

Community Development Authority of the City of Neenah  
November 3, 2025 - 4:00 PM  
Hauser Room, City Administration Building

**Present:** Board Members: Ald. Tami Erickson, Lee Hillstrom, Michelle Bauer, Grant Birtch, and John Ahles. Also Present: Executive Director Kelly Nieforth, Community Development Specialist Samantha Jefferson, Ald. Cari Lendrum, Ald. Mark Ellis, Ald. Bill Pollnow, Scott Beacher (1061 Green Acres Lane) and Frank Cuthbert (1533 Fallow Drive).

**Approval of August 25, 2025 meeting minutes:**

**MSC, Hillstrom/Erickson, the CDA to approve the meeting minutes of August 25, 2025.  
Motion passed.**

**Public Appearances:** None.

**Request for Proposal Updates:**

**a) 135 Millview Drive**

Director Nieforth provided an update on the Request for Proposal (RFP) issued for the property located at 135 Millview Drive. A single proposal was received from T. Wall Enterprises, the owners and developers of Solaris on Main. Director Nieforth noted that T. Wall Enterprises has maintained interest in this site for some time and held options on additional properties as part of their existing development agreement.

The proposal submitted by T. Wall Enterprises includes approximately 236 residential units. The concept remains in the preliminary stages, with construction anticipated to begin in late 2026. The proposed development would expand the variety of unit types currently offered by the developer, including the addition of efficiency-style units. Staff anticipates receiving a term sheet by the end of the year.

Ald. Hillstrom inquired whether the project would include underground parking, and Director Nieforth confirmed that underground parking is planned. Ald. Hillstrom referenced prior discussions regarding the potential installation of a concrete retaining wall along the overpass to accommodate future parking opportunities.

Member Birtch asked about the proximity of the development to the adjacent train yard and Arrowhead Park. Director Nieforth indicated that the city will work with CN Railroad to ensure that the triangular area near the tracks is appropriately buffered and maintained.

Ald. Erickson commented that she is familiar with a resident of Solaris who appreciates the availability of month-to-month leasing options, noting this as a positive feature of the developer's existing projects.

The anticipated construction timeline is as follows:

- Phase I Start: Late 2026
- Phase I Completion: Early 2028
- Phase II Start and Completion: 2028–2029

**b) 1300 Block of South Commercial Street**

A Request for Proposal (RFP) was issued for redevelopment of a site located in the 1300 block of South Commercial Street. Four proposals were received and reviewed by staff. After evaluation, Eminent Development Group was selected for the project.

The proposed development will feature townhomes with underground parking and first-floor commercial space, which will provide a positive addition to this corridor. Staff placed particular emphasis on ensuring compatibility with the existing single-family neighborhood to the west.

The project will consist of workforce housing, aligning with the City's Housing Study Implementation Plan and the broader goal of supporting a diverse range of housing options within the community.

**Arrowhead Park Update:**

Director Nieforth provided an update on progress at Arrowhead Park. A carriage road and parking lot were completed this year, and the park also includes a kayak launch and docks for fishing. The trail currently see an estimated 1,000 visitors per day.

The Arrowhead Park Master Plan involved significant public engagement. The City is currently working to obtain grading and utility approvals from the Wisconsin Department of Natural Resources (WDNR). Both the City and WDNR are prioritizing safety, resulting in a slower approval process than originally anticipated.

Because the park is located on lakebed property, it is subject to the Public Trust Doctrine, which requires that the land be used for public purposes. The park is being designed and developed as a public recreational space consistent with this requirement. The City anticipates resubmitting plans for grading and utilities in December and continues to pursue necessary approvals for park buildings.

During the Strategic Plan process, Arrowhead Park was highlighted several times, reflecting strong community enthusiasm for the project. The City also plans to begin discussions with CN Railroad regarding the proposed street crossing at Millview Drive and the pedestrian bridge connection.

Member Birtch inquired about the possibility of a restaurant or welcome center, which had been discussed in earlier stages of planning. Director Nieforth confirmed that a welcome center with food options is planned as part of the project.

Ald. Erickson noted that Plexus Corp. currently has a large number of parking spaces in the park lot. Director Nieforth stated that this will be addressed as part of the upcoming parking analysis.

Member Ahles asked about dirt removal from the site, and Director Nieforth said she would follow up with staff for clarification.

Staff continue to monitor and pursue additional funding opportunities as the park's development progresses.

### **2026 Goals:**

Director Nieforth stated that she likes to hear directly from committee members about what they would like to focus on in the upcoming year. She invited members to share their goal ideas for 2026 and encouraged them to continue thinking about ideas that could be brought forward at future meetings. She also noted that the City's Strategic Plan is expected to be released next month, which will help guide future goal-setting and discussions.

During the discussion, members offered several suggestions. Member Birtch recommended continuing efforts to improve the South Commercial Street corridor, while Member Hillstrom suggested focusing on the corner of Cecil Street and Commercial Street, addressing vacant lots along Green Bay Road, and identifying opportunities for additional industrial land. Alderperson Erickson highlighted the importance of continued development on Doty Island, and Member Ahles emphasized the need to prioritize housing initiatives.

Member Bauer asked whether staff were currently reviewing any sites for potential blight elimination. Director Nieforth responded that there are no active sites under consideration at this time, but noted that such opportunities may arise in the future as planning efforts continue.

### **Executive Director's Report:**

Director Nieforth shared that going forward, she will provide an Executive Director's Report at each meeting. This report will include general updates and informational items for the Community Development Authority (CDA) that may not require full discussion.

A few highlights from this month's report included:

The City recently closed on the property at 1225 S. Commercial Street. This parcel can now be combined with two additional City-owned lots, creating a site just under one acre in size. Staff plan to issue a Request for Proposals (RFP) for redevelopment of the combined site.

Director Nieforth also reported that the Dixie Road (Gunderson) property site plan was approved by the Plan Commission. The project represents a high-level operation focused on innovation in laundry, linen, and embroidery services, and will bring a unique business model and employment opportunities to the community.

**Adjournment:** The meeting was adjourned at 4:42 p.m. **MSC Hillstrom/Birtch. All voting aye.**

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Samantha Jefferson".

Samantha Jefferson  
Community Development Specialist