

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: April 19, 2016**

1. ROLL CALL AND CALL TO ORDER. Hermanson called the joint meeting to order at 6:30 p.m. in the Municipal Building Council Chambers in Ziaja's absence. CDA Members present: Stinnett, Hermanson Moe and Tuttle. Absent: Freund, M. Ziaja and Norton. CDC Members present: Thomas. Absent: M. Ziaja and Petts [NOTE: No quorum present]. Also Invited – Members of the Economic Development Strategic Plan Steering Committee. Those present: Angie Stinnett, Bruce Dorn and Alan Coates. Absent: Errin Ziaja, Keri Sellnow and Jeni Quimby. Others present: Sharon Burbach, Colin Punt with Vierbicher & Associates and Clerk/Treasurer Hansen.
2. CDA MEETING MINUTES APPROVAL: MARCH 14, 2016. DISCUSSION: Sharon Burbach questioned the Clerk/Treasurer's reply in the March 14 minutes to her questions. MOTION: Moved by Thomas, seconded by Tuttle to approve the meeting minutes as presented. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. (See Sharon Burbach comments above.)
4. PROJECT UPDATES AND FINANCIAL REPORT
 - a. Downtown Sub-Committee Update. Hansen read a Linda Norton email outlining a May 28th Cinco de Mayo event at Firemen's Park. Tuttle said ideas for storefront art existed on the Connect Communities Pinterest page. By consensus it was determined that a letter be set out by 4/22 to downtown property owners seeking permission to use storefronts for art, civic displays or similar. Tuttle said she would provide examples of waivers and letters used in Columbus. Dorn encouraged actions to increase curb appeal.
 - b. 2016 Capital Project Status Tracking Report. Hansen presented the list of capital projects. No action.
 - c. 203 East Madison Street - Reuse Concept, Funding Update. Hansen said a draft grant application was in the works and would be submitted by a May deadline to DNR staff.
 - d. Fund 600 - Monthly Financial Review. Hansen reviewed meeting materials saying a remedy for to the fund balance was needed. He said the Finance Committee would be taking up the question of why Fund 600 is a CDA responsibility.
5. UNFINISHED BUSINESS
 - a. Strategic Planning Process
 - i. Prioritization/Ranking Within General Category
 1. Tourism & Marketing Strategy. DISCUSSION: A broad discussion took place on prioritization of tourism and marketing strategies. No votes were taken, but by consensus (a) Bike to Work Week and (b) Promoting family-friendly events rose to the top of the list.
 2. Community Development Planning Strategy. DISCUSSION: A broad discussion took place on Community Development Planning Strategies. No votes were taken, but by consensus (a) Bike Route development and (b) Recurring events rose to the top.
 3. Economic Strategy. Hansen asked that the body take up the Economic Strategy section at its next meeting.
 - ii. Stakeholder Meetings, Update. Hansen said stakeholder meetings would be concluded by May 17th with a generalized report on May 17th.
 - b. Reviewing And Forwarding The 2015 CDA Annual Report To The City Council. Hansen said the report was on the upcoming Council agenda. The report was forwarded to the Council with no vote or recommendation.
 - c. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study. Due to departures, no CDA quorum was present. This matter was generally supported by those remaining, but no quorum was present.
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Next Meeting – 3rd Tuesday Of The Month, May 17, 2016 at 6:30 pm. Noted.
7. ADJOURNMENT. MOTION: With no quorum for either the CDA or CDC the meeting adjourned. Time: 8:50 pm.

Attest:



Mo Hansen
Clerk/Treasurer