



136 North Monroe Street  
Waterloo, WI 53594  
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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: July 19, 2016**  
**Time: 6:00 p.m.**  
**Location: Municipal Building, Council Chambers, 136 North Monroe Street**

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: June 21, 2016
3. CITIZEN INPUT
4. PROJECT UPDATES & REPORTS
  - a. Downtown Sub-Committee
    - i. April Storefront Initiative
    - ii. Canvas Painting At Stubby's Bowl, July 10
    - iii. Other Items
  - b. 203 East Madison Street - Reuse Concept
    - i. Funding Update
    - ii. Sign At Site
  - c. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study
  - d. Downtown Waterloo Street Market Initiative
  - e. Fund 600 - Monthly Financial Review
5. NEW BUSINESS
  - a. Former School District Sign – Reuse
  - b. Rental Rates for Tucker's Driving Academy, 117 E. Madison Street
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Economic Development Strategic Planning – July 25 @ 6 pm
7. ADJOURNMENT

Mo Hansen

Clerk/Treasurer

Community Development Authority: **Ziaja**, Hermanson, Stinnett, Norton, Tuttle, Moe and Reynolds  
Committee Development Committee: **Ziaja**, Thomas and Petts  
Posted, Mailed and E-mailed: 07/15/2016

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

Whereas, various organizations are organizing an event called "Columbus, Wisconsin Holiday Art Walk" ("event").

Some of those are as follows:

- Festival Urban Ninjas (FUN)
- Columbus Downtown Development Corporation (CDDC)
- Columbus Area Chamber of Commerce (CACC)

Further defined here as "Organizers".

The purpose of said event is to partner artists with building and business owners in Columbus, Wisconsin and affect business and building traffic and attraction of potential leases and or owners to real estate in Columbus, Wisconsin defined as "Owner(s)".

This agreement is being entered into by Owners as listed below and artist as listed below and by incorporation all Organizers.

No party will be allowed to participate in this event without the return and signature of this agreement.

Artist and Owners shall agree to display artwork in windows based on agreement between them.

**HOLD HARMLESS:**

**To the fullest extent permitted by law, artist will indemnify and hold harmless Owners and organizers, their officers, directors, partners, representatives, agents and employees from and against any and all claims, suits, liens, judgments, damages, losses and expenses, including legal fees and all court costs and liability (including statutory liability) arising in whole or in part and in any manner from injury and/or death of person or damage to or loss of any property resulting from the acts, omissions, breach or default of artist, its officers, directors, agents, employees and subcontractors, in connection with the performance of this event. Artist will defend and bear all costs of defending any actions or proceeding brought against Owner, their officers, directors, agents and employees, arising in whole or in part out of any such acts, omission, breach or default. The foregoing indemnity shall include injury, death or disability of any employee of the Artist and shall not be limited in any way by an amount or type of damage, compensation, or benefits payable under any applicable workers compensation, disability benefits or other similar employees benefit act.**

\_\_\_\_\_  
OWNER (Signature)

\_\_\_\_\_  
ARTIST (Signature)

\_\_\_\_\_  
(Printed name and title)

(Date)

\_\_\_\_\_  
(Printed name and title)

(Date)

# Waterloo Saturday Street Market

## Market Manager Job Description

### **About Us**

The Waterloo Street Market is a producer-only market that operates in downtown Waterloo, WI. The market runs rain or shine every Saturday from 7:00 am to 1:00 pm from May 1<sup>st</sup> until the last weekend in October. The Market Manager will manage the Saturday operation of the market and will plan for the Market's future growth and development. The Market Manager will be in attendance every Saturday of the Market and will report to the Waterloo Community Development Authority (CDA). A successful Market Manager will be the greatest champion of the market and will be self-motivated, an excellent communicator and have strong organizational skills.

### **General Duties**

- ✓ Enroll vendors and farmers in the market – through seasonal or daily vendor agreements
- ✓ Collect all market fees, maintain an accurate accounting of such fees and deposit into the market account.
- ✓ Arrive prior to the Market and remain throughout the Market day to:
  - Place vendors in stalls
  - Place Market signs and parking signs
  - Ensure all rules and regulations are adhered to
  - Answer questions for vendors and consumers
  - Oversee Market Tent (if applicable)
  - Resolve disputes that arise
  - Maintain safe Market grounds
  - Assure the Market site is clean at closing
- ✓ Recruit, schedule and supervise volunteers at the Market tent (if applicable)
- ✓ Create policies, procedures and rules for Market
- ✓ Maintain all financial records and provide to the CDA on a monthly basis
- ✓ Communicate Market policies, rules and activities to vendors throughout the season
- ✓ Solicit entertainment for Market days
- ✓ Maintain a database of vendors and their contact information as well as any licenses or permits each vendor may need
- ✓ Work with farm inspectors to collect and maintain inspection records
- ✓ Create weekly social media postings throughout the season (Waterloo Municipal website and FaceBook pages)

### **Additional Duties**

- ✓ Recruit vendors

- ✓ Develop local relationships and acquire feedback from downtown business regarding Market days
- ✓ Develop relationships with other area Market Managers for networking purposes and to acquire feedback and knowledge
- ✓ Fundraise and write grants for future continuation and development of the Market
- ✓ Advertise and promote the Market throughout the year using different types of venues

**Job Qualifications**

- ✓ Must be the greatest Champion for the Market
- ✓ Proficiency in using spreadsheets to maintain data
- ✓ Ability to work creatively and independently
- ✓ Good communication skills, organizational skills and dispute resolution skills
- ✓ Experience working with budgets and financial documents
- ✓ Experience with creating marketing materials
- ✓ Fundraising and/or grant writing
- ✓ Knowledge of social media interventions (knowledge of administrating FaceBook)

This is a Volunteer position. The chosen candidate will be paid a \$4,000 stipend for this position which runs from August, 2016 through October 31, 2017. This position will also be offered an incentive based on vendor and promotional fees collected. Market Manager will receive 50% of fees collected over \$4,000 per season.

**CITY OF WATERLOO**  
 DETAIL REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 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	32,335.00 ( 32,335.00 )	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	32,335.00 ( 32,335.00 )	.00
	TOTAL FUND REVENUE	.00	.00	38,335.00 ( 38,335.00 )	.00

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 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	217.43	961.77	2,700.00 1,738.23	35.62
600-51-5162-222	MAUNESHA BUSINESS HEAT	10.34	448.17	1,200.00 751.83	37.35
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	43.92	220.44	525.00 304.56	41.99
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	74.40	372.00	893.00 521.00	41.66
600-51-5162-341	MAUNESHA BUSINESS INTERNET	.00	660.00	821.00 161.00	80.39
600-51-5162-350	MAUNESHA BUSINESS CLEANING SUP	28.99	28.99	50.00 21.01	57.98
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	538.48	858.48	900.00 41.52	95.39
	TOTAL MAUNESHA BUSINESS CENTER	913.56	3,892.33	7,389.00 3,496.67	52.68
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	.00	101.00	200.00 99.00	50.50
	TOTAL PLANNING AND CONSERVATION	.00	101.00	200.00 99.00	50.50
	TOTAL FUND EXPENDITURES	913.56	3,993.33	7,589.00 3,595.67	52.62
	NET REVENUES OVER EXPENDITURES	( 913.56 )	( 3,993.33 )	30,746.00 ( 34,739.33 )	( 12.99 )

## Mo Hansen

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**From:** Mo Hansen <cityhall@waterloowi.us>  
**Sent:** Tuesday, May 10, 2016 9:23 AM  
**To:** Waterloo Clerk/Treas Office  
**Cc:** parks@waterloowi.us; 'dpw@waterloowi.us'  
**Subject:** CDA Sign location decision  
**Attachments:** SignLocation\_proposed.JPG; WisDOTtrafficCounts.pdf

TO: Community Development Authority (with CC to Mayor, City Council and Waterloo Chamber of Commerce):

For consideration at the next CDA meeting. Following up on Sue Moe's and others' suggestions, and after consulting Mayor Thompson, a bid for \$101 was placed on the old school district sign now in storage at the school. Last night the School Board opened sealed bids. The City now owns the sign. CDA members expressed interest in the sign in conjunction with improving the downtown. Parks Coordinator Gabe Haberkorn similarly expressed interest.

### ABOUT THE SIGN:

- Something like 4x8 with illuminating light fixtures inside.
- Sizable metal posts for support.
- Changeable lettering.
- How much work does it need? It is heavy, needs suitable concrete base. It needs electricity for illumination. The plexi-glass sheets need to be redone or replaced. It may need to be further vandal-proofed.
- I would recommend a plexi-glass rework to match the Find Your Path Here directional signs and the existing welcome signs.

### PROPOSED SIGN LOCATION:

- I propose it be placed where the highest WisDOT traffic counts are found (see attached) – on municipal park space at the 4-corners intersection (Madison Street & Monroe Street). See my mark-up picture for proposed location. The proposed space is currently planted and chipped meaning no seating would be lost for concerts. It is the maximum distance from the memorial. One tree would have to come down. The sign could be elevated slightly to enhance visibility when sight lines are limited by on-street parking.
- If the downtown isn't the priority, alternatively locating it at 720 West Madison Street may be feasible. Ensuring access to electricity would be on need at this site.

### ABOUT ON-GOING OPERATIONS:

- The physical sign can be managed in some respects like the digital calendar discussed at a past Chamber of Commerce meeting. That concept is encouraging use of a digital calendar to answer the question: What is there to do in Waterloo? Advanced promotion of municipal & civic events. Some general rules would have to be in place. I would recommend that a specific municipal staff person be assigned the update task to keep it current.

### HOW DOES THIS GET FULLY CONSIDERED?

If 4-corners or a state highway locations are a no-go, Gabe will use the sign, likely at Firemen's Park. Can the CDA and Park Commission both consider the proposal? Once a use/site decision is made steps towards installation and recurring operational expense and responsibilities can be determined.

*Mo Hansen*  
Clerk/Treasurer  
City of Waterloo  
office: 920.478.3025  
[CityHall@Waterloowi.us](mailto:CityHall@Waterloowi.us)



STOP

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**TO:** FINANCE, INSURANCE & PERSONNEL COMMITTEE  
**FROM:** CLERK/TREASURER  
**SUBJECT:** RENT RATE FOR TUCKER'S DRIVING ACADEMY AT 117 EAST MADISON STREET  
**DATE:** JULY 6, 2016

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#### MEL TUCKER REQUESTING MODIFICATION OF RENTAL RATE

Yesterday, at his request, I met with Mel Tucker, of Tucker's Truck Driving Academy LLC, about rental rates for the Academy at the Maunesha Business Center located at 117 Madison Street. I've added this item to the July 21, 2016 Finance, Insurance & Personnel Committee and will notify the Community Development Authority (CDA) members.

Mel is seeking an adjustment in the rental rate which with the passage of the 2016 budget in November was set at \$500 per month, or \$6,000 annually. At this time, the Academy uses the Maunesha Business Center roughly one week per month for driving classroom training.

Mel made the case that the Academy uses the space one week a month; the major building expense is electricity which is consumed by Food Pantry freezers and refrigerators and by the City Band, which leaves the A/C on when it should be turned off; and going from \$60 per month to \$500 per month adversely affects the Academy's cash flow.

#### BACKGROUND.

This building is the former library. For many years its month-to-month expenses were covered as part of the General Fund. In 2010 the City was awarded a federal grant to remodel/update the first floor, the roof and the exterior. At that time month-to-month operational costs were shifted from the General Fund (fund 100) to the Community Development Authority (fund 600). At that time Community Development Authority members objected to this change because the CDA had had no recurring revenue stream. Madison College used the facility for Advanced Manufacturing Training as part of the remodeling grant and paid no rent. Those classroom opportunities have since moved to the Madison College Watertown and Fort Atkinson campuses.

Roughly one-third of the first floor is used to store City Band equipment. The lower level is used by the Marshall-Waterloo Food Pantry. The first floor has Wi-Fi, an overhead projector and screen and an instructor's table which allows for the projection of table top items on the projection screen.

#### ACADEMY RENTAL INFORMATION.

The Academy has been renting the facility for almost three years. 2015 rental payments totaled to \$660 and 2014 rental payment totaled to \$740. 2016 rent was increased to \$6,000. During Finance, Insurance & Personnel Committee meetings, it was stated that covering the cost of operating the building was a priority.

#### BUILDING COST OF OPERATIONS.

Attached are details for 2014 costs, \$7,425.14; and 2015 costs, \$6,283.48.

#### OVERALL FACILITY USE.

Single meeting rental rates, approved by the CDA in 2011, are in place. Rental use other than for the Academy has been nil. No rental fees have been asked of the City Band or the Food Pantry.