



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, March 14, 2016
Time: 6:30 p.m.
Location: Municipal Building, Council Chambers, 136 North Monroe Street

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: NOVEMBER 16, 2016 FEBRUARY 16, 2016
3. PUBLIC COMMENT
4. PROJECT UPDATES AND FINANCIAL REPORTS
 - a. 203 East Madison Street - Reuse Concept, Funding Update (Clerk/Treas.)
 - b. Fund 600 - Monthly Financial Review, (Clerk/Treas.)
5. UNFINISHED BUSINESS
 - a. Strategic Planning Process
 - i. Vierbicher Market Analysis
 - ii. Project Idea Review (Building On Nicole Tuttle's Downtown Research
 - iii. Next Steps
 - b. 2015 CDA Report To The City Council
6. NEW BUSINESS
 - a. UW-Whitewater Graduate Student Internship Opportunity – Foreign Trade Zone #41
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Next Meeting – Third Tuesday Of The Month, April 19, 2016 at 6:30 pm.
8. ADJOURNMENT

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: 03/09/2016

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: November 16, 2015**

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 7:00 p.m. in the Municipal Building Police Training Room. CDA Members present: Ziaja, Stinnett, Freund, Norton, Hermanson, Tuttle and Moe. Absent: none. CDC Members present: Reynolds and Ziaja. Absent: Thomas. Others present: and Clerk/Treasurer Mo Hansen.
2. MEETING MINUTES APPROVAL: OCTOBER 19, 2015. MOTION: Moved by Freund, seconded by Hermanson approve the October 19, 2015 minutes as presented. VOICE VOTE: Motion carried.
3. PUBLIC COMMENT. None.
4. CDA – MONTHLY FINANCIAL REVIEW & 2016 BUDGET UPDATE. Printed meeting material was reviewed. No action taken.
5. PROJECT UPDATES
 - a. 203 East Madison Street – Reuse Concept, Funding Update. DISCUSSION: Hansen provided meeting material outlining what would be required for a DNR Urban River Grant. In review Ziaja & Freund reviewed connectivity from 203 East Madison St to Youker Park. Ziaja reported no neighbor support regarding granting easements. Ziaja said he would keep in touch with Emma Stewart and encourage others to contact Tom Bergan. Hansen identified May 1 as an application deadline. No action taken.
 - b. Economic Development Strategic Planning Process – Steering Committee Kick-off, November 23, 2015. Noted.
 - c. Connect Communities Program – Identifying Investment Worthy Activities & Best Practices. DISCUSSION: Hansen reviewed the program opportunity. No action taken.
6. NEW BUSINESS
 - a. Capacity Building, Identifying Local Project Partners And Developing Project Consensus
 - b. 2015 CDA Report To The City Council. DISCUSSION: The body reviewed downtown properties of concern. No action taken.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. None.
8. ADJOURNMENT. MOTION. Moved by Hermanson, seconded by Freund to adjourn. VOICE VOTE: Motion carried. Approximate time was 7:30 pm.

Attest:



Mo Hansen, Clerk/Treasurer

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: February 16, 2016**

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 6:00 p.m. in the Municipal Building Police Training Room. CDA Members present: Ziaja, Stinnett, Freund, Norton, Hermanson Moe and Tuttle. Absent: none. CDC Members present: Thomas and Ziaja. Absent: Reynolds. Others present: Keri Sellnow, Sharon Burbach, Genevieve Borich of the Jefferson County Economic Development Consortium, Shaun Wilson of Vierbicher & Associates and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: NOVEMBER 16, 2015 & JANUARY 19, 2016. MOTION: Moved by Thomas, seconded by Ziaja to approve 1/19/2016 minutes and to table approval for 11/16/2015. VOICE VOTE: Motion carried.
3. PUBLIC COMMENT. # Sharon Burbach asked the CDA-CDC to research and answer her questions about the owner at 120 West Madison Street being awarded a grant for improvements. Where proper inspections done? Where improvements done prior to the deadline? Hansen said he would reply.
4. PROJECT UPDATES AND FINANCIAL REPORTS
 - a. 203 East Madison Street - Reuse Concept, Funding Update. DISCUSSION: Hansen said a grant application was being drafted. No action taken.
 - b. Connect Communities Program – Identifying Worthy Activities & Best Practices. DISCUSSION: Hansen said he would ask WEDC to assist with Connect Communities access for Thomas.
 - c. Fund 600 - Monthly Financial Review. DISCUSSION: Meeting materials were presented in the packet. Ziaja asked Hansen to forward the question of why the CDA has responsibility for 117 East Madison Street to the Finance, Insurance & Personnel Committee.
5. UNFINISHED BUSINESS
 - a. Project Consensus & Identifying Project Partners: Continued Review Of Strengths, Weaknesses, Opportunities and Threats. DISCUSSION: Tuttle described the mapping of sites and photos as a jumping off point for action. A review of the photos occurred. Tuttle indicated that some buildings had no addresses. Some had weathered plywood. Various properties were for sale. Moe raised questions about picture #5 and the Gauthier estate. A broad discussion related to directions to be taken and downtown sites occurred. No action taken.
 - i. Nicole Tuttle Downtown Research
 1. Vacancy List
 2. Numbered Highlighted Map
 3. Pictures
 - ii. Interaction With Invited Guests: Shaun Wilson; Vierbicher and Genevieve Coady; Jefferson County Economic Development Consortium. DISCUSSION: Shaun Wilson reviewed a draft of a Waterloo Trade Area Retail Market Gap Analysis, summarizing that Waterloo's stronger retail sectors were grocery stores, gasoline stations and drinking places (alcoholic beverages). He said other retail sectors showed leakages of dollars to other communities. He said a sit down family restaurant was repeatedly mentioned. He posed the strategic proposition that the bigger challenge is housing – people have jobs, there is income but more roof tops are needed. Genevieve Coady said the process is critical to identify opportunities, saying even events and community functions can have a strong impact on economics. Wilson added that there is a lack of high end housing. Moe stressed the need for a family sit down restaurant. Norton said properties are not well kept. It was determined that a next step was to finish the Market Analysis and focusing on "low hanging fruit." Burbach commented that a prior prioritization process was being ignored.
 - b. 2015 CDA Report To The City Council. No action taken.
6. NEW BUSINESS. No action taken.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. By consensus the next meeting was set for third Tuesday of March at 6:30 pm
8. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Freund to adjourn. VOICE VOTE: Motion carried.

Approximate time was 7:33 pm.

Attest:

A handwritten signature in cursive script that reads "Mo Hansen".

Mo Hansen
Clerk/Treasurer

CITY OF WATERLOO

BALANCE SHEET
FEBRUARY 29, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	(29,797.03)	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		(29,797.03)

LIABILITIES AND EQUITY

LIABILITIES

600-21100	VOUCHERS PAYABLE	.00	
600-26100	DEFERRED REVENUE	.00	
		<hr/>	
	TOTAL LIABILITIES		.00

FUND EQUITY

600-34300	FUND BALANCE	(28,245.65)	
	REVENUE OVER EXPENDITURES - YTD	(1,551.38)	
		<hr/>	
	TOTAL FUND EQUITY		(29,797.03)
			<hr/>
	TOTAL LIABILITIES AND EQUITY		(29,797.03)

CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 2 MONTHS ENDING FEBRUARY 29, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000	MBC BUILDING RENTAL	.00	.00	6,000.00 (6,000.00)	.00
	TOTAL PUBLIC CHARGES FOR SERVICE	.00	.00	6,000.00 (6,000.00)	.00
<u>OTHER FINANCING SOURCES</u>					
600-49-4921-000	TRANSFER FROM GENERAL FUND	.00	.00	1,589.00 (1,589.00)	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	1,589.00 (1,589.00)	.00
	TOTAL FUND REVENUE	.00	.00	7,589.00 (7,589.00)	.00

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 2 MONTHS ENDING FEBRUARY 29, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-220	MAUNESHA BUSINESS TELEPHONE	342.48	342.48	300.00 (42.48)	114.16
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	205.01	205.01	2,700.00 2,494.99	7.59
600-51-5162-222	MAUNESHA BUSINESS HEAT	165.05	165.05	1,200.00 1,034.95	13.75
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	44.44	44.44	525.00 480.56	8.46
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	74.40	74.40	893.00 818.60	8.33
600-51-5162-341	MAUNESHA BUSINESS INTERNET	660.00	660.00	821.00 161.00	80.39
600-51-5162-350	MAUNESHA BUSINESS CLEANING SUP	.00	.00	50.00 50.00	.00
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	60.00	60.00	900.00 840.00	6.67
	TOTAL MAUNESHA BUSINESS CENTER	<u>1,551.38</u>	<u>1,551.38</u>	<u>7,389.00 5,837.62</u>	<u>21.00</u>
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	.00	.00	200.00 200.00	.00
	TOTAL PLANNING AND CONSERVATION	<u>.00</u>	<u>.00</u>	<u>200.00 200.00</u>	<u>.00</u>
	TOTAL FUND EXPENDITURES	<u>1,551.38</u>	<u>1,551.38</u>	<u>7,589.00 6,037.62</u>	<u>20.44</u>
	NET REVENUES OVER EXPENDITURES	<u>(1,551.38)</u>	<u>(1,551.38)</u>	<u>.00 (1,551.38)</u>	<u>.00</u>

DRAFT

TO: MAYOR AND CITY COUNCIL
FROM: MO HANSEN ON BEHALF OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY
SUBJECT: 2015 COMMUNITY DEVELOPMENT ANNUAL REPORT -- PURSUANT TO SECTION 35-2(F) OF THE MUNICIPAL CODE
DATE: FEBRUARY 12, 2016

2015 COMMUNITY DEVELOPMENT AUTHORITY ANNUAL REPORT

COMPOSITION & ORGANIZATION:

Chairperson	Matthew Ziaja, Council Term: 2013 – 2017
Vice Chairperson	Michael Hermanson, 2012 - 2016
	Angie Stinnett, Council Term: 2013 – 2017
	Linda Norton, 2013 – 2017
	Laurie Freund, 2013 - 2017
	Sue Moe, 2014 – 2018
	Nicole Tuttle, 2015 – 2019

Two Alderpersons – (duration of their council terms of office) and five non-council members – 4-year term

The CDA, met jointly with the Community Development Committee (a subcommittee of the City Council) for monthly meetings each month except December. One meeting was held at the Waterloo Regional Trailhead others at the Municipal Building. The Clerk/Treasurer or Interim Clerk/Treasurer provided staff support.

POWERS AND DUTIES:

As granted by Chapter 35 of the municipal code, the CDA shall have all powers and duties in §§ 66.1333 Wis. Stats. (Operate as a Redevelopment Authority for the purposes of blight elimination and slum clearance). Furthermore, it shall have all powers and duties in §§ 66.1201 Wis. Stats. (Run municipal housing projects; to acquire property by eminent domain; to own, clear and improve property; to invest funds; to execute bonds and take on indebtedness). The CDA also has the powers, duties and functions related to community development as are conferred upon it by the Common Council from time to time.

GOALS & OBJECTIVES:

At this time the CDA had not adopted a formal set of goals and objectives. In collaboration with the Community Development Committee, progress on the 203 East Madison Street project was a 2015 focal point.

CONCEPT
203 E MADISON



MAUNESHA RIVER

FUTURE PEDESTRIAN CONNECTION

URBAN RIVER EDUCATION
GATHERING SPACE
W/ POTENTIAL SHELTER

RETAINING WALL

POTENTIAL OVERLOOK

WHEEL STOP, TYP.

INTERPRETIVE SIGNAGE

BIKE PARKING, TYP.

KIOSK

BENCH, TYP.

ASPHALT WALK

EXISTING FOUNDATION
(ADD GUARD RAIL)

E. MADISON STREET



Mo Hansen

From: Mo Hansen <cityhall@waterloowi.us>
Sent: Wednesday, March 09, 2016 7:39 AM
To: Waterloo Clerk/Treas Office
Subject: FW: Waterloo internship possibility / FTZ #41

Mayor Thompson, City Council and Community Development Authority Members:

In January I reached out the UW-Whitewater School of Business regarding graduate student internship opportunities. The School put me in contact with Gisela Helder, a graduate student in the School of Business with a focus on supply chain management. She and I have exchanged several communications. She is interested in conducting Waterloo specific research on the feasibility of Waterloo being the home of a Foreign Trade Zone facility which could benefit companies that import and export (See links below for background).

No commitments or obligations have been made at this time. Community Development Authority Chair Matt Ziaja and Community Development Committee Chair Lindsay Reynolds gave an OK for this to be on the next CDA-CDC committee agenda.

Mo Hansen

Clerk/Treasurer
City of Waterloo
office: 920.478.3025
CityHall@Waterloowi.us

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From: Sanchez-Lopez, Gisela Helder [mailto:SanchezLG14@uww.edu]
Sent: Tuesday, March 08, 2016 11:29 PM
To: cityhall@waterloowi.us
Subject: RE: Waterloo internship possibility / FTZ #41

Dear Mo Hansen:

Thank you for your patience to this matter. I had to talk to many staff/Academic advisers and in order to have approved this internship, I need to know how long this internship/project would last. I need to submit documentation about the length of the internship/project to a federal agency and the authorization last about 4-6 weeks to be approved. There is one part in this authorization that you would need to sign up about the time frame that the internship/project would last. If you have any other questions, we could also talk on the phone again when your schedule permits.

I look forward to hearing from you.

-Gisela Helder

From: Sanchez-Lopez, Gisela Helder
Sent: Friday, February 26, 2016 5:16 PM
To: Mo Hansen
Subject: RE: Waterloo internship possibility / FTZ #41

Dear Mo Hansen:

In order to have this internship approved, I need to talk to many staff member at UW-W. It has been somehow challenging to meet with the all staff member that need to approve this internship. That is the main reason, it has been taken so long. I will find out more about it next week and I will keep you informed. Meanwhile, I will keep reviewing the websites you sent. Thank you for your patience.

I look forward to officially working with you.

Kind regards,

-Gisela Helder

From: Mo Hansen [cityhall@waterloowi.us]
Sent: Tuesday, February 23, 2016 6:59 AM
To: Sanchez-Lopez, Gisela Helder
Subject: RE: Waterloo internship possibility / FTZ #41

Gisesa,

If you have access to a phone and internet access, I believe most of the research could be assembled on campus. Let me know what you find out

-Mo

From: Sanchez-Lopez, Gisela Helder [mailto:SanchezLG14@uww.edu]
Sent: Tuesday, February 23, 2016 1:28 AM
To: Mo Hansen <cityhall@waterloowi.us>
Subject: RE: Waterloo internship possibility / FTZ #41

Dear Mo Hansen:

Please, accept my apology for the delay. I haven't been able to find a response from my international adviser to whether or not I can work off campus. I have another appointment with her this week so that I get more information about internships/working off campus.

I have been reviewing the links you sent me in the previous email. It is very interesting topic that I am pretty sure, one of my professor will be happy to work with me in this research project. I will be sending you an update about the internship at the end of this week. Thank you for your patience.

Kind regards,

-Gisela Helder

From: Mo Hansen [cityhall@waterloowi.us]
Sent: Wednesday, February 03, 2016 12:20 PM
To: Sanchez-Lopez, Gisela Helder
Subject: Waterloo internship possibility / FTZ #41

Gisela,

Thanks for talking with me about an internship possibility with the City of Waterloo. Below is background information on this topic. The key question to be answered in a research project of this type is: Thinking as creatively as possible, how can Waterloo maximize the economic development opportunities presented by Foreign Trade Zone #41?

<http://city.milwaukee.gov/Directory/Port/FOREIGN-TRADE-ZONE-NO.-41-GRAN1.htm#VrJAnFlgOfg>
<http://www.foreign-trade-zone.com/benefits.htm>
<http://enforcement.trade.gov/ftzpage/letters/ftzinfo.pdf>
[http://www.ci.springboro.oh.us/pdf/Greater Dayton Foreign Trade Zone1.pdf](http://www.ci.springboro.oh.us/pdf/Greater_Dayton_Foreign_Trade_Zone1.pdf)
<http://ftz138.com/benefits/>
<https://www.austinchamber.com/site-selection/taxes-incentives/incentives/foreign-trade-zones.php>
<https://www.quadcitieschamber.com/ftz-benefits/>

I look forward to hearing back from you about this potential internship project. Thank you.

Mo Hansen

Clerk/Treasurer

City of Waterloo

office: 920.478.3025

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