



136 North Monroe Street
Waterloo, Wisconsin 53594
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City of Waterloo Council Agenda
Council Chamber of the Municipal Building – 136 N. Monroe Street
Thursday June 4, 2015

1. Call to Order, Roll Call, Meeting Sign-In

2. Pledge of Allegiance

3. Approval of Minutes

- Minutes from City Council Meeting of May 21, 2015

4. Public Comment

Under "Public Comment" the public can comment on any topic not on the agenda, but The Wisconsin Open Meetings Law does not allow for any discussion or action to be taken on issues not listed on the agenda. The City Council is not able to respond to questions or have discussion during this time.

5. Committees, Commissions & Board Recommendations/Reports

- Public Safety and Health
 - No Parking – 980 Lexington Way

6. Consent Agenda

- Park Board Check Register
- Finance, Insurance and Personnel from February 19, 2015
- Public Works and Property from March 5, 2015
- Public Works and Property from April 2, 2015
- CDA/C from February 16, 2015
- Parks Commission from February 17, 2015

Note: these minutes were completed but not included in previous Council Packets

7. Discussion/Decision Items

- Economic Development RFP
- Class "A" & "Class A" and Class "B" and "Class B" Liquor License Applications for the License period from July 1, 2015 through June 30, 2016
- Cigarette License Applications for the License Period from July 1, 2015 and June 30, 2016
- Clerk/Treasurer's Report
- Convene into closed session pursuant to 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility; re: Clerk/Treasurer.
- Return to open session

8. Future Agenda Items, Communications to the Council and Announcements

- "Class A" Intoxicating Liquor and Class "A" Beer licenses for Dolgen Corp, LLC Troy Becker, Agent; Dollar General Store #15975)

9. Adjournment

Chris M. Astrella

Chris Astrella, WCPC
City Clerk/Treasurer

Posted and Emailed: June 2, 2015

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.

Waterloo City Council Meeting Minutes from May 21, 2015

Mayor Thompson called the meeting to order at 7pm and all council members were in attendance. Clerk/Treasurer Chris Astrella, Police Chief Denis Sorenson, Diane Graff, Maureen Giese and Tammy Krueger, were also in attendance. The Pledge of Allegiance was recited.

3. Approval of meeting minutes from May 7, 2015 and Organizational Meeting of May 7, 2015: Quimby moved approval of both sets of minutes; it was seconded by Springer and passed 7-0.

4. Public Comment: Alder Ziaja asked about the property owned by Hawthorne and Stone and whether or not the grass was going to be mowed since it hadn't yet. Mayor Thompson let him know it is being taken care of and the city has already been notified about it. There was no additional Public Comment.

5. Committees, Commissions and Boards

- **Finance, Insurance, and Personnel:**
 - Payroll for April 2015 - \$87,095.85: Springer moved approval of payroll in the amount stated; it was seconded by Quimby and passed 7-0
 - Vouchers for April 17 through May 21, 2015: Springer moved approval of the vouchers as presented and it was seconded by Quimby. The motion passed 7-0.
 - Treasurer Reports and Budget Reports for December 2014 and January through April 2015: Springer moved approval of the reports as presented and it was seconded by Quimby. The motion passed 7-0.
- **Public Works and Property**
 - Resolution 2015-11 regarding Road Aid from Jefferson County: Springer moved for approval of the resolution and it was seconded by Stinnett. The motion passed 7-0

6. Discussion/Decision Items:

- **Economic Development RFP:** The Mayor provided a brief update on the status of the RFP. The Mayor and Clerk/Treasurer Astrella had a meeting with Genevieve Borich where she showed her progress and one should be brought forth at the next meeting. So far it looks very good.
- **Financial Statements from December 2014 and January through April 2015:** This item appeared on the agenda twice due to a clerical error and no action was taken.
- **Class A Liquor License for Kwik Trip, Inc; Judith A Bunge, Agent (store #366) from July 1, 2015 to June 30, 2016:** Springer moved approval of the Class A Liquor License for Kwik Trip. It was seconded by Reynolds and passed 6-0-1 with Alder Griffin abstaining.
- **Clerk Treasurer's Report - Public Participation Policy:** Mayor Thompson asked for a motion to table this item. Springer moved to table and it was seconded by Quimby. The motion passed 7-0. **City Website Update:** Clerk/Treasurer Astrella gave a brief update on the city's website. All city meetings have been loaded on to the calendar, electronic packets are being posted without a problem and overall things are going well with the website.

7. Future Agenda Items, Communications to the Council and Announcements: Included were the Noxious Weeds Ordinance, and financial reports from Baker Tilly. Clerk/Treasurer Astrella also announced earlier in the evening he gave the Mayor his resignation. His last day will be June 5th.

8. **Adjournment:** Springer moved to adjourn the meeting; it was seconded by Griffin and passed unanimously. The meeting was adjourned at 7:25pm

Minutes written and submitted by

Chris M. Astrella

Chris Astrella, WCPC
Clerk/Treasurer



Register Report-Park Board #xxxxxx2402 - Last month

4/1/2015 through 4/30/2015

5/30/2015

Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
BALANCE 3/31/2015								9,047.54
4/5/2015	Checking	21822	Megan Hepp	Overpaymen... Refunds				150.00
4/5/2015	Checking	21823	Hometown Ne...	Seasonal em... Ads				21.00
4/5/2015	Checking	21824	Neitzel Auto P...	Trans B2920... Park Maint - S...				17.00
4/5/2015	Checking	21825	Byte By Byte ...	Scan for and... Park Admin				25.00
4/5/2015	Checking	21826	Environmental...	Toilets Park Maint-Eq...				11.00
4/5/2015	Checking	21827	City Of Waterl...	Invoices #00... Unemployme...				4,900.00
4/6/2015	Checking	DEP	Deposit	Dorn 06/07/2... Rent - Bingo				100.00
4/6/2015	Checking	21828	Frontier	920-478-208... Utilities				60.00
4/6/2015	Checking	21829	City Of Waterl...	Alcohol Beve... Licenses and ...				640.00
4/6/2015	Checking	21830	Cash	2015 workin... Park Admin				4,000.00
4/7/2015	Checking	DEP	Deposit	2015 City Of Waterl...				40,000.00
4/13/2015	Checking	EFT	We Energies	02/20/15-03/... Utilities:Gas &...				1,000.00
4/13/2015	Checking	21831	Piggly Wiggly	Bar Supplies Beer & Soda ...				11.00
4/13/2015	Checking	21832	City Of Waterl...	Invoices #00... Wages & Ins.				650.00
4/13/2015	Checking	DEP	Deposit	Deppe 06/20... Rent-Upper P...				250.00
4/13/2015	Checking	DEP	Deposit	Fritsch 05/30... Rent - Bingo				250.00
4/13/2015	Checking	DEP	Deposit	Overpaymen... Insurance Inc.				16.00
4/13/2015	Checking	Deb Card	Menards	Lights, etc Park Maint - S...				1,000.00
4/14/2015	Checking	Deb Card	Farm & Fleet	Fuel hose, oi... Park Maint - S...				100.00
4/15/2015	Checking	EFT	Waterloo Utilit...	02/13/15-03/... Utilities:Gas &...				1,000.00
4/15/2015	Checking	EFT	Waterloo Utilit...	02/13/15-03/... Utilities:Gas &...				1,000.00
4/16/2015	Checking	21833	US Cellular	Acct #21759... Park Admin				100.00
4/16/2015	Checking	21834	Home Talent ...	2015 HTL fees Baseball Exp				200.00
4/16/2015	Checking	21835	Alaskan Ice C...	Ice Beer & Soda ...				90.00
4/20/2015	Checking	EFT	Kwik Trip	Invoice #127... Park Maint - F...				100.00
4/24/2015	Checking	Deb Card	Menards	Cleaning sup... Park Maint - S...				100.00
4/25/2015	Checking	DEP	Deposit	Booster Club... Rent-Upper P...				100.00
4/25/2015	Checking	DEP	Deposit	Booster Club... Bartenders				140.00
4/25/2015	Checking	DEP	Deposit	Booster Club... Beer, Soda, Li...				757.50
4/25/2015	Checking	DEP	Deposit	Jazz in Park ... Rent-Upper P...				100.00
4/25/2015	Checking	21836	Adt Security S...	May 2015 Park Maint. - ...				1,000.00
4/25/2015	Checking	Deb Card	Georgia Equip...	Scag blades Park Maint - S...				200.00
4/27/2015	Checking	EFT	Wisconsin De...	Jan - Mar 20... Tax				1,000.00
4/28/2015	Checking	Deb Card	Chi.Sales	Flush valves,... Park Maint - S...				1,000.00
4/1/2015 - 4/30/2015								34,107.14

Register Report-Park Board #xxxxxx2402 - Last month

4/1/2015 through 4/30/2015

5/30/2015

Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
BALANCE 4/30/2015								43,154.68
TOTAL INFLOWS								41,713.50
TOTAL OUTFLOWS								8,047.14
NET TOTAL								34,107.14

Register Report-Park Board #xxxxxx5309 - Last month

4/1/2015 through 4/30/2015

5/30/2015

Page 1

Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
BALANCE 3/31/2015								10,592.99
4/30/2015	SWIB Saving...	DEP	Interest	04/30/2015	Interest Inc			1.04
4/1/2015 - 4/30/2015								1.04
BALANCE 4/30/2015								10,594.03
TOTAL INFLOWS								1.04
TOTAL OUTFLOWS								0.00
NET TOTAL								1.04

Register Report-Park Board #xxxxxx2402 - Last month

3/1/2015 through 3/31/2015

4/25/2015

Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
BALANCE 2/28/2015								8,393.52
3/12/2015	Checking	Deb Card	Menards	Grass seed, ...	Park Maint - S...			-362.20
3/14/2015	Checking	EFT	We Energies	01/22/15-02/...	Utilities:Gas &...			-9.57
3/15/2015	Checking	21819	Frontier	920-478-208...	Utilities			-64.82
3/16/2015	Checking	EFT	Waterloo Utilit...	01/13/15-02/...	Utilities:Gas &...			-16.78
3/16/2015	Checking	EFT	Waterloo Utilit...	01/13/15-02/...	Utilities:Gas &...			-160.22
3/16/2015	Checking	DEP	Deposit	Hepp 05/21/...	Rent-Upper P...			500.00
3/16/2015	Checking	DEP	Deposit	Hepp 05/21/...	Rental Deposits			350.00
3/16/2015	Checking	DEP	Deposit	Reeder 10/2...	Rent-Upper P...			250.00
3/16/2015	Checking	DEP	Deposit	Castillo 08/1...	Rent-Upper P...			500.00
3/20/2015	Checking	Deb Card	Menards	Scrubbers, fil...	Park Maint - S...			-481.29
3/22/2015	Checking	21820	Adt Security S...	April 2015	Park Maint. - ...			-46.99
3/22/2015	Checking	21821	US Cellular	Acct #21759...	Park Admin			-104.08
3/23/2015	Checking	DEP	Deposit	Marks 11/07/...	Rent-Upper P...			300.00
3/1/2015 - 3/31/2015								654.02
BALANCE 3/31/2015								9,047.54
TOTAL INFLOWS								1,900.00
TOTAL OUTFLOWS								-1,245.98
NET TOTAL								654.02

Register Report-Park Board #xxxxxx5309 - Last month

3/1/2015 through 3/31/2015

4/5/2015

Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
BALANCE 2/28/2015								10,591.97
3/31/2015	SWIB Saving...	DEP	Interest	03/31/2015	Interest Inc			1.02
3/1/2015 - 3/31/2015								1.02
BALANCE 3/31/2015								10,592.99
TOTAL INFLOWS								1.02
TOTAL OUTFLOWS								0.00
NET TOTAL								1.02

Finance, Insurance, and Personnel Meeting Minutes from February 19, 2015

Chair Springer called the meeting to order at 6:00pm with Quimby and Griffin in attendance. Mayor Bob Thompson, and Clerk/Treasurer Chris Astrella were also in attendance.

2. Public Comment: There was no citizen comment.

3. Approval of Meeting Minutes from January 15, 2015: Quimby moved to approve the minutes and it was seconded by Griffin. The motion passed 3-0.

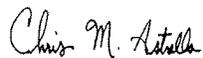
4a. Discussion/Action Items:

- a. *Payroll for January 2015 \$63,607.14:* Quimby made a motion to approve the monthly payroll for January in the amount stated. It was seconded by Griffin and passed 3-0.
- b. *Vouchers from January 16 through February 19, 2015:* Quimby moved to approve the vouchers and it was seconded by Griffin. The motion passed 3-0.
- c. *Treasurer's and Budget Reports for November and December 2014:* Quimby moved to accept and approve the Treasurer's reports for November and December 2014 and it was seconded by Griffin. The motion passed 3-0.
- d. *Resolution #2015-03, a resolution to amend the 2014 Budget:* Quimby moved to approve the resolution and it was seconded by Griffin. It passed 3-0.
- e. *Resolution #2015-04, a resolution approving the 2014 Fiscal Year Assignments:* C/T Astrella explained to the committee approving this resolution assigns any carry over funds to what is outlined on the spreadsheet. Quimby moved to approve the resolution and it was seconded by Griffin. It passed 3-0.
- f. *Resolution #2015-05, a resolution entering into a service agreement with the Watertown Humane Society:* C/T Astrella explained we received a contract from the WHS and it did not include an increase. He also let the WHS know that if they were going to have an increase next year, the city should be notified by Labor Day so we can budget for it. Quimby moved to approve the contract and it was seconded by Griffin. It passed 3-0.

6. Future Agenda Items: None were presented.

7. Adjournment: Quimby moved to adjourn; it was seconded by Griffin and passed unanimously. The meeting was adjourned at 6:39pm

Minutes written and submitted by



Chris Astrella, WCPC
Clerk/Treasurer

Public Works and Property Meeting Minutes from March 5, 2015

Chair Springer called the meeting to order at 6:30pm with Alders Ziaja and Stinnett in attendance. Clerk/Treasurer Chris Astrella was also in attendance.

2. Approval of Meeting Minutes from February 5, 2015: Ziaja moved to approve the minutes and it was seconded by Stinnett. It passed 3-0.

3. Public Comment: There was no public comment.

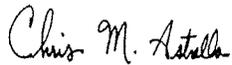
4. Discussion/Decision Items:

- **Piggly Wiggly 810 N. Monroe Street Transfer Private Sanitary Sewer to Public Sanitary Sewer:** The committee is interested in providing public water mains for the Piggly Wiggly considering they have been paying for water as long as they've been in existence. The Committee directed C/T Astrella to contact Gene at Waterloo Utilities to discuss this along with where Dollar General might be hooking up to water.
- **Estimate for sidewalk improvements on Anna Street from Lum Ave to Jaystone Terrace:** Stinnett moved to approve the installation of sidewalk on the south side of Anna Street from Lum Ave to Monroe Street. It was seconded by Ziaja, and passed 3-0. C/T Astrella will have the final estimate for the council meeting, but it should be in the \$27,000 range.

5. Future Agenda Items: None were presented.

6. Adjournment: Alder Stinnett moved to adjourn the meeting; it was seconded by Alder Ziaja and passed unanimously. The meeting was adjourned at 6:50pm

Minutes written and submitted by



Chris Astrella, WCPC
Clerk/Treasurer

Public Works and Property Meeting Minutes from April 2, 2015

1. Call to Order and Roll Call: Chair Springer called the meeting to order at 6:30 pm. Roll Call: Present: Stinnett and Springer, with Ziaja absent. Mayor Thompson, Public Works Director Yerges, Utility Superintendent Weihert, Utility Crew Forman Sorenson and Deputy Clerk/Treasurer Baird were also in attendance.

2. Approval of Meeting Minutes from March 5, 2015: Moved by Stinnett, seconded by Springer to approve the minutes from March 5, 2015. Voice vote: Motion carried.

3. Public Comment: None

4. Discussion/Decision Items:

- **Piggly Wiggly 810 N. Monroe Street Transfer Private Sanitary Sewer to Public Sanitary Sewer:**

There was extensive discussion regarding the transfer of the private main owned by the Piggly Wiggly and the apartment owner to the Utility as a public main. Weihert explained that it would cost the Utility more if they were to take the main over, it would no longer be private. Sorenson explained when a developer turns the main over to the Utility they have to show it on their books as an asset. Their auditors are telling them that there is no benefit for the Utility to take it over.

The committee requested Weihert to supply cost information, how much will it cost the Utility to make the main public.

5. Future Agenda Items: None

6. Adjournment: Motion by Springer, seconded by Stinnett to adjourn. Voice vote. Motion carried. Time 6:40 pm

Minutes written and submitted by

Lois A.M. Baird
Deputy Clerk/Treasurer

CDA/CDC Meeting Minutes from February 16, 2015

Chair Strasser called the meeting to order at 6:05pm and all members of the CDA/CDC were present except for Thomas and Ziaja. Clerk/Treasurer Chris Astrella, Diane Graff from The Courier, Troy Kluge, and Maureen Giese were also in attendance.

2. Approval of meeting minutes January 19, 2015: Stinnett moved to approve the minutes from January 19th with suggested changes from Maureen Giese. It was seconded by Thurnbauer and passed unanimously.

3. Citizen Input: C/T Astrella gave the new guidelines regarding Public Comment. He also informed the committee and public there is a cheat sheet available at each meeting. The committee had a couple of questions regarding the process and C/T addressed them.

4. Discussion/Decision Items; Disposition of the Youth Center Building: After a brief discussion, C/T Astrella was directed to attain the value and condition of the Youth Center Building. Troy Kluge, a resident of Waterloo, has approached the city about purchasing the building and keeping it as a Youth Center. C/T Astrella will contact Keri Sellnow and/or Bill Crawley regarding getting this information and will report back next month. Stinnett gave her best rundown of the condition of the building and C/T Astrella will confirm the condition.

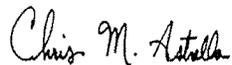
203 East Madison Street – Concept Planning with McKay Nursery: There wasn't anyone available from McKay to give an update at this meeting, so hopefully we'll have Eric Seidl or someone else from McKay to give us an update at next month's meeting. There was some discussion regarding a plat map to show the boundaries of all the properties located along the river. A Public Hearing may be necessary in the future to gather the property owner's perspective. It was agreed to wait on McKay's new concept drawing before doing anything else.

Encouraging a Thriving Future for Waterloo by enhancing Waterloo's Identity, Creating a Committee on Community Identity and Designing a logo to represent Waterloo: Chair Strasser gave an update on the Connect Communities Program and encouraged the committee to apply for it. He took names from committee members of interested folks that would be willing to serve to get this program to Waterloo. Chair Strasser asked to table the Finance sub-committee for the next meeting.

5. Future Agenda Items and Announcements: Former Springer Property Update, Find Your Path Here 2.0, the Business Expo on April 4, Finance Sub-Committee, the Disposition of the Youth Center, and 203 East Madison Street were all brought forth as future agenda items.

6. Adjournment: Stinnett moved to adjourn, it was seconded by Hermanson, and passed unanimously. The meeting was adjourned at 7:40pm

Minutes written and submitted by



Chris Astrella, WCPC
Clerk/Treasurer

Waterloo Parks Commission Meeting Minutes from February 17, 2015

Alder Springer called the meeting to order at 5pm and Alders Stinnett and Quimby, and Commissioner Kegler were in attendance. Clerk/Treasurer Chris Astrella, and Terri Kohls were also in attendance.

2. Approval of meeting minutes from January 20, 2015: Alder Quimby made a motion to approve the minutes and it was seconded by Alder Stinnett. The motion passed unanimously.

3. Public Comment: There was no public comment.

4. Updates, Reports and Informational Items: C/T Astrella asked the commission if meeting minutes and Cotting Resignation could be removed as recurring items. Alder Springer asked Astrella to remove the items until further notice. C/T Astrella reported that he was working on an updated rental agreement for the Trailhead, as well as pricing structure. In the meantime though, he has given a key for the Trailhead to Trek with instructions on how to leave the trailhead when they are finished renting. Also, we have a deposit check on file at City Hall so they no longer need to make a trip down to drop one off. We will start billing Trek monthly for rentals instead of requiring payment every time they rent.

There was no update on the Dog Park this time.

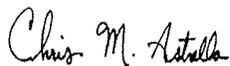
5. Discussion/Decision Items, Update of the Comprehensive Outdoor Plan: At the previous meeting, C/T Astrella asked for all members to submit any changes for the Comprehensive Outdoor Recreation Plan. At tonight's meeting, all members submitted their changes to C/T Astrella and he will incorporate them into the plan. At the March Parks Commission meeting a clean copy of the Parks Plan will be submitted to the commission for review.

Reducing the Parks Commission from 7 to 5 members: Alder Springer presented a draft of Chapter 19 of the Waterloo code relating to the Parks Commission. Some discussion about who should be mandated on the commission commenced, and C/T Astrella offered to present a clean copy of Chapter 19 at the next meeting. Alder Quimby made a motion to have the City Clerk make the Changes to Chapter 19 and present them at the next meeting. It was seconded by Kegler and passed 4-0.

6. Announcements, Future Agenda Items and Next Meeting Date: The next meeting is on March 17, and the commission would like to have a WYSO report on the agenda.

7. Adjournment: Commissioner Kegler made a motion to adjourn; it was seconded by Alder Quimby and passed unanimously. The meeting was adjourned at 5:57pm

Minutes written and submitted by,



Chris Astrella, WCPC
Clerk/Treasurer

[Insert Logo]

Request for Proposals: Economic Development Strategic Planning Services

Prepared By:

Waterloo, Wisconsin

Date:

xxxxxxx

Request for Proposals:
Consulting Services
to Perform Economic Development
Strategic Planning Services

Section A – Overview	x
1. Summary and General Information	x
2. Scope of Services	x
3. Qualification Process	x
4. Inquiries	x
Section B – Standard Terms and Conditions	x
1. Contractor's Agreement	x
2. Insurance	x
3. Compensation	x
4. Compliance – Laws	x
5. Causes for Rejection	x
6. Reservation of Rights	x
Section C – Instructions for Preparation and Submission of Proposals	x
1. Form and Content of Proposal Documents	x
2. Evaluation Criteria	x
3. Time and Place for Submitting Proposal Documents	x

Section A - Overview

1. Summary and General Information

The City of Waterloo, Wisconsin is seeking a qualified person or firm to contract for consulting services to a set of economic development strategies for the community in the form of a strategic implementation plan. The strategies will address the goals, objectives and benchmarks that measure City's progress. The strategies will also help the City direct its efforts and resources toward a clearly defined vision for its future. The final report and strategic implementation plan must provide directed, phased approaches to the various strategies with 1,5 and 10 year horizons.

In the year 2030, the City of Waterloo will continue to be a vibrant live-work community. Having embraced its history, the City will continue to thrive on its ability to maintain a safe, small-town atmosphere, enriched by the lives of hard-working families and business entrepreneurs. Settled among the farmlands, woodlands, rivers and drumlins of Jefferson County, Waterloo will pride itself on its natural amenities. The health of the City will be measured by the cleanliness of the air, the water and the land. Parks, schools and regional open spaces will be interconnected with the City's neighborhoods and downtown.

Development in Waterloo will be strategically planned so as to draw the most benefit from the resources and character of the natural landscape. The downtown will be lively and attractive, local businesses will grow and prosper, and children will be active in a wide variety of school and community sponsored recreational programs.

Currently Waterloo has four TIF Districts, with one of them supporting the other three. TIF District #1 is generating revenue, and that revenue is going to TIF's 2, 3 and 4 to support them financially. What the city would like is four healthy revenue generating TIF Districts to further support growth opportunities for Waterloo. Waterloo is a great city to live in with a proud history and strong work ethic. We'd like to provide our residents with a few more reasons to love their city and it is our hope that strengthening our TIF Districts would help us accomplish that.

2. Scope of Services

The successful Proposer will be expected to:

- Utilize the JCEDC's profile of the City of Waterloo's existing demographic and socioeconomic data, labor force characteristics and other key economic indicators.
- Review the City's Comprehensive Plan as it relates to economic development and recommend improvements in scope as it aids economic growth.

- Review policies, procedures, incentives, and codes that affect economic development and growth, and recommend policy, process or procedural changes.
- Utilize the JCEDC's retail market "leakage" analysis for Waterloo's commercial profile.
- Assess the current health of _____ TIF Districts.
- Identify and describe economic development potential and ways to grow and diversify the local economy.
- Develop and initiate a public involvement program that engages the community in this process. Electronic surveys, community open houses, social media, info booth at local events and other forms of community outreach could be used to achieve this objective. Additionally, provide summaries to Waterloo Redevelopment Authority (CDA) and Council with analyses of all public input.
- Identify means by which consultant will work with City staff, elected officials and key community members to identify and prioritize economic development goals and objectives and proposed activities and programs.
- Develop a comprehensive list of properties, both public and private, available for commercial and industrial development (can work in partnership with the JCEDC) for properties not listed through MLS.
- Develop a profile of commercial and industrial growth within the city's land use map.
- Develop a set of specific economic development strategies with an accompanying implementable action plan for further development in _____ TIF districts. Special focus will be made on the downtown district and the business park district.
- Develop a set of innovative city-wide economic development strategies and programs with an accompanying implementable action plan. These strategies may include addressing indirect barriers to economic growth (i.e. housing issues). Narrative is to be included describing how these strategies will empower growth within _____ TIF districts.
- Recommend innovative incentive programs (both for direct and indirect economic development) that will promote growth within Waterloo.
- Establish planning parameters for setting a future growth policy for industry and workforce for the Waterloo City Council.

- Establish performance measurements, benchmarks or milestones that measure the City's progress throughout the Economic Development Strategic Planning Process.
- Recommend organizational and programmatic measures for the CDA to take for downtown revitalization.
- Identify, analyze and define roles/responsibilities in existing and potential partnerships with other entities both internal and external (such as other City departments, Waterloo Redevelopment Authority, Chamber of Commerce, JCEDC, etc.)

At a minimum, provide the following deliverables:

- An Economic Development Strategic Plan Executive Summary. In addition to the written document, a presentation to stakeholders.
- A brochure describing the Economic Development Strategic Planning process for distribution to the public.
- Develop an Economic Development Strategic Action Plan with goals and objectives. Establish implementation steps and timelines.
- Complete final report to be formally presented to all Stakeholders.

3. RFP Process

The RFP process consists of three phases: a) Proposals, b) Selection of Contractor, and c) Execution of Required Legal Documents. Deadlines and other important dates are as follows:

Availability of RFP: xxxxx

Proposal due date: xxxxx

Anticipated Interview Dates: xxxxx

Anticipated award date: xxxxx

a. Proposals

Applicants must submit their Proposals in accordance with the instructions in Section C.

- i. An application must include all information requested in the RFP and demonstrate that the Applicant possesses relevant experience.

ii. An Applicant's submission of qualifications will be considered as permission for Waterloo to make inquiries concerning the Applicant's prior performance as staff deems necessary.

b. Selection of Contractor

An evaluation panel ("Panel") will be assembled to review applications. The Panel may, at its discretion, notify an Applicant that additional information or clarification is necessary. The selection process may involve interviews, contacts with references, and review of other information.

An Applicant may be rejected at any time if adverse findings are made with regard to the Applicant or any of its principals or related entities.

Waterloo further reserves the right, in its sole discretion, to reject at any time any or all applications, to withdraw the RFP, to negotiate with one or more Applicants, and/or to terminate negotiations without cause.

c. Execution of Required Legal Documents

Upon selection of the Contractor, Waterloo and the Contractor will negotiate a Contractor Agreement. The terms of the Agreement, after execution, shall govern the relationship between Waterloo and the Contractor. In the event of any variance between the terms of this RFP and the Agreement, the terms of the Agreement will govern.

4. Inquiries

Requests for clarifications and/or questions related to this RFP must be submitted in writing, via electronic mail, and received no later than xxxxx – 5pm CST. Questions received after that time will not receive a response. No interpretations of the RFP will be made orally. All interpretations will be issued by electronic mail to all parties who receive a copy of the RFP. All inquiries shall be addressed to:

xxxxxxx

Section B – Standard Terms and Conditions

1. Contractor's Agreement

If deemed the most responsive firm to this RFP, the contractor shall enter into an agreement with Waterloo. The contractor, as well as any of its subcontractors or affiliates providing goods or performing work or services under the contract, shall

meet the mandatory compliance requirements of the State of Wisconsin as set forth by law.

The Scope of Services shall conclude no later than xxxxx. The agreement may be terminated at an earlier date upon 60 days written notice by either party. The agreement may be extended upon mutual agreement of the parties for a No Cost Time Extension.

2. Insurance

Provide current documentation regarding your firm's professional liability insurance.

3. Compensation

Contractor shall be paid via check within 30 days receipt of invoice.

4. Compliance - Laws

The Contractor and any subcontractor or affiliate must comply with all local, state and federal laws, rules and regulations applicable to any contract for the subject project and to any goods delivered, services rendered, or work performed in accordance with the same.

5. Causes for Rejection

Submittals pursuant to this Request for Statements of Qualifications may be rejected for any or all of the following reasons:

- a. Applicant is not authorized to do business in the State of Wisconsin;
- b. Submission is not responsive to the requirements set forth in this Request for Proposals document;
- c. Submission contains false or misleading statements; or
- d. Any other parameter that Waterloo deems appropriate cause for rejection.

6. Waterloo reserves the right to:

- a. Reject any and all proposals received in response to this request;
- b. Negotiate the fees contained in any proposal;
- c. Waive or modify any irregularities in proposals received;
- d. Award contracts for consulting services in any manner necessary to serve the best interest of Waterloo and the state of Wisconsin, without obligation to accept a proposal based upon the lowest fee schedule; and
- e. Request additional information or clarification as determined necessary or request some or all firms responding to make oral presentations.

Section C – Instructions for Preparation and Submission of Proposals

1. Form and Content of Submission Documents

Contractors shall submit their Proposals in a sealed package with the following information clearly marked on the outside: name, address, and telephone number of

the Applicant; and the title, "Economic Development Strategic Planning Services."

Each submission must consist of one bound original and three copies of the Applicant's qualifications, including all documentation requested as described below. Each copy should be submitted in a three ring binder and clearly labeled with the name of the Applicant on the cover. Applicants are also encouraged to submit a computer disk that includes all submission items.

The following submission items are required:

- a. Cover Letter** - The first page of the proposal shall be a cover letter identifying the overall project as the "Economic Development Strategic Planning Services."

If the proposal is submitted by a corporation (joint venture, associated firms, etc.), the cover letter shall be signed by a corporate officer authorized to do so. If made by an individual, that individual shall sign the cover letter. One or more of the partners shall sign if the Applicant is a company or partnership.

- b. Qualifications Statement**

Each Applicant shall submit a statement of qualifications that demonstrates the Applicant's ability to perform the work proposed. The statement should be cognizant of the Evaluation Criteria in Subsection 2 and include the following:

Assessment Team Description

The qualifications statement shall identify a lead firm, project manager, and members of the assessment team, including addresses, telephone numbers, fax numbers, and e-mail addresses for each. Resumes for key personnel and an explanation of their anticipated roles as members of the assessment team for the subject project shall be included.

Relevant Experiences

Describe your firm's knowledge of and past experience with Waterloo. The statement shall also describe the Applicant's capabilities in performing the type of work that will be required by this RFP, including the Applicant's experience, capabilities and resources to perform the following:

- Innovative economic development strategies
- Economic development action plans
- OTHER

The Applicant shall provide a description of at least three relevant projects demonstrating experience with the services requested. Include the project name, a short description (i.e. location, size, current and prior land uses, environmental investigations conducted etc.), the

member's role in the assessment process, entity for which the project was performed, and a contact name and telephone number. Any experience with "inclusive public processes" such as stakeholder involvement and/or visioning, should be noted.

Equal Employment Policy

Please describe your firm's equal employment opportunity, and affirmative action policy.

Conflict of Interest

Disclose any material assignments, relationships or other employment that your firm or any employee of your firm has with any financial advisory firms, investment banks or law firms, governmental entities, institutional or private mortgage lenders, builders, developers or general contractors, or other persons or entities that may create a conflict of interest or the appearance of a conflict of interest in serving as a Consultant to Waterloo. Discuss any measures that are either in place at your firm or would be taken to identify, disclose and resolve any possible conflicts of interest.

c. Technical Proposal

The Applicant will provide a description of how he intends to perform the services under each task with a timeline, costs per section, etc.

d. Fee Structure

Provide the hourly rates or range of rates of the individual engineers or professional services identified above. If your firm has discounted rates for quasi-government agencies, those rates should be identified. Please indicate how long these rates would be effective.

- a. Identify any fee structures, other than hourly rates, that would be acceptable to your firm. Discuss the benefit to Waterloo of such arrangements and any limitations thereon.
- b. Provide the rate or range of rates at which ancillary services would be billed, if any, including:
 - i. licensed professionals, technical, administrative/assistants (hourly rate)
 - ii. word processing (hourly rate)
 - iii. copying (per page)
 - iv. any other services for which you routinely bill
- c. Provide, in tabular form, information on the employee composition of your firm indicating the total number of employees and the total number and percentages of minorities and women employed and their titles.

e. Forms and Certifications

All forms and certifications cited in the text of this RFP, most of which are provided in the appendices of this document, shall be completed and provided by the Applicant(s) as part of the submission package.

f. References

Please provide as references, a minimum of three clients for whom your firm has performed similar and substantial services. Please include the name of the person to contact and his or her phone number. Your inclusion of this information will constitute permission for Waterloo to contact the references provided as it determines necessary.

2. Evaluation Criteria

The following table shall be used to evaluate all proposals submitted as part of this RFP:

Evaluation Criteria	Maximum Point Value
Knowledge of rural economic development in the State of Wisconsin	10
Knowledge about Waterloo	5
Experience with economic development strategic planning and action plans	15
Experience innovative economic development strategies	15
References and track record (including interview process)	20
Experience with interdisciplinary, team-oriented projects	5
Demonstrated ability to complete assigned tasks on time and within budget	10
Competitive fee structure	20
Maximum Points	100

3. Time and Place for Submitting Responses

Applicants shall submit the complete submission package no later than xxxxx, no later than 5pm CST, to:

Attn: xxxxxx

Or Email to: xxxxxx

Submissions will **NOT** be accepted after the above-specified date and time. A submission may be withdrawn prior to the time of receipt of proposals specified herein. Faxed or electronic (e-mail) responses will not be considered. Proposals received after the submission deadline date and time may result in Waterloo's rejection of the proposal.

Date: June 4, 2015

To: Common Council Members

From: Police Chief Denis P. Sorenson *Denis P. Sorenson*

Subject: Class A and B Intoxicating Liquor and Beer License Applications

The following Class A and B Intoxicating Liquor and Beer License applications have been reviewed and are in compliance with the regulations, ordinances and laws of the City of Waterloo Municipal Code.

NAME OF INDIVIDUAL/PARTNERSHIP/LLC AGENT NAME ADDRESS OF APPLICANT TRADE NAME PREMISE LOCATION PREMISE DESCRIPTION	"Class B" Intoxicating Liquor License	Class "B" Beer License	Class "A" Beer License	"Class A" Intoxicating Liquor License	"Class C" Wine License	Cigarette License
Kardenny's, LLC Karen Fredrick, Agent W8178 State Road 16/60, Lowell (The End Zone) 137 N. Monroe Street Main floor & basement	X	X				
Katie Creek, LLC Colin J. Gorder, Agent 679 Hawthorn Drive, Sun Prairie (The Bridge) 134 E. Madison Street Main floor bar, basement	X	X				
Coaches Alley, LLC Laurie K. Gorder, Agent 204 Anna Street, Apt. 108, Waterloo (Coaches Alley, LLC) 151 N. Monroe Street Bar room & basement	X	X				
The MT Bar, LLC Tammy L. McIntosh, Agent 387 S. Jackson Street, Waterloo (The MT Bar) 120 E. Madison Street 1 st floor, basement & rear deck	X	X				

NAME OF INDIVIDUAL/PARTNERSHIP/LLC AGENT NAME ADDRESS OF APPLICANT TRADE NAME PREMISE LOCATION PREMISE DESCRIPTION	"Class B" Intoxicating Liquor License	Class "B" Beer License	Class "A" Beer License	"Class A" Intoxicating Liquor License	"Class C" Wine License	Cigarette License
Ruthless, LLC Korby James Holzhueter, Agent 59 London Road, Cambridge (Madison Street Pub) 203 W. Madison Street All alcohol beverages and records stored at 203 W. Madison Street, first floor & basement	X	X				
Blinky's Bowl, Inc./DBA Stubby's Bowl Van Stenberg, Agent 1317 Oak Street, Waterloo (Stubby's Bowl) 127 E. Madison Street Up & down bars, 2 coolers (basement), booze storage basement	X	X				
Waterloo Fire Department - Board of Trustees Chris J. Abell, Agent 208 Ruby Street, Reeseville (Waterloo Firemen's Park) 500 Park Avenue Event based restaurant exemption Pavilion (Main building)	X					
Waterloo Fire Department - Board of Trustees Chris J. Abell, Agent 680 Knowlton Street, Apt. F, Waterloo (Waterloo Firemen's Park) 500 Park Avenue All of Lot 77 including but not limited to the Pavilion, Round House, Bingo Hall, Reunion Hall (Beer Garden), Hamburger Stand, Youth League Concession Stand and Ball Diamonds		X				
Veterans of Foreign Wars, Krause/Langer Post 6614 Paul Mattson, Agent 401 Anna Street, Waterloo (VFW Krause Langer Post 6614) Entire building up & downstairs		X				

-NAME OF INDIVIDUAL/PARTNERSHIP/LLC AGENT NAME ADDRESS OF APPLICANT TRADE NAME PREMISE LOCATION PREMISE DESCRIPTION	"Class B" Intoxicating Liquor License	Class "B" Beer License	Class "A" Beer License	"Class A" Intoxicating Liquor License	"Class C" Wine License	Cigarette License
Manuel Ayala Lira, Individual 111 Flint Street, Sun Prairie (Ayala's Market) 112 E. Madison Street 1st floor		X				
Kwik Trip, Inc. Judith A. Bunge, Agent 1323 Colonial Drive, Watertown (Kwik Trip #366) 115 Portland Road One story frame construction with storage in coolers & sales floor			X			X
Loeder Oil Co., Inc. Daniel Lee Loeder, Agent 4410 Buckley Ridge Cir., Cottage Grove (Loeder BP Waterloo) 300 W. Madison Street Single story wood structure, walk in cooler, storage areas, separate cashier area			X			X
Lannoy Foods, Inc. Michael Roger Lannoy, Agent W12126 Longview Circle, Waterloo (Piggly Wiggly) 810 N. Monroe Street 1 story brick-metal building w/2nd story office mez.			X	X		X
JC Acquisition, LLC Elizabeth Holzhueter, Agent N8767 Jordan Road, Waterloo (Jim's Cheese Pantry & Cafe) 410 Portland Road Patio, retail store, kitchen, office			X	X		
Revolutionary Ventures, LLC Kevin Pickering, Agent 1320 Chestnut Street, Waterloo (Soular) 1003 N. Monroe Street Dining room, 40 seats, outdoor dining, lower level, storage, office		X			X	
TOTALS	7	10	4	2	1	3