



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
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www.waterloowi.us

A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

Date: May 21, 2019
Time: 6:00 p.m.
Location: Municipal Building, 136 North Monroe Street (room to be determined)

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: April 16, 2019
3. CITIZEN INPUT
4. CDA ORGANIZATIONAL MATTERS
 - a. Review of Ordinance #2019-03 CDA Composition, Procedures & Authority
 - b. Election Of Chair [§35-2 (C) municipal code]
 - c. Adopting A Standing Calendar
5. UPDATES & REPORTS
 - a. School District Liaison
 - b. Citizen Engagement/Outreach – Help Out Town Waterloo
 - c. Economic Development Plan Implementation Progress
 - d. Fund 600 Monthly Financials
 - e. Grant Tracking
 - f. RFP - Request for Proposals Performance Based Economic Development Services Expediting 2019 Project Progress
 - g. 333 Portland Road
 - i. Geotechnical Site Work & Wetland Delineation
 - ii. Site Interest List
6. UNFINISHED BUSINESS
 - a. Discussion/Action - Identifying A Chamber Of Commerce Liaison
 - b. Discussion/Recommendation - 333 Portland Road Redevelopment Recommendation To Council
Note: [The Community Development Authority May Convene To Closed Session. The Statutory Exception For The Closed Session Is Wis. Statute 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 Requires A Closed Session." Upon Conclusion Of The Closed Session The Council Will Reconvene In Open Session.]
 - c. 203 East Madison Street, Completion Of Final Phase (referred by Public Safety & Health Committee)
 - d. Considering Residential Condominiums As Single-Family Dwelling Units For Purposes Of Municipal Fee Waiving (additional Building Inspector information)
7. NEW BUSINESS
 - a. Authorizing a Fund 600 expenditure not to exceed \$1,000 for development site promotions (staff & Lewandowski recommendation)
 - b. Implementing Paused Installation Of Letter-Board Sign (Mayor's referral)

8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

9. ADJOURNMENT

Mo Hansen
Mo Hansen
Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Reynolds, Lewandowski, Killary and two vacancies
School District Superintendent Brian Henning as School District liaison

Posted, Mailed and E-mailed: 05/16/2019

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.



136 North Monroe Street, Waterloo, Wisconsin 53594-1198
Phone (920) 478-3025
Fax (920) 478-2021

ORDINANCE #2019-03

**AMENDING SECTION 30-6 OF THE MUNICIPAL CODE ELIMINATING THE
COMMUNITY DEVELOPMENT COMMITTEE AS A STANDING COMMITTEE AND
AMENDING SECTION 35-2 COMMUNITY DEVELOPMENT AUTHORITY
COMPOSITION AND PROCEDURES**

The Common Council of the City of Waterloo, Wisconsin does hereby ordain as follows:

SECTION 1: Section §30-6 Standing Committees is hereby amended follows:

§ 30-6 **Standing committees.**

30-6(A)(4) is struck.

SECTION 2: Section §35-1 Composition and procedures [Community Development Authority] is hereby amended follows:

§ 35-2 **Composition and procedures.**

- A. **Composition.** The CDA shall consist of seven resident persons having sufficient ability and experience in the fields of urban renewal, community development and housing. These persons shall serve as Commissioners of the CDA.
- B. **Appointment.** The Commissioners shall be appointed by the Mayor with the confirmation of the Common Council. Three of the Commissioners shall be members of the Common Council with an appointed chair who reports to the City Council, and shall serve during their term of office as board members. The first appointments of the four non-board members shall be for the following terms: one for one year and one each for the terms of two, three and four years. Thereafter, the terms of non-board members shall be four years and until their successors are appointed and qualified. Vacancies shall be filled for the unexpired term as provided for in this subsection.
- C. **Officers.** The CDA shall annually elect a Chairperson from among the Commissioners. The Council Chair shall serve as the vice chairperson. The City Planning Commission shall assist in performing the duties required by the CDA.
- D. **Compensation.** The Commissioners shall receive no compensation for their services, but shall be entitled to reimbursement for their actual necessary expenses, including local travel expenses included in the discharge of their duties.
- E. **Meetings, quorum and bylaws.** All meetings of the CDA shall be held in compliance with the provisions of the Open Meeting Laws of the State of Wisconsin. Four Commissioners shall constitute a quorum for the purpose of conducting its business and exercising its

powers and for all other purposes. Action may be taken by the CDA upon the affirmative vote of a majority of the Commissioners present at any meeting at which a quorum is present. The CDA may adopt and from time to time amend or repeal such bylaws or other rules or regulations not inconsistent with the applicable laws of this state and of this chapter, as it deems necessary in the performance and function of its duties; provided Common Council approval of such actions is first obtained.

- F. Budget and annual report. An annual budget shall be prepared by the CDA which shall be subject to approval by the Common Council. The CDA shall also prepare and file with the Mayor and Common Council a report of its activity for the preceding calendar year on or before August 1 of the following year.
-

SECTION 3: Section §35-6 Statutory authority [Community Development Authority] is hereby amended follows:

§ 35-6 Statutory authority.

This chapter is enacted pursuant to § 66.1335, Wis. Stats. Insofar as this chapter may be inconsistent with § 66.1335, Wis. Stats., the statute shall control.

In addition to its statutory powers, the authority is further authorized, within the limits of the funds available for such purposes, to:

1. Call upon any department, board, commission or agency of the city for assistance and cooperation in the performance of the authority's duties and functions, and all city departments, boards, commissions and agencies are hereby authorized and directed to cooperate with, and furnish assistance to the authority in the performance of the authority's duties and functions.
2. Work with business, education, government, labor and citizens to:
 - a. Retain and expand existing business and commercial enterprises within the city.
 - b. Recruit new businesses and encourage the expansion and diversification of business and commercial enterprises within the city to expand local employment opportunities and the tax base.
 - c. Foster and facilitate economic development activities through cooperative efforts with area organizations, adjoining municipalities, the county, and the state.
 - d. Assist new and existing businesses through programs and resources which facilitate quality growth and development within the city.
 - e. Publicize and promote the business, employment, residential, educational, and recreational opportunities available in the city.
 - f. Foster, develop, and enhance a sense of community, a positive community image, and civic pride.
3. To identify itself as the community and economic development authority in anything other than contracts, resolutions, and financial reports.

4. The authority has the power to purchase and sell property, with consent of the City Council. With consent the chair shall have the powers to sign all documents required for purchase and sale of such property.

The authority in consultation with the city plan commission and other appropriate bodies and staff shall:

1. Prepare and periodically update an economic development plan and development strategy for use by the mayor and common council. In formulating said plan, the authority shall monitor and evaluate economic conditions in the city, identify economic problem areas, and prioritize any economic problems identified.
2. Consider alternative approaches to improving economic deficiencies in the city in problem areas identified.
3. Recommend specific programs and projects to allocate available city resources among the elements of the city's economic development effort.
4. Recommend items for inclusion in the annual city budget to implement the development strategy adopted by the common council.

The authority together with the Clerk/Treasurer, or the Mayor's designee, shall prepare an annual budget which shall be submitted as part of the general budget process. The budget shall include estimated revenues and expenses for on-going and contemplated projects involving any governmental funds directly tied to the authority, any governmental tax incremental finance district fund and all other projects and programs over which the authority has direct responsibility along with other ordinary and necessary expenses.

SECTION 4: This ordinance shall take effect and be in force after its passage and publication in a manner provided for by law.

Acted on and adopted at a regular meeting of the Common Council on _____, 2019. Ordinance goes into effect upon being published in the official newspaper.

Note: Attached are redline documents showing text strikes and inserts.

Date Adopted: _____

Date Published: The Courier: _____

SECTION 1

§ 30-6 Standing committees.

A. The following standing committees shall be appointed by the Mayor with confirmation by the Council at the first regular meeting after the third Tuesday in April. Each committee shall consist of three members. The Chairperson shall be proposed by the Mayor and confirmed by the Council. In the event that the standing committees have not been confirmed by the Council, the Mayor shall submit a revised list at the next meeting. In the event that the standing committees have not been confirmed within 30 days of the annual organizational meeting, the Council President shall appoint the standing committees, with confirmation by the Council. Each member shall serve as appointed unless excused by a majority of the members of the Council.

- (1) Finance, Insurance and Personnel.
- (2) Public Safety and Health.
- (3) Public Works and Property.

(4) ~~Community Development.~~

B. Committee meeting attendance by City personnel or his designee shall be as follows unless excused by the Chairperson of the committee:

- (1) Finance, Insurance and Personnel Committee: Clerk-Treasurer.
- (2) Public Safety and Health Committee: Police Chief.
- (3) Public Works and Property Committee: Public Works Director.
- (4) Other City personnel shall attend committee meetings as requested by the committee Chairperson.

ORDINANCE #2019-03 REDLINE VERSION

SECTION 2

§ 35-2 Composition and procedures.

- A. Composition. The CDA shall consist of seven resident persons having sufficient ability and experience in the fields of urban renewal, community development and housing. These persons shall serve as Commissioners of the CDA.
- B. Appointment. The Commissioners shall be appointed by the Mayor with the confirmation of the Common Council. ~~Three~~ ~~Two~~ of the Commissioners shall be members of the Common Council with an appointed chair who reports to the City Council, and shall serve during their term of office as board members. The first appointments of the ~~four~~ ~~five~~ non-board members shall be for the following terms: ~~one~~ ~~two~~ for one year and one each for the terms of two, three and four years. Thereafter, the terms of non-board members shall be four years and until their successors are appointed and qualified. Vacancies shall be filled for the unexpired term as provided for in this subsection.
- C. Officers. The CDA shall annually elect a Chairperson ~~and a Vice Chairperson~~ from among the Commissioners. ~~The Council Chair shall serve as the vice chairperson.~~ The City Planning Commission shall assist in performing the duties required by the CDA.
- D. Compensation. The Commissioners shall receive no compensation for their services, but shall be entitled to reimbursement for their actual necessary expenses, including local travel expenses included in the discharge of their duties.
- E. Meetings, quorum and bylaws. All meetings of the CDA shall be held in compliance with the provisions of the Open Meeting Laws of the State of Wisconsin. Four Commissioners shall constitute a quorum for the purpose of conducting its business and exercising its powers and for all other purposes. Action may be taken by the CDA upon the affirmative vote of a majority of the Commissioners present at any meeting at which a quorum is present. The CDA may adopt and from time to time amend or repeal such bylaws or other rules or regulations not inconsistent with the applicable laws of this state and of this chapter, as it deems necessary in the performance and function of its duties; provided Common Council approval of such actions is first obtained.
- F. Budget and annual report. An annual budget shall be prepared by the CDA which shall be subject to approval by the Common Council. The CDA shall also prepare and file with the Mayor and Common Council a report of its activity for the preceding calendar year on or before August 1 of the following year.

Commented [1]: Editor's Note: See §§ 19.81 to 19.98, Wis. Stats.

ORDINANCE #2019-03 REDLINE VERSION

SECTION 3

§ 35-6 **Statutory authority.**

This chapter is enacted pursuant to § 66.1335, Wis. Stats. Insofar as this chapter may be inconsistent with § 66.1335, Wis. Stats., the statute shall control.

In addition to its statutory powers, the authority is further authorized, within the limits of the funds available for such purposes, to:

1. Call upon any department, board, commission or agency of the city for assistance and cooperation in the performance of the authority's duties and functions, and all city departments, boards, commissions and agencies are hereby authorized and directed to cooperate with, and furnish assistance to the authority in the performance of the authority's duties and functions.

2. Work with business, education, government, labor and citizens to:

a. Retain and expand existing business and commercial enterprises within the city.

b. Recruit new businesses and encourage the expansion and diversification of business and commercial enterprises within the city to expand local employment opportunities and the tax base.

c. Foster and facilitate economic development activities through cooperative efforts with area organizations, adjoining municipalities, the county, and the state.

d. Assist new and existing businesses through programs and resources which facilitate quality growth and development within the city.

e. Publicize and promote the business, employment, residential, educational, and recreational opportunities available in the city.

f. Foster, develop, and enhance a sense of community, a positive community image, and civic pride.

3. To identify itself as the community and economic development authority in anything other than contracts, resolutions, and financial reports.

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The authority in consultation with the city plan commission and other appropriate bodies and staff shall:

1. Prepare and periodically update an economic development plan and development strategy for use by the mayor and common council. In formulating said plan, the authority shall monitor and evaluate economic conditions in the city, identify economic problem areas, and prioritize any economic problems identified.

2. Consider alternative approaches to improving economic deficiencies in the city in problem areas identified.

3. Recommend specific programs and projects to allocate available city resources among the elements of the city's economic development effort.

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4. Recommend items for inclusion in the annual city budget to implement the development strategy adopted by the common council.

The authority together with the Clerk/Treasurer, or the Mayor's designee, shall prepare an annual budget which shall be submitted as part of the general budget process. The budget shall include estimated revenues and expenses for on-going and contemplated projects involving any governmental funds directly tied to the authority, any governmental tax incremental finance district fund and all other projects and programs over which the authority has direct responsibility along with other ordinary and necessary expenses.

ORDINANCE #2019-03

AMENDMENT TO THE PROPOSED ORDINANCE

SECTION 2: Section §35-1 Composition and procedures [Community Development Authority] is hereby amended follows:

§ 35-2 Composition and procedures.

- F. ~~Budget and annual report. An annual budget shall be prepared by the CDA which shall be subject to approval by the Common Council. The CDA shall also prepare and file with the Mayor and Common Council a report of its activity for the preceding calendar year on or before August 1 of the following year.~~

SECTION 3: Section §35-6 Statutory authority [Community Development Authority] is hereby amended follows:

§ 35-6 Statutory authority.

The authority together with the Clerk/Treasurer, or the Mayor's designee, shall prepare an annual budget which shall be submitted as part of the general budget process, subject to Common Council approval. The budget shall include estimated revenues and expenses for on-going and contemplated projects involving any governmental funds directly tied to the authority, any governmental tax incremental finance district fund and all other projects and programs over which the authority has direct responsibility along with other ordinary and necessary expenses.

The CDA shall also prepare and file with the Mayor and Common Council a report of its activity for the preceding calendar year on or before August 1 of the following year.

Waterloo Community Development Authority -- Annual Calendar

(update: May 16, 2019; reapproved by CDA: _____)

Preferred meeting night: 3rd Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

JANUARY <ul style="list-style-type: none">- evaluate CDA Progress Measures- finalize prior year Annual Report
FEBRUARY <ul style="list-style-type: none">- notify Mayor of member reappointment interest- align/modify CDA Progress Measures as needed- submit Annual Report to City Council
MARCH <ul style="list-style-type: none">- notify Mayor of member reappointment interest- Push to closeout incomplete prior year items
APRIL <ul style="list-style-type: none">- Mayoral appointments- Push to closeout incomplete prior year items
MAY <ul style="list-style-type: none">- CDA election of Chair and Vice Chair- evaluate CDA Progress Measures
JUNE <ul style="list-style-type: none">- start future year budget submittal- review of tax increment finance district progress
JULY <ul style="list-style-type: none">- review of tax increment finance district progress- future year budget planning- align CDA Progress Measures with budget planning- reaffirm or jettison all active programs and projects
AUGUST <ul style="list-style-type: none">- future year budget submittal to Finance, Insurance & Personnel Committee, including tax incremental finance funds
SEPTEMBER <ul style="list-style-type: none">- evaluate CDA Progress Measures
OCTOBER <ul style="list-style-type: none">- <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities & <u>t</u>hreats (SWOT) exercise
NOVEMBER <ul style="list-style-type: none">- community outreach
DECEMBER <ul style="list-style-type: none">- community outreach- review staff draft, Annual Report to City Council- update calendar

City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 5/16/2019 12:43 PM

FOCUS: Industrial & Commercial

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
IC1	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018		2016 site research; 2017 remediation; 2018 marketing
	Task	Status	Due Date	Assignee	Notes
	Acquire Site	Completed		Clerk/Treasurer	
	EPA Site Rediation	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Funding	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Contractor Bidding	Completed	6/7/2018	Clerk/Treasurer	
	Site Demo	Completed	6/8/2018	Contractor	Council may award demo contract 7/19/18
	Close Out Open DNR/EPA Files	In Progress	5/1/2019	EPA / DNR contractor	
	Ready 17 acre industrial site (333 Portland Rd) for reuse	In Progress	5/1/2019	DPW & Waterloo Utilities	Barry & Chad sizing water & sewer details
	Publish Site Reuse RFP	Completed	10/12/2018	Clerk/Treasurer	
	Get eyes on Reuse RFP	In Progress	4/1/2019	Clerk/Treasurer	see site interest list
	Wetland delineation	In Progress	6/15/2019	Clerk/Treasurer	Heartland Ecological
	Preliminary geotechnical engineering	Cost estimate requested	6/15/2019	Clerk/Treasurer	SCS Engineering
	CDA / Council Select Re-use(s)	Not Started	TBD	CDA / City Council	
	Execute Developer Agreement	Not Started	TBD	Clerk/Treasurer / Attorney	

FOCUS: Downtown Commercial Activity

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO4	Recruit a full-service restaurant as anchor draw	develop 3 concepts for building reuse as restaurants	Business recruited	Approved Concept	?????
	Task	Status	Due Date	Assignee	Notes
	Property owner outreach	Deferred			
DO5	Define downtown as a family-friendly commercial destination	Establish Street Market	ID leadership; facilitate launch	Municipal seed money forwarded to VirtuMarket	2017-2020
	Task	Status	Due Date	Assignee	Notes
	ID Leadership	Aborted	1/1/2018		
	Parks Dept. Concept Relaunch	In Progress	Park Coordinator set last Thursday of month in Firemen's Park (May-Aug)	Gabe Haberkorn; Kris Paape; Jessica Pickel	

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

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FOCUS: Promotion

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO1	Coordinated external advertising	Coordinate local businesses advertising	Measurable retail sales increases linked to ad campaign	Approved Concept	????
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO2	Marketing databases & outreach to market area	PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities	12 creative digital/social media outreach efforts	Data assembly task outsourced to Gabriel Elder (4/15)	2019-2020
	Task	Status	Due Date	Assignee	Notes
	Concept review	Completed		Working Group	Stressed need for opt-in
	Set-up sign-up box	Completed		Clerk/Treasurer	Used at elections; utility commission and other locations'
	Assemble public data	Completed	4/10/2018	Clerk/Treasurer	Voters, property owners, dog owners, others
	Create outreach communications	Completed	4/30/2018	Clerk/Treasurer	Mill / Cleveland contacts; Street Market; Park Events
	Update data & create outreach communications 2019-2020	In Progress	Outreach to Scott Quimby	Clerk/Treasurer	Quimby programmer updating data

FOCUS: Aesthetics & Infrastructure

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES1	Community wide Spring Clean-up	Promote a coordinated two weekend Spring clean-up period	40 volunteer hrs. for public spaces; less than 5 blight causing properties post event	Approved Concept	First two April weekends
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			Parks Clean-up April 27th

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES2	Improve downtown aesthetics & pedestrian amenities	Adopt a pot planter program on bridges and Veterans Park	Five additional planters in each of the next 4 yrs.	Approved Concept	?????
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES3	Implement planned bike connections from local & regional connectivity plans	Fund parks development plans for paths	One path segment each year	Approved Concept	?????
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES4	Offer free garden space, surplus produce to food pantry	Re-establish seasonal public community garden space	Make available ten garden plots each March	Approved Concept	?????
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

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FOCUS: Communication & Organizational Capacity

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG1	Engage residents with expanded online presence	Expand social media with focus on new residents		2,000 FB likes by August 2018	As of 4/18 FB likes: City=870; WRT+676; Parks 644	2016-2020
	Task	Status	Due Date	Assignee	Notes	
	Weekly use of FB	On Going	On-going	Mo, Gabe, Kelli	DP & Library page also exists; all purposefully not coordinated.	
	Promote use of Waterloo Events Button	Maintain or discontinue button??	8/1/2018	Kelli, Mo	Asked Chamber (7/10/18) to assist. Task: invite other sites to use/promote community calendar; concept not actively used	
	Repair former High School sign and Install Downtown To Promote Events	Hold pending funding		???	Signage purchased from the School District is in storage	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG2	Make available New Resident Welcome Packet	Annually update digital and printed welcome material		100% of new residents reached by August 2018		2016-2020
	Task	Status	Due Date	Assignee	Notes	
	2017 Packets Assembled & Distributed	Completed	12/31/2017	Library Staff	Approximately 50 packets distributed	
	2018 Packets Assembled & Distributed	Completed	12/31/2018	Library Staff	Material from a variety of sources	
	2019 Packets Assembled & Distributed?	Unknown	6/1/2019	Library Staff	Material from a variety of sources	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG3	Maintain community market data for businesses on City website	Quarterly update of information		3000 page views annually	Page views less than goal	Quarterly
	Task	Status	Due Date	Assignee	Notes	
	Update econ. dev. webpage	Completed	12/31/2017	Clerk-Treas Staff		
	Update econ. dev. webpage	On-going	12/31/2018	Clerk-Treas Staff	LocationOne Link on Municipal Page; need to implement WEDC recommendations	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG4	Broaden funding sources for economic development capacity	Explore funding options		New support dollars source in 2017, 2018 and 2019		One new funding source each year
	Task	Status	Due Date	Assignee	Notes	
	2017 discussions	Completed	12/31/2017	Clerk-Treasurer	No from Junginger Foundation	
	2019 discussions	On-going	2/19/2019	Clerk-Treasurer	RFP for consulting services	

FOCUS: Housing

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU1	Incentivize new home construction	Waive all fees for new home construction		Development agreement(s) with residential builder/developers	Approved Concept	2019-2020

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

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Task	Status	Due Date	Assignee	Notes
Consider continuing for 2019	Completed	12/31/2018	City Council	
2018 outreach efforts	Completed	3/31/2018	Sue Moe	Flyer to real estate agents
2019-2020 Outreach	On-going	12/31/2020	Clerk/Treasurer	Need private sector partners

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU2	Increase investment in improving existing housing stock focused along state highways	Market existing programs directly to property owners in targeted areas along state highways.	10% annual increase in residential projects per permitting application		?????
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

FOCUS: Fostering Entrepreneurial Opportunity

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT1	Provide easy access to locally based information for those starting, expanding or relocating a business	Create a "Doing Business in Waterloo" information set with charts describing ease of local development	500 page views per year	Approved Concept	?????
	Task	Status	Due Date	Assignee	Notes
	No action	Not Started			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT2	Encourage business creation with annual opportunity for pop-up store fronts in empty	Spring pop-up store with graduated rental rents	three pop-up stores each Spring until vacancy rates limit storefront options	Approved Concept	?????
	Task	Status	Due Date	Assignee	Notes
	No action	Not Started			

FOCUS: 203 East Madison Street Redevelopment

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
2016A	Construct 2015 CDA-CDC concept plan for 203 East Madison Street	Construct concept plan in phases	Riparian area completed by May 1, 2016	Riparian area completed 2017	
	Task	Status	Due Date	Assignee	Notes
	Contractor riparian area improvements	Completed	1/1/2017	Clerk-Treasurer	need to close out DNR grant for this phase
	Install Permanent wooden fence for safety purposes	Waiting For Spring Thaw	3/15/2019	Public Works Dept.	CDA-CDC votes at Nov 2018 meeting to proceed 2019
	Seek funding for remaining build-out per approved concept plan	Not Started	1/1/2019	Clerk-Treasurer	Ayala's Market seeking project completion; Wisconsin DNR is lead funding target 2019

CITY OF WATERLOO

BALANCE SHEET
APRIL 30, 2019

600-COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	11,540.43	
	TOTAL ASSETS		11,540.43

LIABILITIES AND EQUITY

FUND EQUITY

600-34300	FUND BALANCE	12,681.05	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	(1,140.62)	
	TOTAL FUND EQUITY		11,540.43
	TOTAL LIABILITIES AND EQUITY		11,540.43

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 4 MONTHS ENDING APRIL 30, 2019
FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000	MBC BUILDING RENTAL	200.00	600.00	1,200.00	600.00 50.0
	TOTAL PUBLIC CHARGES FOR SERVICE	200.00	600.00	1,200.00	600.00 50.0
<u>MISCELLANEOUS REVENUES</u>					
600-48-4850-000	DONATIONS LOCAL	.00	.00	1,000.00	1,000.00 .0
	TOTAL MISCELLANEOUS REVENUES	.00	.00	1,000.00	1,000.00 .0
<u>OTHER FINANCING SOURCES</u>					
600-49-4926-000	TRANSFER FROM TIF (TID#1)	.00	.00	25,000.00	25,000.00 .0
	TOTAL OTHER FINANCING SOURCES	.00	.00	25,000.00	25,000.00 .0
	TOTAL FUND REVENUE	200.00	600.00	27,200.00	26,600.00 2.2

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 4 MONTHS ENDING APRIL 30, 2019
FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>DEPARTMENT 5130</u>					
600-51-5130-211 ATTORNEY ATTORNEY FEES	.00	262.50	.00	(262.50)	.0
TOTAL DEPARTMENT 5130	.00	262.50	.00	(262.50)	.0
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	28.45	95.86	1,500.00	1,404.14	6.4
600-51-5162-222 MAUNESHA BUSINESS HEAT	202.01	578.04	900.00	321.96	64.2
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	67.37	189.22	500.00	310.78	37.8
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	90.00	490.00	750.00	260.00	65.3
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	.00	125.00	750.00	625.00	16.7
TOTAL MAUNESHA BUSINESS CENTER	387.83	1,478.12	4,400.00	2,921.88	33.6
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220 PROJECT CDA PROGRAMS	.00	.00	22,800.00	22,800.00	.0
TOTAL PLANNING AND CONSERVATION	.00	.00	22,800.00	22,800.00	.0
TOTAL FUND EXPENDITURES	387.83	1,740.62	27,200.00	25,459.38	6.4
NET REVENUE OVER(UNDER) EXPENDITURES	(187.83)	(1,140.62)	.00		

AGENDA ITEM 5D NOTE
GOING FORWARD FINANCIAL INFORMATION
TO INCLUDE
TAX INCREMENTAL FINANCE DISTRICT FUNDS
AS WELL AS FUND 600

410 – District 1

412 – District 2

413 – District 3

414 – District 4

The tax incremental finance webpage is:

<http://www.waterloowi.us/your-government/economic-development/tax-incremental-finance>

City of Waterloo Grant Tracking

5/16/2019 2:10 PM

by Clerk/Treas.

Oversight	Grant Name	Award (Y/N)	Funding What Project(s)	Application Submitted?	Award Date	Award Amt	Est. Close Out	Local Match?	Next Admin Action	Project Status
???	Public Service Comm. Energy Innovation Grant	Y	Electric lights and fixtures upgrades in City Hall, Fire Dept., Public Works bldg., Firemen's Park and Library	completed	9/27/2018	\$50,000 + \$10,000 in Focus on Energy incentives	12/13/2019	26,033	Schedule work with project consultant	Waiting on granting of state waiver
Moved to CDA	WEDC Site Assessment Grant	Y	333 Portland Rd site assessment phase 2	Submitted 5/1	TBD	The ask amount is \$113,333	12/31/2018	50% local; may need special resolution to document this	Submit for reimbursements	Moving towards close out seeing if any additional expense may be rolled into this grant
Moved to CDA	Idle Site Industrial Grant	Y	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	4/3/2014	\$584,000	12/31/2019	Private investment	URGENT Identify developer for Phase 2 work @ 333 W. Madison Street	WEDC saying expenditures don't sufficiently align with original contract budget; may need to amend budget furthering reimbursement delays
Public Works & Property Comm	DNR Recycling	Y	General Fund contracted recycling expense & some compost site activities	10/01/2017	TBD	\$11,737	annual	no match	Submit future year grant app by May 1	Funded; recurring annual application and award
Public Works & Property Comm	County Bridge/Culvert Aid	Y	Mill/Cleveland Reconstruct	5/1/2018	2020	smaller than needed for 2018 budget	2020	none	Figure out budget gap for project and set up next year receivable	Formally request aid after project done in 2020 using actual costs
Public Works & Property Comm	DNR Private Lead Service Line Program	Y	Private lead water system 2016-2019	June 2016	10/19/2016	\$300,000 -no daycares means foregoing 30k	12/31/2019	no match	URGENT Community outreach to all lead properties not in program	Program active; coordinating with Waterloo Utilities to ensure public water lines updated along with private side
???	USDA loan & grant, multi-year storm water improvements		Potential funding for storm water improvements for 333 Portland Rd; Edison St; Adams St	TBD	TBD	TBD	TBD	Yes. Likely 80% loan 20% muni grant	Phone call with Tammy at Kunkel Engineering Group	Consulting with Tammy at Kunkel Engineerign Group on advisability of submitting.

City of Waterloo
333 Portland Rd Re-Use Interest List

ENTITY	DESCRIPTION	STATUS	SUBMITTAL ITEM	DATE	NOTES
RTG Enterprises LLC	Purchase easterly-most 782.86 feet of parcel as shown on 4/15/2019 vacant land offer to purchase	concept submitted	Offer to purchase land	4/15/2019	
			Map markings showing area of interest	7/20/2017 (approx)	
			Expansion floor plan & east elevation	7/20/2017 (approx)	
			Wiredata.com report for 341 Portland Rd	7/20/2017 (approx)	
New Cingular Wireless PCS, LLC	Proposing ground lease for 75 x 75 ground lease of high ground along STH and gravel access lane to substation driveway	concept submitted	multi-page plan set	5/15/2019	
Custom Plastics Industries	Seeking 3-4 acres to construction 20,000 sq. ft. \$1 million business expansion near STH and gravel access lane to substation driveway	dialogue	verbal concept presented	5/1/2019	
Jay Lang Group	Seeking to construct storage units on available buildable ground	concept submitted	verbal concept represented to Mayor May 2019 after 2017 submittal	5/10/2019 (approx)	
Midwest Storage & Warehouse and Lipari	Contemplating a partnership to construction 50,000 sq. ft. \$5 million business expansion	dialogue	interest expressed in person and via email;	5/9/2019	
PROJECT American Farm Rubber site	City of Waterloo site selection submittal for 35,000 sq. ft. \$8 million facility 35+ FTE jobs	site selection proposal submitted to business by city	none	5/20/2019	If a next step site visits first week of June
Parker Dow	Seeking land for incremental expansion of adjacent manufactured home area	dialogue	none	7/10/1905	

Status Steps

Dialogue
Concept Submittal
Concept Approval
Draft Developer's Agreement
Approved Developer's Agreement
Permits / Construction

mhansen@waterloowi.us

From: Chris Butschke <CButschke@safebuilt.com>
Sent: Thursday, May 09, 2019 8:42 AM
To: mhansen@waterloowi.us
Subject: RE: Question from Waterloo Community Development Authority meeting

6400 square feet.
Commercial fee schedule
BLDG= \$1344.00
Erosion Control= \$350.00
ELEC= \$466.00
PLBG=\$466.00
OS sewer and H2O= +/- \$100.00
HVAC=\$466.00
OCC= \$280.00
TOTAL= \$3472.00

For comparison purposes
a recent 2017 Waterloo new single-family home
valued at \$323,000 had total fees of \$2,300.

Impacts: Impact fees = $2682 \times 4 = \$10,728.00$
Sanitary Sewer Connection?? $853.97 \times 4 = \$3415.88$?? not sure how many laterals based on REU 4 units.
Driveway \$75.00

This would be a ballpark number do to items not known. Number of laterals would be an unknown?
Thank you,
Chris Butschke
City of Waterloo Building Inspector

From: mhansen@waterloowi.us <mhansen@waterloowi.us>
Sent: Thursday, May 9, 2019 8:07 AM
To: Chris Butschke <CButschke@safebuilt.com>
Subject: FW: Question from Waterloo Community Development Authority meeting

Chris,
A quick estimates gets us past this question...

- 4- unit condo building
- 1600 sq. ft. living space per unit
- Something like this text found on Zillow...

Estimated completion early June. Building #2 of Freedom Townhomes. Limited time remaining to choose interior finish colors! Located in one of Sun Prairie's most popular neighborhoods. Features include beautiful high quality finishes, west facing bedrooms w/sunset view, open layout w/spacious kitchen, gas fireplace, bedroom level laundry, high efficiency tankless water heaters. 2 heated underground parking stalls w/private entry to each unit. Low down payment possibilities. Condo fee of \$170/month includes water/sewer!

-Mo

From: Chris Butschke [<mailto:CButschke@safebuilt.com>]
Sent: Wednesday, April 17, 2019 9:13 AM

To: mhansen@waterloowi.us

Subject: Re: Question from Waterloo Community Development Authority meeting

Yes sorry. If you give me some areas of projects I can work up the numbers.

Thanks,
Chris

Sent from my iPad

On Apr 17, 2019, at 8:48 AM, "mhansen@waterloowi.us" <mhansen@waterloowi.us> wrote:

Chris,
Thanks for the reply. We are at a 60/40 split in Waterloo.
-Mo

From: Chris Butschke [<mailto:CButschke@safebuilt.com>]

Sent: Wednesday, April 17, 2019 8:29 AM

To: mhansen@waterloowi.us

Subject: Re: Question from Waterloo Community Development Authority meeting

Hi Mo,

My permit fees are based on the square footage of the project. I do not have a way to transfer estimated cost to square footage. The current split

For contract is 80/20 I believe.

Thank you,
Chris

Sent from my iPad

On Apr 17, 2019, at 7:44 AM, "mhansen@waterloowi.us" <mhansen@waterloowi.us> wrote:

Chris,

As you are aware, Waterloo currently waives all fees for new single-family residential construction. An individual representing an investor groups has contacted me asking if condominium development could also be waived.

During the Community Development Authority discussion on this topic, Alders Tim Thomas, Jeanette Petts and Angie Stinnett are asking for estimates for how much SAFEbuilt's inspection fees might be. I attempted to answer that fees are really dependent upon the specific project, but they are seeking rough estimates – just for the SAFEbuilt expense incurred by the City. Below I have three hypotheticals:

1. \$300,000 single-family dwelling
2. \$800,000 four-unit condo single structure, with legal parcels for each dwelling
3. \$1,600,000 eight-unit condo single structure, with legal parcels for each dwelling

Your estimates are appreciated.

Mo Hansen | Clerk/Treasurer | City of Waterloo | 920.478.3025