



136 North Monroe Street  
Waterloo, WI 53594  
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[www.waterloowi.us](http://www.waterloowi.us)

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**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:** May 17, 2016  
**Time:** 6:30 p.m.  
**Location:** Municipal Building, Council Chambers, 136 North Monroe Street

1. ROLL CALL AND CALL TO ORDER. NOTE: The Economic Development Strategic Plan Steering Committee appointed by Mayor Thompson is scheduled to meet at 7:15 following this meeting. All are invited to attend.
2. MEETING MINUTES APPROVAL: April 19, 2016 & May 9, 2016
3. CITIZEN INPUT
4. PROJECT UPDATES & REPORTS
  - a. Downtown Sub-Committee
    - i. April Storefront Initiative (also see below)
    - ii. Cinco de Mayo Event – May 28<sup>th</sup>
    - iii. Other
  - b. 203 East Madison Street - Reuse Concept, Funding Update
    - i. DNR Stewardship grant application (pending) & DNR Municipal Flood Control grant (pending)
  - c. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study
  - d. Fund 600 - Monthly Financial Review
  - e. 2016 Capital Project Status Tracking
5. UNFINISHED BUSINESS
  - a. April Storefront Initiative – Next Steps
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Next Meeting – 3rd Tuesday Of The Month, June 21, 2016 at 6:30 pm
  - b. Economic Development Strategic Planning process at conclusion of this meeting
7. ADJOURNMENT

Mo Hansen

Clerk/Treasurer

Community Development Authority: **Ziaja, Hermanson**, Stinnett, Freund, Norton, Tuttle and Moe

Committee Development Committee: **Ziaja**, Thomas and Petts

Posted, Mailed and E-mailed: 05/13/2016

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.

Community Development Authority  
 April Storefront Initiative  
 Initial Inquiry  
 5/13/2016

REPLY	Street #	Street Name	Lname	Fname	Email	Mail	Hand Delivery	Call	addr	city	zip	notes
	103	N Monroe St	Muir	Jim	04/25/16	04/25/16		05/13/16	815 Clarkson Rd	Marshall	53559	5/13 phone message
No	145	N Monroe St	Marceil / Augustine	Joe / Kari	04/25/16					Marshall	53559	"One side for storage for the Marshall
Yes	120	W Madison St	Strauss	Todd	04/25/16							"This sounds good for now Mo. If the
No	122	S Monroe St	Bussan	Tom		04/25/16			106 Williamsburg Way	Fitchburg	53719	no window space
	121	N Monroe St	Burbach	Ray		04/25/16				Waterloo	53594	5/13 phone message
Yes	135	W Madison St	Battenberg	Steve / Deb	04/25/16					Waterloo	53594	
	115	N Monroe St	Gauthier	Diane	04/25/16							fu email 5/13
	132	W Madison St	Schumann	Devin	04/25/16		01/01/00		132 W Madison St	Waterloo	53594	fu email 5/13
No	141	E Madison St	Matheson	James/Chrisa		04/25/16			141 E Madison St	Waterloo	53594	fu email 5/13
	108	E Madison St	Hubred Properties			04/25/16			110 Enterprise Dr #105	Verona	53593	fu email 5/13
Yes	104	E Madison St	Sharrow	Nick		04/25/16			W4260 Owl Cir	Columbus	53525	tenative interest 1/2
Yes	143	N Monroe St	Haldiman	Tim / Trent	04/25/16		04/25/16		139 N Monroe	Waterloo	53594	
Yes	123	N Monroe St	Graff	Diane			05/13/16		123 N Monroe	Waterloo	53594	tenative interest 1/2

**TO:** COMMUNITY DEVELOPMENT AUTHORITY AND COMMUNITY DEVELOPMENT COMMITTEE  
**FROM:** CLERK/TREASURER  
**SUBJECT:** FOREIGN TRADE ZONE #41 FEASIBILITY STUDY AND TWO MONTH RESEARCH INTERNSHIP / UPDATE  
**DATE:** APRIL 15, 2016

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## FOREIGN TRADE ZONE #41 FEASIBILITY STUDY / UPDATE

### UPDATE

UW-Whitewater School of Business Graduate Student [Gisela Helder Sanchez-Lopez](#) has accepted the internship with a May 16th start date. No payments can be made until documentation is received stating she may receive payment as an international student.

Additionally Chip Kubly from Jim's Cheese has identified a second graduate student studying supply chain management who is interested in the internship. I will follow-up on this second opportunity

### INTERNSHIP BACKGROUND

An expenditure not to exceed \$2,500 for a May/June/July 2016 Research Internship. The internship work product would be a feasibility study on how Waterloo could benefit from being located within Foreign Trade Zone #41 (FTZ #41).

- Q: How is this funded? ANS. The expense would be part of the Fund 600 budget. I am anticipating that a transfer from the General Fund to Fund 600 to cover the existing deficit would be increased by the amount of the Intern Stipend to cover this expense.
- Q: Why should this be a priority? ANS. (1) This is one way Waterloo can participate in, and its citizens can benefit from international trade. The feasibility study is meant to identify private sector partners in constructing a general purpose duty-free facility or a firm specific duty-free facility. (2) Trek, Sheehy Enterprises, Sussek Machine Company and other export/import companies located in Jefferson, Dane, Dodge and Columbia counties could possibly benefit from a general purpose Waterloo duty-free facility, keeping and growing Wisconsin jobs. (3) Property developed as part of an initiative (most likely a warehousing facility) would increase the property tax base.
- Q: What Waterloo assets lend themselves to researching potential FTZ #41 activity?
  - Trek Bicycle is an importer of bike parts and an exporter of finished bikes. Such manufacturers are positioned to benefit from import duty reductions. Some FTZ #41 facilities are specific to a firm, examples being Mercury Marine, Kohler and Case New Holland. Other facilities are general purpose and can service multiple companies. To my knowledge Dane, Jefferson, Dodge and Columbia counties have no such general purpose facility.
  - Sheehy Enterprises already provides non-stop express freight service from the [Port of Long Beach in California](#). It could be hauling cargo ship containers to a duty free destination.
  - Sussek Machine Company has production in Waterloo, China and Mexico. It may benefit from parts shipment duty-free.
  - The City sold Trek 64,000 sq. ft. of warehouse space.
  - We are served by Wisconsin and Southern Railroad. Cargo ship containers can be shipped overland by rail to duty-free FTZ #41 sites.
  - We have bare ground industrial sites available for development.

## MORE DETAILS

1. **LEARNING GOALS:** (1) Provide intern with exposure to Wisconsin businesses involved in FTZ #41. (2) A focused research objective – identify the feasibility for how Waterloo might benefit from FTZ #41.
2. **OVERSIGHT.** Clerk/Treasurer's office with a final report to the Community Development Authority and Community Development Committee (CDA/CDC).
3. **INTERNSHIP COMPENSATION.** \$14 per hour not to exceed \$2,300, including travel expenses. Letter of recommendation upon favorable CDA review.
4. **INTERNSHIP PERIOD.** A sixty days beginning April 20 or upon acceptance by Gisela. Written report (PDF) with appendix documenting contacts and outreach made due at the end of Internship Period.
5. **INTERNSHIP WORK PRODUCT.** Written feasibility study (PDF) containing authors conclusions and a distillation of generalized conclusions from three private sector professionals familiar with FTZ #41. The feasibility study outline would be approved at the projects' outset and a final draft would reviewed prior to submittal by an academic adviser. The study is to conclude with an appendix documenting contacts and outreach made during the internship.

# CITY OF WATERLOO

BALANCE SHEET

APRIL 30, 2016

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	( 30,629.90 )	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		( 30,629.90 )

### 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	( 2,384.25 )	
		<hr/>	
	TOTAL FUND EQUITY		( 30,629.90 )
			<hr/>
	TOTAL LIABILITIES AND EQUITY		( 30,629.90 )

# CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET  
FOR THE 4 MONTHS ENDING APRIL 30, 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 4 MONTHS ENDING APRIL 30, 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	.00	342.48	300.00 ( 42.48 )	114.16
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	186.41	570.58	2,700.00 2,129.42	21.13
600-51-5162-222	MAUNESHA BUSINESS HEAT	.00	360.19	1,200.00 839.81	30.02
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	43.83	132.80	525.00 392.20	25.30
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	74.40	223.20	893.00 669.80	24.99
600-51-5162-341	MAUNESHA BUSINESS INTERNET	.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	35.00	95.00	900.00 805.00	10.56
	TOTAL MAUNESHA BUSINESS CENTER	<u>339.64</u>	<u>2,384.25</u>	<u>7,389.00 5,004.75</u>	<u>32.27</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>339.64</u>	<u>2,384.25</u>	<u>7,589.00 5,204.75</u>	<u>31.42</u>
	NET REVENUES OVER EXPENDITURES	<u>( 339.64 )</u>	<u>( 2,384.25 )</u>	<u>.00 ( 2,384.25 )</u>	<u>.00</u>

CITY OF WATERLOO  
2016 Capital Project Status Tracking  
(Sorted By Oversight Entity)

Yellow highlight= recent update

ID#	PROJECT	TYPE	LEAD	OVERSIGHT	PROJ STATUS	2016 BUDGET	2016 ACTUAL	BUDGET STATUS	NOTES
1	CATV OUTLAY	EQUIP	Burgos	CableBD	Collecting Estimates			2016	analog-to-digital equip
2	CAPITAL PROJ - LIBRARY	PURCHASE	Mounfor	LibBoard	Not Started	10,000		2016	Furniture & equip
3	575 W MADISON PED BRIDGE REMOVE	RAZE	KUNKEL	ParksComm	Not Started	75,000		2016	est. only
4	INSTALL 333 W MADISON PATH OUTLOT #1	CONSTRUCT	KUNKEL	ParksComm	Engineering Started	150,000		2016	est. only ; use impact fees for new and Idle Site industrial grant
5	PARKS - BASKETBALL CT	CONSTRUCT	KUNKEL	ParksComm	Concept	15,000		??	est. only; contingent up donation amt.
5	FIREMEN'S PARK - ENTRY MASONRY REPAIRS	REPAIR	Haberkor	ParksComm	Not Started	<10,000		2016 or 2017	est. only; contingent up donation amt.
6	720 WEST MADISON ST	PHASE 3, RIVER BED SAFETY	Hansen	ParksComm	Engineering @ 15%				Need DNR Permit
7	SQUAD CAR PURCHASE	PURCHASE	Sorenson	PubSafety	Not Started	36,000	0	2016	
8	SPEC FUND SQUAD	RESERVE EXPENSE	Sorenson	PubSafety	Not Started	30,500			
9	FD CAPITAL OUTLAY	?	Butzine	PubSafety	Not Started	20,000	0	2016	??
10	CAPITAL PROJ - STREET CONST	ROAD RESURFACE	Yerges	PubWorks	Not Started	157,089	0	2016	slag seal:Milw, Lum, Anna, Lexington, Bradford
11	STREET TREES	PURCHASE	Yerges	PubWorks	Partial	20% done	0	2016	\$420 of trees purchased
12	SIDEWALKS	INSTALL NEW	KUNKEL	PubWorks	Estimate Completed	11,000	0	TRANSF TO TID #4	use impact fees for new
13	SIDEWALKS - SPEC ASSESS	INSTALL NEW	KUNKEL	PubWorks	Estimate Completed	50,000	0	2016	Special Assessment process to be completed
14	PLASMA CUTTER	PURCHASE	Yerges	PubWorks	Not Started	3,000	0	2016	
15	POWER WASHER	PURCHASE	Yerges	PubWorks	Closed	8,073	8,073	2016	done
16	HD PICK-UP TRUCK	PURCHASE	Yerges	PubWorks	Not Started	33,927	0	2016	
17	STH 19 IMPROVE	ENG	KUNKEL	PubWorks	Engineering Near 90%	15,000	0	TRANSF TO TID #2	Engineering expense in 2016
18	SLIP LINING	REPAIR	Yerges	PubWorks	Not Started	28,515		2016	Adams Street confirm w/ GY
19	MUNI BLDG PHONES	PURCHASE	Hansen	PubWorks	Not Started	0		NEED TO ADD	est. \$5,000 from savings
20	MUNI BLDG ROOF	REPAIR	Hansen	PubWorks	Estimate In-Hand	0		NEED TO ADD	est. \$750 from savings
21	333 PORTLAND RD	CONDEMN PROPERTY	Hansen	PubWorks	In progress			NEED TO ADD	INSPECTION COMPLETED; Transmittal to property owner
22	DPW COLD STORAGE	CONSTRUCTION	Yerges	PubWorks	5% complete			2016	Contract signed, work scheduled
23	CANAL RD	ROAD RESURFACE	Yerges	PubWorks	Engineering Design	402,000		2016	Design work in progress; WisDOT @ 50% funding