the day, and the signs are not designed to give off light. If the present sign is not allowed to be converted to an LED message board, the church would be allowed to replace the message board with LED white lights that will give off more light than what is presently there. The public hearing was closed, and the Planning Commission meeting was then called to order. The Commission reviewed for recommendation to the Village Board proposed Conditional Use Permit No. 48 which would allow one free-standing monument electronic message display sign for on premise advertising on land that is zoned Residential. Commission members discussed possible compromises to satisfy both the neighbors and the church. The Planning Commission denied Conditional Use Permit No. 48 as presented. The Commission then reviewed proposed Ordinance No. 504 which would amend the Zoning Chapter of the Code of Ordinances to set a minimum residence size of 1,000 square feet. The agreed to table this matter, and no action was taken.

Motion by President Schumacher, seconded by Trustee Lautz to approve the Planning Commission meeting minutes as presented. Roll call vote: Unanimous aye. Motion approved.

Trustee Brown announced he would be resigning his seat on the Village Board of Trustees as he has taken a new job in Dane County, Wisconsin. The July 6, 2021, meeting would be his last Village Board meeting.

Motion by Trustee Leicht, seconded by Trustee Curtis to adjourn the meeting at 7:33 p.m. Approved by voice vote.

Teresa L. DeLong, Village Administrator