



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

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE - 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: Monday, October 19, 2015
Time: 6:00 p.m.
Location: Police Training Room or Council Chamber, 136 N Monroe Street

1. Roll Call and Call to Order
2. Meeting Minutes Approval: July 20, 2015, August 17, 2015 and September 21, 2015
3. Public Comment
4. Unfinished Business
 - a. 203 East Madison Street - Reuse Concept
 - i. Requests For Public Input
 - ii. Concept Cost Estimates
 - iii. Identifying Next Steps
5. New Business
 - a. Economic Development Strategic Plan Process
 - b. CDA-CDC Goals & Milestones
6. Future Agenda Items and Announcements
 - a. Other Announcements

7. Adjournment

Mo Hansen

Mo Hansen
Clerk/Treasurer

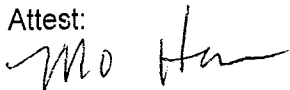
Community Development Authority: Ziaja, Hermanson, Stinnett, Freund, Norton, Tuttle and Moe
Committee Development Committee: Reynolds, Ziaja and Thomas
Posted, Mailed and E-mailed: 10/15/2015

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.

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY
AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: July 20, 2015**

1. CALL TO ORDER, ROLL CALL. Michael Strasser call the meeting to order at 6:00 p.m. Members Present: Strasser, Stinnett, Freund, Hermanson, Reynolds and Thomas. Absent: Ziaja and Norton. Others present: Diane Graff with the Courier and Clerk/Treasurer Mo Hansen.
2. MEETING MINUTES APPROVAL. June 15, 2015 (no quorum) and May 18, 2015. MOTION: Moved by Hermanson, seconded by Freund to approve the minutes as presented and listed. VOICE VOTE: Motion carried.
3. PUBLIC COMMENT. None.
4. UNFINISHED BUSINESS
 - a. 203 EAST MADISON STREET, STAFF UPDATE. DISCUSSION: It was noted that a concept drawing had been previously approved. Community engagement was requested to allow for citizen input. Boards and other visuals were requested. No action taken.
 - b. DISPOSITION OF YOUTH CENTER. DISCUSSION: Thomas asked about the opportunity to have a skating rink in Youker Park. Thomas raised the concern over the loss of public parking on Mill Street for the Dog Park and other uses. Strasser referenced a Lake Mills home renovation effort that netted dollars for that community. No consensus was arrived at regarding how or if the property should be disposed.
 - c. CONNECT COMMUNITIES APPLICATION, PRIMARY AND ADDITIONAL CONTACTS. The group identified additional contacts for the application. No further action taken
5. NEW BUSINESS
 - a. FINANCE SUBCOMMITTEE, REPORT. DISCUSSION: Strasser said work would be needed to be done on the 2016 budget and that the dollars should be requested. No action taken.
 - b. IDENTIFY SUBCOMMITTEE, REPORT. No action taken.
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. By consensus a next meeting was set for August 17th at 6 p.m.
 - b. Strasser announced that he would be stepping down as he was moving to Illinois.
7. ADJOURNMENT. MOTION. Moved by Springer, seconded by Quimby to adjourn. VOICE VOTE: Motion carried. Approximate time was 7:14 pm.

Attest:



Mo Hansen
Clerk/Treasurer

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY
AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: August 17, 2015**

1. **CALL TO ORDER, ROLL CALL.** CDA Vice-Chair Matt Ziaja call the meeting to order at 6:00 p.m. Members Present: Ziaja, Stinnett, Freund, Hermanson, Reynolds and Thomas. Absent: none with two vacancies. Others present: Sharon Burbach, Al Kegler and Clerk/Treasurer Mo Hansen.
2. **MEETING MINUTES APPROVAL.** July 20, 2015. **MOTION:** Moved by Ziaja, seconded by Thomas to table approval of the listed meeting minutes. **VOICE VOTE:** Motion carried.
3. **PUBLIC COMMENT. ##** Sharon Burbach asked if what makes a commercial rental property rentable. He asked if the Building Inspector has completely inspected the property at 120 West Madison Street. Ziaja said staff would check on the questions and report back to the Burbach,
4. **UNFINISHED BUSINESS**
 - a. **203 EAST MADISON STREET - REUSE CONCEPT**
 - i. **REQUESTS FOR PUBLIC INPUT.** NOTE: No member of the public can to address the group on this topic. It was requested to invite residents again.
 - ii. **CONCEPT COST ESTIMATES.** DISCUSSION: A handout from Kunkel Engineering was in the meeting material. No action taken.
 - iii. **IDENTIFYING NEXT STEPS.** DISCUSSION: The group discussed what property owners Bergan and Stewart may want to offer an easement. Matt Ziaja said that he would attempt to contact Emma Stewart and Tom Bergan the two property owners that would need to grant an easement to allow for a pedestrian trail to run north from 203 East Madison Street to Youker Park. No further action taken.
 - b. **DISPOSITION OF YOUTH CENTER - 257 MILL STREET, REFERRED BY PARKS COMMISSION TO CDA.** DISCUSSION: Thomas said he had received comments and was concerned that the lot in question was not defined. Ziaja said he had received input and said the majority comment was to make the most of the property. Reynolds said she was frustrated in that no money was budgeted for programming. Thomas said alternative uses could be found for the building. Al Kegler asked if the sale proceeds could be earmarked for future park projects. Stinnett said her brother-in-law who previously expressed interested hasn't been in the discussion related to a sale. She said he was interested in a lease. Hermanson said to look at the opportunity cost of not doing anything. Stinnett said her brother-in-law was open to all ideas. Thomas asked if the group wanted to go on record with a position. No action taken.
 - c. **120 WEST MADISON STREET, STAFF UPDATE.** DISCUSSION: Hansen said the property owner had applied for a façade grant, had taken action to make improvements and was moving forward on the project. No action taken.
5. **NEW BUSINESS**
 - a. **2015 & 2016 BUDGET REVIEW, RECOMMENDATIONS TO FINANCE, INSURANCE & PERSONNEL COMMITTEE.** MOTION: Moved by Ziaja, seconded by Stinnett to ask the Finance Committee to move expenses for the Maunsha Business Center from Fund 600 to the General Fund. VOICE VOTE: Motion carried.
 - b. **ELECTION OF CHAIR AND VICE-CHAIR.** Nominations were accepted for both positions and Ziaja and Hermanson were unanimously elected Chair and Vice-Chair.
6. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS**
 - a. **JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM, JULY 23RD MEETING REPORT.** Noted.

- b. NEXT MEETING, MONDAY, SEPTEMBER 21, 2015 AT 6:00 PM
- c. OTHER ANNOUNCEMENTS. Linda Norton said that due to a scheduled surgery, she may be unavailable for the next meeting.

7. ADJOURNMENT. MOTION. Moved by Hermanson, seconded by Freund to adjourn. VOICE VOTE: Motion carried. Approximate time was 7:32 pm.

Attest:



Mo Hansen
Clerk/Treasurer

RESOLUTION #2015-23

ENTERING INTO A STRATEGIC ECONOMIC DEVELOPMENT PLAN AGREEMENT WITH VIERBICHER ASSOCIATES INC.

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

WHEREAS, Mayor Thompson, working with the Deputy Clerk/Treasurer and Jefferson County Economic Development Executive Director Genevieve Coady sought proposals for economic development strategic planning services, and;

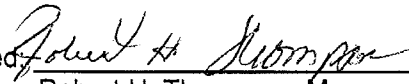
WHEREAS, eight submittals were received and reviewed by a panel selected by the Mayor with the Council interviewing two finalist firms, and;

WHEREAS, from the interview process the Council selected Vierbicher Associates Inc. to provide strategic economic development planning services as spelled out in its submittal.

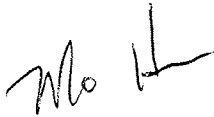
BE IT RESOLVED that the Common Council hereby enters into a strategic economic development plan agreement as presented on this night for a fixed amount of \$25,000, directing the Mayor to sign all contract documents.

PASSED AND ADOPTED this 1st day of October 2015.

City of Waterloo

Signed 
Robert H. Thompson, Mayor

Attest:



Mo Hansen
Clerk/Treasurer

SPONSOR(S) – Mayor

FISCAL NOTE – Budget Amendment required: A fixed fee of \$25,000 to be funded through TID #1 and TID #2



September 14, 2015

Mo Hansen
City Administrator
City of Waterloo
136 N. Monroe St.
Waterloo, WI 53594

Re: Agreement to Provide Professional Consulting Services
City of Waterloo Strategic Economic Development Plan

Dear Mr. Hansen:

Vierbicher Associates, Inc. (Consultant) is pleased to submit this Agreement to provide Economic Development Consulting Services to the City of Waterloo (Client).

I. PROJECT UNDERSTANDING

The Client would like a plan to guide the community's economic development efforts over the next five years. The Client would like a planning process that can engage community residents around initiatives that support the chosen economic development strategies. The Client would like the plan completed within nine months.

II. SCOPE OF SERVICES

A. General

Consultant shall facilitate a process that will result in a strategic economic development plan within nine months of authorization to proceed. The process will include completion of an economic and market analysis, an assessment of the Client's use of Tax Incremental Financing and other economic incentive programs, identification of economic drivers, an assessment of key community assets and opportunities, solicitation of community input through a series of targeted outreach initiatives, economic strategy recommendations, and an implementation plan for the City's economic development efforts.

Consultant's planning process is comprised of four components: Engagement, Assessment, Strategy and Implementation (EASI).