



Take notice that the City of Ashland Committee of the Whole will meet immediately following the adjournment of the City Council Meeting in the City Hall Council Chambers, 601 Main Street W. Ashland, WI, to consider and act upon the following agenda.

To attend the meeting from your computer, tablet or smartphone:
<https://global.gotomeeting.com/join/500263957> Access Code: 500-263-957
Or dial in using your phone. United States (Toll Free): 1-877-309-2073
Please contact the Clerk's office if you require accommodations to attend the meeting.

Tuesday, January 13, 2026 Ashland Committee of the Whole Meeting Agenda

1. **Roll Call**
2. **Approval of Agenda**
3. **Council President's Report**
4. **Items for Discussion and Possible Action**
 - A. **Naming of the Former Baron Radiator Site as a City of Ashland as Miskwaa Park (*Parks & Recreation*)**
 - B. **Draft Resolution for an Application to the Wisconsin Economic Development Corporation (WEDC) Vibrant Spaces Program to Benefit 112 Main Street West, Ashland (*Planning and Development*)**
5. **Items for Future Discussion**
6. **Adjournment**

The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities.

Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals or individuals with limited English proficiency. For additional information or to request this service, contact the City Clerk's Office at 715-682-7071 (not a TDD number).

SUBJECT: Naming of the Former Baron Radiator Site as a City of Ashland as Miskwaa Park (*Parks & Recreation*)

RECOMMENDATION: Advance to Council for formal approval

DEPARTMENT OF ORIGIN: Parks and Recreation

CLEARANCES: Parks & Recreation Committee

EXHIBITS:

COMPLIANCE WITH STRATEGIC PLAN: Infrastructure

SUMMARY STATEMENT:

Administration tasked the Parks and Recreation Director and Library Director to research and gather input from department heads for ideas to name the future park at the former Baron Radiator site. They brought the top three options to the Parks and Recreation Committee for consideration. Council Member Nancy Sztynodor then presented the name Miskwaa (which translates to “red” in Ojibwe) to the Bad River Tribal Council. The members of the Bad River Tribal Council unanimously agreed that the City of Ashland naming its new park Miskwaa Park would be respected and welcomed by our neighboring Indigenous communities.

SUBJECT: Draft Resolution for an Application to the Wisconsin Economic Development Corporation (WEDC) Vibrant Spaces Program to Benefit 112 Main Street West, Ashland (*Planning and Development*)

RECOMMENDATION: Advance to Council for formal approval

DEPARTMENT OF ORIGIN: Planning and Development

CLEARANCES: Planning and Development Director
City Administrator

EXHIBITS:

1. DRAFT Resolution
2. Alley Images

COMPLIANCE WITH STRATEGIC PLAN: The updated 2025 Strategic Plan includes a number of goals that pertain to this project. The "Safe, Healthy and Secure Community" section mentions an enhanced feeling of safety as a goal. The Economic Strength section of the plan mentions the establishment of a plan to enhance West Main Street. This project overlaps with both of these goals and could serve as an element that would contribute towards the achievement of both goals mentioned. If the project is designed and implemented well it could discourage illicit activity and encourage residents and visitors to spend time in what is now a vacant, uninviting downtown space. Furthermore, it could serve as a stopping point for customers visiting downtown businesses and would contribute towards the enhancement of West Main Street. Staff believes that this project is consistent with the 2025 Strategic Plan.

SUMMARY STATEMENT:

Adam Zais and Kristi Knudson purchased the property at 112 Main Street West in 2025. They have made interior improvements to the building since purchasing it. In late 2025, the property owners contacted City staff to discuss the potential of enhancing the public alley immediately adjacent to their property. The alley runs north-south immediately east of their building and is currently a public right-of-way. It allows for vehicular traffic to exit onto Main Street from the

south. The property owners discussed that they would like to make aesthetic improvements to the paved alley. These could include paver and landscaping installation, along with the installation of seating and public art. They envision the space as a visually enhanced publicly-accessible gathering space in the downtown.

City staff discussed that the City does not have matching funds or staff available to maintain the space. The property owners have indicated their interest in moving forward with the project if the City is willing to support vacating the alley. The Public Works Director, Planning Director, and Administrator discussed the proposal and the Public Works and Planning Directors met with the property owners in December 2025. Public Works anticipates the need to do some utility work in the alley in the future. However, after discussing the proposed project and necessary utility work, staff are confident that they can support the project if the project does not require matching funds from the City or City staff to maintain it once it is implemented. The property owners have indicated that they can provide matching funds if they can own the alley prior to investing in the space.

RESOLUTION

RESOLUTION TO AUTHORIZE THE SUBMISSION OF A COMMUNITY DEVELOPMENT INVESTMENT VIBRANT SPACES (CDI-VS) GRANT APPLICATION TO THE WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC) TO SUPPORT BEAUTIFICATION OF AN ALLEY IN THE 100 BLOCK OF MAIN STREET WEST

WHEREAS, Downtown property owners Adam Zais and Kristi Knudson as owners of the 112 Main St W property have proposed a plan to implement aesthetic enhancements in the alley immediately east of their building; and

WHEREAS, Mr. Zais and Ms. Knudson have had several discussions with City staff during 2025 regarding a partnership with the City of Ashland on this proposal; and

WHEREAS, City of Ashland staff have considered Mr. Zais’ and Ms. Knudson’s proposal to acquire the alley and implement the proposed project; and

WHEREAS, Wisconsin Economic Development Corporation (WEDC) has funds available to support City development efforts by providing funds for shovel-ready projects on downtown publicly accessible sites to offset improvement costs through their Vibrant Spaces Grant program; and

WHEREAS, a CDI-VS grant from the Wisconsin Economic Development Corporation would assist the City and property owners’ efforts to enhance a downtown space into a public gathering area that can serve as an accessible location for public art, programming, and to foster community connections.

NOW, THEREFORE, BE IT RESOLVED, the governing body of the City of Ashland, Wisconsin authorizes the Department of Planning and Development to prepare and submit an application to WEDC for Vibrant Spaces funds in an amount up to \$250,000, to be used towards eligible costs for the alley beautification project in the 100 block of Main Street West.

Passed:

_____ Councilperson

ATTEST: _____

Denise Oliphant, City Clerk

_____ Matthew Mackenzie, Mayor

APPROVED AS TO FORM:

Tyler Wickman, City Attorney