



136 North Monroe Street  
Waterloo, WI 53594  
Phone: (920) 478-3025  
Fax: (920) 478-2021  
[www.waterloowi.us](http://www.waterloowi.us)

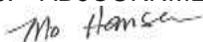
## A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

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: October 15, 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: September 9, 2019 and September 17, 2019 meeting minutes
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. School District Liaison
  - b. Chamber Of Commerce Liaison
  - c. Citizen Engagement/Outreach – Help Out Town Waterloo
  - d. Economic Development Plan Implementation Progress
  - e. Financial Reports
    - i. Fund 600 [CDA]
    - ii. Funds 412, 413 & 414 [Tax Incremental Finance Districts 2, 3 & 4]
  - f. Grant Tracking
  - g. 333 Portland Road, Site Interest List
5. UNFINISHED BUSINESS
  - a. 2020 Budget And Evaluating CDA Progress Measures
  - b. 203 East Madison Street, Phase 4
6. NEW BUSINESS
  - a. Prioritization/Strategic Overview – September Identified Items
    - i. Connectivity, Public Garden Space, Housing (Mayor)
    - ii. 203 East Madison Street (Kuhl)
    - iii. Bike Plan (Kuhl)
    - iv. Community Outreach (Lewandowski)
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. About Tax Incremental Financing - Tax Incremental Finance Districts Review

### 8. ADJOURNMENT

  
Mo Hansen  
Clerk/Treasurer

#### **Community Development Authority:**

Stinnett, Lewandowski, Petts, Whitebird, Deegan, Kuhl and Weihert  
School District Superintendent Brian Henning as School District liaison  
Posted, Mailed and E-mailed: 10/09/2019

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.

City of Waterloo  
**Economic Development Strategic Plan Implementation Tracking**  
 10/13/2019 9:39 AM

**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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	
	Close Out Open DNR/EPA Files	Completed	5/1/2019	EPA / DNR contractor	
	Ready 17 acre industrial site (333 Portland Rd) for reuse	Completed	5/1/2019	Clerk/Treasurer	
	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	Completed	6/15/2019	Clerk/Treasurer	Heartland Ecological
	Preliminary geotechnical engineering	Completed	6/15/2019	Clerk/Treasurer	SCS Engineering
	CDA / Council Select Re-use(s)	In Progress	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	?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Property owner outreach	Deferred			
ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO5	Define downtown as a family-friendly commercial destination	Establish Street Market	ID leadership; facilitate launch	Municipal seed money forwarded to VirtuMarket	2017-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	Measurable Goals?

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

10/13/2019 9:39 AM

**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	????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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		2019-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	Scott Quimby programmer pro-bono work in progress	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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			Parks Clean-up April 27, 2019, light attendance

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	?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

10/13/2019 9:39 AM

**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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	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	6/2019 - Alder Rhynes testing calendar alternatives	
	Repair former High School sign and Install Downtown To Promote Events	Concept eliminated by CDA		None	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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	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	
	2020 Packets Info Assembled & Distributed	Valerie Deegan leading 2020 effort	TBD	CDA	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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	2017 discussions	Completed	12/31/2017	Clerk-Treasurer	No from Junginger Foundation	
	2019 discussions	On-going	revised to 12/1/2019	Clerk-Treasurer	RFP for consulting services REISSUED 10/14/19	

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

10/13/2019 9:39 AM

**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
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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 (Treyburn Farms Project)	On-going	monthly reports	Mayor / Clerk-Treasurer	Selling 19 parcels; need private sector home builders

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		?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Not Started			

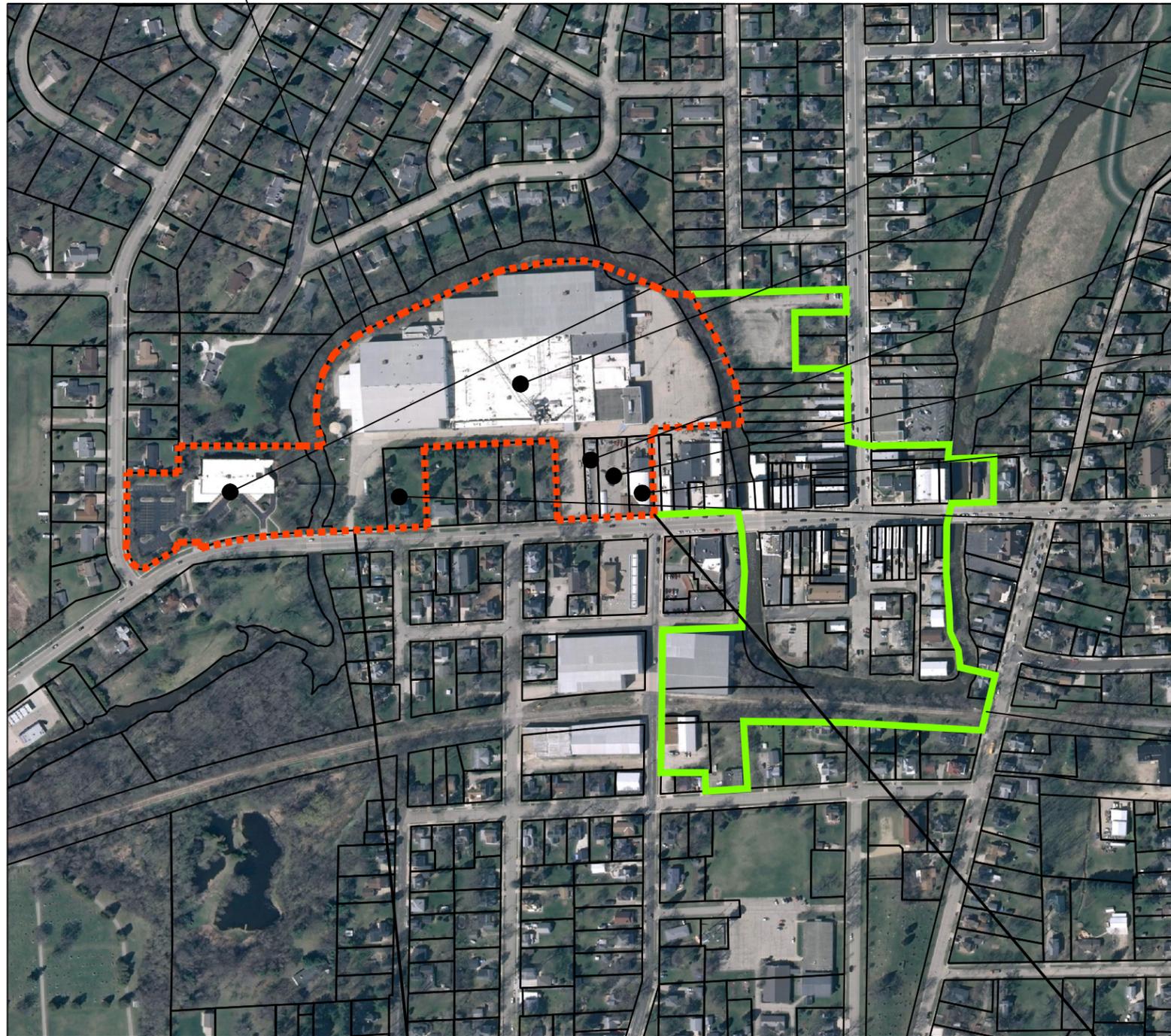
ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT2	Encourage business creation with annual opportunity for pop-up store fronts in empty	Spring pop-up store with graduated rental rents	three pop-up stores each Spring until vacancy rates limit storefront options	Approved Concept	?????
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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	
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	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 on receipt of fence	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	In Progress	Parks Coordinator	(1) Parks Coordinator; (2) Clerk/Treas	Appraisal for purchase of private property north of site in progress 2019

POB TID #2 EXTENSION BOUNDARY  
LEGAL DESCRIPTION

AS AMENDED AND ADOPTED



- 2) CITY OF WATERLOO  
565, 575, 625, 629 W MADISON ST  
290-0813-0643-049
- 1) CITY OF WATERLOO  
333 W MADISON ST  
290-0813-0644-065
- 6) MICHAEL NEITZEL  
327 W MADISON ST  
290-0813-0644-057
- 5) MICHAEL NEITZEL  
327 W MADISON ST  
290-0813-0644-056
- 4) MICHAEL NEITZEL  
327 W MADISON ST  
290-0813-0644-055
- 3) HAWTHORN & STONE DEV, INC  
467 W MADISON ST  
290-0813-0644-064

0 100 200  
SCALE

REVISED: 10/22/2013

SCALE : 1" = 200'

PROJECT : #2012K018	DATE : OCTOBER 2013	DRAWN BY : BAO	APPROVED BY : BAO
---------------------	---------------------	----------------	-------------------

EXISTING TID #2

CITY OF WATERLOO, WISCONSIN  
TID DISTRICT #2 EXTENSION  
BOUNDARY & PARCEL MAP

EXISTING TID #2 BOUNDARY

TID #2 AMENDMENT BOUNDARY

POB TID #2 AMENDMENT  
BOUNDARY LEGAL DESCRIPTION

REDUCED 1/2

TAX INCREMENTAL DISTRICT #2 AMENDMENT, CITY OF WATERLOO



**KUNKEL**  
engineering  
group

107 Parallel Street  
Beaver Dam, WI 53916  
(920)356-9447  
Fax (920)356-9454

MAP ONE

# CITY OF WATERLOO

BALANCE SHEET  
SEPTEMBER 30, 2019

## 412-TIF DISTRICT 2 FUND

### ASSETS

412-11100	TREASURER'S CASH	( 29,642.28)	
412-13000	GRANTS RECEIVABLES	417,723.57	
	TOTAL ASSETS		<u>388,081.29</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

412-26100	DEFERRED REVENUE	417,723.57	
	TOTAL LIABILITIES		417,723.57

#### FUND EQUITY

412-34300	FUND BALANCE	( 67,728.49)	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	38,086.21	
	TOTAL FUND EQUITY		<u>( 29,642.28)</u>
	TOTAL LIABILITIES AND EQUITY		<u>388,081.29</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2019

**FUND 412 - TIF DISTRICT 2 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 2 FUND</u>					
412-41-4111-000 TAX INCREMENTS	.00	43,356.57	60,894.00	17,537.43	71.2
TOTAL TIF DISTRICT 2 FUND	.00	43,356.57	60,894.00	17,537.43	71.2
<u>INTERGOVERNMENTAL REVENUE</u>					
412-43-4364-000 STATE AID EXEMPT COMPUTERS	.00	783.22	754.00	( 29.22)	103.9
412-43-4366-000 STATE AID PERSONAL PROPERTY	.00	230.84	.00	( 230.84)	.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	1,014.06	754.00	( 260.06)	134.5
<u>MISCELLANEOUS REVENUES</u>					
412-48-4800-000 MISC REVENUES	.00	.00	138,152.00	138,152.00	.0
TOTAL MISCELLANEOUS REVENUES	.00	.00	138,152.00	138,152.00	.0
TOTAL FUND REVENUE	.00	44,370.63	199,800.00	155,429.37	22.2

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2019

**FUND 412 - TIF DISTRICT 2 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
412-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	250.00	100.00	60.0
TOTAL LEGISLATIVE SUPPORT	.00	150.00	250.00	100.00	60.0
<u>ATTORNEY</u>					
412-51-5130-211 ATTORNEY ATTORNEY FEES	.00	3,944.17	4,700.00	755.83	83.9
TOTAL ATTORNEY	.00	3,944.17	4,700.00	755.83	83.9
<u>SPECIAL ACCTG AND AUDITING</u>					
412-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	2,146.00	1,000.00	( 1,146.00)	214.6
TOTAL SPECIAL ACCTG AND AUDITING	.00	2,146.00	1,000.00	( 1,146.00)	214.6
<u>CAPITAL PROJECT</u>					
412-57-5701-806 CAPITAL PROJ IMPROVEMENT PROG	.00	44.25	5,000.00	4,955.75	.9
TOTAL CAPITAL PROJECT	.00	44.25	5,000.00	4,955.75	.9
<u>TRANSFER TO DEBT SERVICE</u>					
412-59-5929-000 TRANSFER TO DEBT SERVICE	.00	.00	103,350.00	103,350.00	.0
TOTAL TRANSFER TO DEBT SERVICE	.00	.00	103,350.00	103,350.00	.0
TOTAL FUND EXPENDITURES	.00	6,284.42	114,300.00	108,015.58	5.5
NET REVENUE OVER(UNDER) EXPENDITURES	.00	38,086.21	85,500.00		

The Key for the proposed improvement maps is:

- A. Development of lots 8 & 9 in Eastside Business Park
- B. Redevelopment of 333 Portland Road and adjacent parcels
- C. Business expansion and job creation
- D. Further development of Lot 1 CMS 3395-15-93 (Waldo parcel, 25.23 acres)

Waterloo Zoning Districts

- R-1 Single-Family Residential District
- R-1A Single-Family Residential District
- R-2 Single-Family Residential District
- R-3 Mobile Home Park and Mobile Home Subdivision District
- C-1 General Commercial District
- C-2 Highway Commercial District
- H Historic Overlay District
- M-1 Limited Industrial District
- M-2 General Industrial District
- PD Planned Development District
- A Agricultural District
- CON Conservancy District

POB TID #3  
Metes & Bounds  
Legal Description



D) Waldo Parcel  
665 Commercial Ave  
290-0813-0513-001  
Lot 1 CSM 3395-15-93

A) City of Waterloo  
660 Commercial Ave  
290-0813-0542-013  
Lot 9 E Side Ind Park

A) City of Waterloo  
620 Commercial Ave  
290-0813-0542-012  
Lot 8 E Side Ind Park

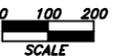
C) Schoenherr Parcel  
970 Industrial Dr  
290-0813-0542-006  
Lot 1 CSM 4980-26-151

B) Gauthier Parcel  
333 Portland Road  
290-0813-0531-001  
Lot 1 CSM 1295-42-43

C) Jim's Cheese Pantry Inc  
410 Portland Rd  
290-0813-0642-001  
Lot 1, Deterts Acres

B) RTG Enterprises LLC  
347 Portland Road  
290-0813-0543-034  
Lot 1 CSM 549-2-357

B) Yohn Parcel  
337 Portland Road  
290-0813-0543-035  
Lot 2 CSM 549-2-357



REVISED: 08/30/2012

SCALE : 1" = 200'

PROJECT : #20121018	DATE : MARCH 2012	BAO
		DRAWN BY : BAO
		APPROVED BY : BAO

CITY OF WATERLOO, WISCONSIN  
TIF DISTRICT #3  
BOUNDARY & PARCEL MAP



MAP ONE

# CITY OF WATERLOO

BALANCE SHEET  
SEPTEMBER 30, 2019

## 413-TIF DISTRICT 3 FUND

### ASSETS

413-11100	TREASURER'S CASH	( 257,855.60)	
	TOTAL ASSETS		( 257,855.60)

### LIABILITIES AND EQUITY

#### LIABILITIES

413-21101	RETAINAGES PAYABLE	10,000.00	
413-25100	DUE TO/FROM GENERAL FUND	162,000.00	
	TOTAL LIABILITIES		172,000.00

#### FUND EQUITY

413-34300	FUND BALANCE	( 640,489.61)	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	210,634.01	
	TOTAL FUND EQUITY		( 429,855.60)
	TOTAL LIABILITIES AND EQUITY		( 257,855.60)

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2019

**FUND 413 - TIF DISTRICT 3 FUND**

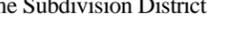
	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TAXES</u>					
413-41-4111-000 TAX INCREMENTS	.00	18,973.08	31,104.00	12,130.92	61.0
TOTAL TAXES	.00	18,973.08	31,104.00	12,130.92	61.0
<u>INTERGOVERNMENTAL REVENUE</u>					
413-43-4364-000 STATE AID EXEMPT COMPUTERS	.00	319.95	312.00	( 7.95)	102.6
413-43-4365-000 STATE AID PERSONAL PROPERTY	.00	117.91	.00	( 117.91)	.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	437.86	312.00	( 125.86)	140.3
<u>MISCELLANEOUS REVENUES</u>					
413-48-4800-000 MISC REVENUES	20,000.00	20,000.00	.00	( 20,000.00)	.0
TOTAL MISCELLANEOUS REVENUES	20,000.00	20,000.00	.00	( 20,000.00)	.0
<u>OTHER FINANCING SOURCES</u>					
413-49-4910-000 LONG TERM DEBT PROCEEDS	919,615.00	919,615.00	.00	( 919,615.00)	.0
TOTAL OTHER FINANCING SOURCES	919,615.00	919,615.00	.00	( 919,615.00)	.0
TOTAL FUND REVENUE	939,615.00	959,025.94	31,416.00	( 927,609.94)	3052.7

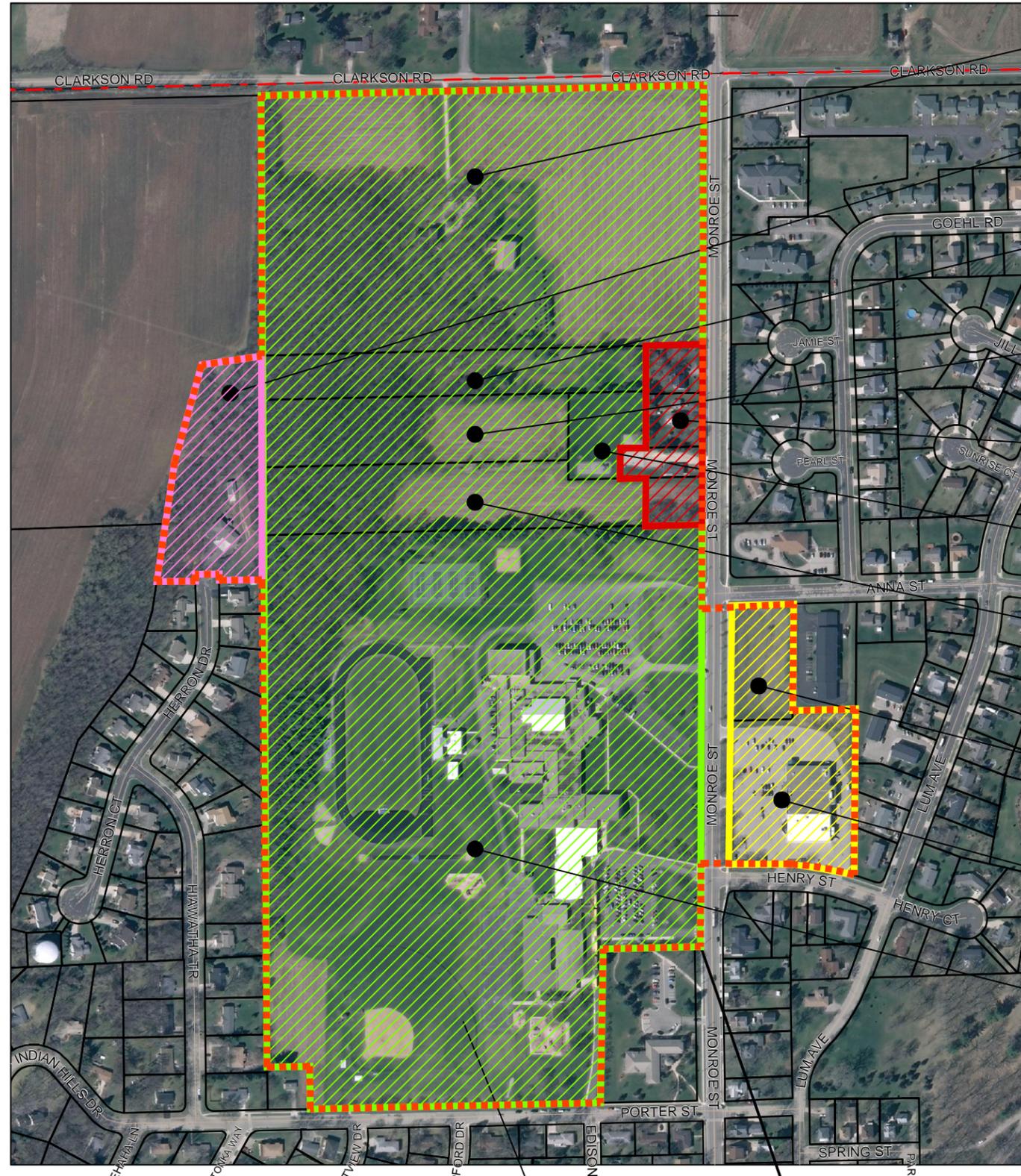
**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2019

**FUND 413 - TIF DISTRICT 3 FUND**

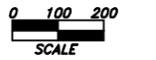
	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
413-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	15.00	( 135.00)	1000.0
TOTAL LEGISLATIVE SUPPORT	.00	150.00	15.00	( 135.00)	1000.0
<u>ATTORNEY</u>					
413-51-5130-211 ATTORNEY ATTORNEY FEES	.00	52.50	1,000.00	947.50	5.3
TOTAL ATTORNEY	.00	52.50	1,000.00	947.50	5.3
<u>SPECIAL ACCTG AND AUDITING</u>					
413-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	100.00	500.00	400.00	20.0
TOTAL SPECIAL ACCTG AND AUDITING	.00	100.00	500.00	400.00	20.0
<u>ENGINEERING AND ADMINISTRATION</u>					
413-53-5310-215 ENG & ADMIN PROF FEES	850.00	5,150.00	10,000.00	4,850.00	51.5
TOTAL ENGINEERING AND ADMINISTRATION	850.00	5,150.00	10,000.00	4,850.00	51.5
<u>CAPITAL PROJECT</u>					
413-57-5701-800 CAPITAL PROJ OUTLAY	.00	1,256.37	.00	( 1,256.37)	.0
413-57-5701-805 CAPITAL PROJ 333 PORTLAND	.00	17,184.95	.00	( 17,184.95)	.0
TOTAL CAPITAL PROJECT	.00	18,441.32	.00	( 18,441.32)	.0
<u>TRANSFER TO DEBT SERVICE</u>					
413-59-5929-000 TRANSFER TO DEBT SERVICE	536,660.69	724,498.11	375,675.00	( 348,823.11)	192.9
TOTAL TRANSFER TO DEBT SERVICE	536,660.69	724,498.11	375,675.00	( 348,823.11)	192.9
TOTAL FUND EXPENDITURES	537,510.69	748,391.93	387,190.00	( 361,201.93)	193.3
NET REVENUE OVER(UNDER) EXPENDITURES	402,104.31	210,634.01	( 355,774.00)		

Waterloo Zoning Districts

- R-1 Single-Family Residential District 
- R-1A Single-Family Residential District 
- R-2 Single-Family Residential District 
- R-3 Mobile Home Park and Mobile Home Subdivision District 
- C-1 General Commercial District 
- C-2 Highway Commercial District 
- H Historic Overlay District 
- M-1 Limited Industrial District 
- M-2 General Industrial District 
- PD Planned Development District 
- A Agricultural District 
- CON Conservancy District 



- 8) MARILYN DEMPSEY  
200 W CLARKSON ROAD  
290-0813-0611-000
- 9) MATTHEW MCCUNN  
940 HERRON DRIVE  
290-0813-0613-033
- 7) LYLE BRAUNSCHWEIG  
1043 N MONROE STREET  
290-0813-0611-001
- 4) MARTHA GAY  
991 N MONROESTREET  
290-0813-0611-002
- 5) ROBERT HENSLER  
1023 N MONROE STREET  
290-0813-0611-003
- 6) KUHL ENTERPRISES  
1003 N MONROE STREET  
290-0813-0611-004
- 3) MARTHA GAY  
991 N MONROE STREET  
290-0813-0611-005
- 2) JAYSTONE PROPERTIES LLC  
N MONROE ST & ANNA ST  
290-0813-0523-062
- 1) LANNOY FAMILY PARTNERSHIP LLC  
810 N MONROE STREET  
290-0813-0523-054
- 9) WATERLOO SCHOOL DISTRICT  
785 N MONROE STREET  
290-0813-0614-000



REVISED: 11/18/2013

SCALE : 1" = 200'

PROJECT : #2012K018	DATE : OCTOBER 2013	DRAWN BY : BAO	APPROVED BY : BAO
---------------------	---------------------	----------------	-------------------

CITY OF WATERLOO, WISCONSIN  
TID DISTRICT #4  
BOUNDARY & PARCEL MAP



**KUNKEL**  
engineering  
group

107 Parallel Street  
Beaver Dam, WI 53916  
(920)356-9447  
Fax (920)356-9454

MAP TWO

POB TID #4 BOUNDARY  
LEGAL DESCRIPTION

REDUCED 1/2

**TAX INCREMENTAL DISTRICT #4, CITY OF WATERLOO**

# CITY OF WATERLOO

BALANCE SHEET  
SEPTEMBER 30, 2019

## 414-TIF DISTRICT 4 FUND

### ASSETS

414-11100	TREASURER'S CASH	41,415.83	
	TOTAL ASSETS		41,415.83

### LIABILITIES AND EQUITY

#### FUND EQUITY

414-34300	FUND BALANCE	20,173.93	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	21,241.90	
	TOTAL FUND EQUITY		41,415.83
	TOTAL LIABILITIES AND EQUITY		41,415.83

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2019

**FUND 414 - TIF DISTRICT 4 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 4 FUND</u>					
414-41-4111-000 TAX INCREMENTS	.00	21,170.45	22,007.00	836.55	96.2
TOTAL TIF DISTRICT 4 FUND	.00	21,170.45	22,007.00	836.55	96.2
<u>SOURCE 43</u>					
414-43-4364-000 STATE AID COMPUTERS	.00	238.03	229.00	( 9.03)	103.9
414-43-4365-000 STATE AID PERSONAL PROPERTY	.00	83.42	.00	( 83.42)	.0
TOTAL SOURCE 43	.00	321.45	229.00	( 92.45)	140.4
TOTAL FUND REVENUE	.00	21,491.90	22,236.00	744.10	96.7

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2019

**FUND 414 - TIF DISTRICT 4 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
414-51-5112-320 LEGIS SUPPORT PR & PUB	.00	.00	125.00	125.00	.0
414-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	300.00	150.00	50.0
TOTAL LEGISLATIVE SUPPORT	.00	150.00	425.00	275.00	35.3
<u>SPECIAL ACCTG AND AUDITING</u>					
414-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	100.00	500.00	400.00	20.0
TOTAL SPECIAL ACCTG AND AUDITING	.00	100.00	500.00	400.00	20.0
<u>ENGINEERING AND ADMINISTRATION</u>					
414-53-5310-215 ENG & ADMIN PROF FEES	.00	.00	500.00	500.00	.0
TOTAL ENGINEERING AND ADMINISTRATION	.00	.00	500.00	500.00	.0
TOTAL FUND EXPENDITURES	.00	250.00	1,425.00	1,175.00	17.5
NET REVENUE OVER(UNDER) EXPENDITURES	.00	21,241.90	20,811.00		

# CITY OF WATERLOO

BALANCE SHEET  
SEPTEMBER 30, 2019

## 600-COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	18,488.21	
	TOTAL ASSETS		18,488.21

### LIABILITIES AND EQUITY

#### FUND EQUITY

600-34300	FUND BALANCE	20,172.05	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	( 1,683.84)	
	TOTAL FUND EQUITY		18,488.21
	TOTAL LIABILITIES AND EQUITY		18,488.21

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 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	400.00	1,600.00	1,200.00 ( 400.00)	133.3
	TOTAL PUBLIC CHARGES FOR SERVICE	400.00	1,600.00	1,200.00 ( 400.00)	133.3
<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	400.00	1,600.00	27,200.00 25,600.00	5.9

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 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>DEPARTMENT 5151</u>					
600-51-5151-399 SPECIAL ACCTNG COSTS - MISC	.00	375.00	.00	( 375.00)	.0
TOTAL DEPARTMENT 5151	.00	375.00	.00	( 375.00)	.0
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	100.98	486.54	1,500.00	1,013.46	32.4
600-51-5162-222 MAUNESHA BUSINESS HEAT	10.89	639.77	900.00	260.23	71.1
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	65.11	544.84	500.00	( 44.84)	109.0
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	.00	670.00	750.00	80.00	89.3
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	15.99	305.19	750.00	444.81	40.7
TOTAL MAUNESHA BUSINESS CENTER	192.97	2,646.34	4,400.00	1,753.66	60.1
<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	192.97	3,283.84	27,200.00	23,916.16	12.1
NET REVENUE OVER(UNDER) EXPENDITURES	207.03	( 1,683.84)	.00		

**City of Waterloo Grant Tracking**

10/13/2019 10:16 AM

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
???	<b>Public Service Comm. Energy Innovation Grant</b>	Y	Electric lights and fixtures upgrades in City Hall, Fire Dept., Public Works bldg., Firemen's Park and Library	completed	9/27/2018	\$26,003	12/13/2019	26,033	complete any required future year reports	Waiting on final incidental items at library & park
Moved to CDA	<b>WEDC Site Assessment Grant</b>	Y	333 Portland Rd site assessment phase 2	completed	TBD	\$92,000	10/15/2019	40% local match; TID 3 expense	complete any required future year reports	closed
Moved to CDA	<b>Idle Site Industrial Grant</b>	Y	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	completed	4/3/2014	\$584,000	12/31/2019	Private investment	complete any required future year reports	closed
Public Works & Property Comm	<b>DNR Recycling</b>	Y	General Fund contracted recycling expense & some compost site activities	completed	TBD	\$11,737	annual	no match	Submit future year grant app by May 1	Funded; recurring annual application and award
Public Works & Property Comm	<b>County Bridge/Culvert Aid</b>	Y	Mill/Cleveland Reconstruct	need to confirm completion	2020	smaller than needed for 2018 budget	2020	none	ID dollars as future receivable for Fund 400	confirm dollars are headed to City
Public Works & Property Comm	<b>DNR Private Lead Service Line Program</b>	Y	Private lead water system 2016-2019	completed	10/19/2016	\$300,000 -no daycares means foregoing 30k	12/31/2020	no match	spend out remaining dollars. Will have more homes in need of service that grant dollars	Finance Committee discussion post grant Phase 2 work. May involve terminate water service to those that don't comply
???	<b>USDA loan &amp; grant, multi-year storm water improvements</b>		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-Engineering Group on advisability of submitting.
???	<b>WisDOT one-time 90-10 Road Grant</b>		TBD need consensus on Portland Rd focused grant application	No; deadline is Dec. 2019	TBD	TBD	TBD	Yes. 90% WisDOT 10% local	CDA consensus on grant application	Have reviewed options; inserted topic into Deli Source / Lipari 333 Portland Rd discussions

## CDA AGENDA NOTE -- ITEMS 5a – 6a (i-iv)

These agenda items represent items mentioned during the September CDA meeting.

I'm asking permission to provide an informational overview at this time in the meeting to provide a picture of "where we've been, and where we are at" to aid the CDA prioritization decision of "where we want to focus time and resources" going forward.

1. UNFINISHED BUSINESS
  - a. 2020 Budget And Evaluating CDA Progress Measures
  - b. 203 East Madison Street, Phase 4
2. NEW BUSINESS
  - a. Prioritization/Strategic Overview – September Identified Items
    - i. Connectivity, Public Garden Space, Housing (Mayor)
    - ii. 203 East Madison Street (Kuhl)
    - iii. Bike Plan (Kuhl)
    - iv. Community Outreach (Lewandowski)

# Waterloo Community Development Authority -- Annual Calendar

(last updated -- approval tabled with future consideration pushed to 2020)

Preferred meeting night: 3<sup>rd</sup> Tuesday of month at 6:00 pm

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

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