



136 North Monroe Street
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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: November 15, 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: Prior unapproved meeting minutes
3. CITIZEN INPUT
4. PROJECT UPDATES & REPORTS
 - a. Chamber of Commerce Liaison
 - b. Economic Development Strategic Plan -- Project Tracking
 - i. April Storefront Initiative
 - ii. Downtown Street Market Initiative
 - iii. Find Your Path Here 2017
 1. 2016-2017 Additional Projects
 - a. 203 East Madison Street Reuse Concept – Municipal Flood Control Grant; Site Sign & Additional Grant Applications
 - b. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study
 - c. Fund 600 - Monthly Financial Review
5. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks
6. NEW BUSINESS
 - a. Find Your Path Here 2017 - Invited John Dewitt (DeYoung Farms Developer) and Mike & Jean Valent (Treyburn Farms Developers)
 - b. Downtown Street Market Initiative, Sub-Committee Recommendation
 - i. Awarding A CDA Contract To Mary Peschel
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. 2016 Annual Report – Draft at December meeting
 - b. New Business Info Sent To Chamber of Commerce
 - i. Angela M. Slager, Prairie Girl Quilts, 840 Hiawatha Trail, www.prairiegirlquilts.com
 - ii. Martin Rowe & Debra Ehmman, Art Studio, 422 West Madison Street
8. ADJOURNMENT

Mo Hansen

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: 11/11/2016

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.

City of Waterloo
Economic Development Strategic Plan

11/14/2016 9:34 AM

FOCUS: Industrial & Commercial Development

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE		PROGRESS REPORT
								NOTES		
IC1	IN-PROGRESS condemnation proceedings	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue grants for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018	Clerk/Treas	CDA	2016 site research; 2017 remediation; 2018 site marketing	TID #3 plus staff time		10/18/16 Attorney progressing with court warrant to complete site appraisal
IC2	APPROVED CONCEPT	Comprehensive vacant property marketing	List available properties on site selector websites (LoopNet, LocatelnWisconsin, etc)	Listings on a minimum of 3 site selector websites as of 1/1/2017	Clerk/Treas	JCEDC	Begin 1/1/2017 quarterly updates thereafter	\$1,000 per year plus staff time		
IC3	APPROVED CONCEPT	Target/Recruit business start-ups in growing sectors	Convene pro bono real estate team to guide assembly of materials tied to specific parcels	One growing sector business located by 6/1/2018;	Clerk/Treas	JCEDC	Convene team by 1/1/2017; one sector outreach each quarter	\$1,000 per year plus staff time		

FOCUS: Downtown Commercial Activity

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE		PROGRESS REPORT
								NOTES		
DO1	IN-PROGRESS program renewed	Draw customers downtown with effective, creative signage.	Continue matching façade grant program	3 municipal façade grants per yr.	Clerk/Treas	CDA, Property owner	2016-2020	\$5,000 per year plus staff time		
DO2	APPROVED CONCEPT	Facilitate redevelopment of key downtown locations	work with owners to explore in-fill redevelopment	Building permits for four targeted locations.		CDA, Property owners	One location per calendar year	Waiving all permit fees		Sellnow property approved for residential on 1st floor; other requests likely
DO3	IN-PROGRESS artwork phase in progress	Fill vacant downtown spaces with interim phase of art work in windows	Establish program to recruit downtown tenants, focused on local existing businesses	90% occupancy	CDA	Property owners	2016 Program Development, 2017 Program funding & roll-out	TBD		Sue Moe connecting displays with property owners.
DO4	APPROVED CONCEPT	Recruit a full service downtown restaurant as an anchor draw	Develop 3 concepts for building reuse as restaurants	Market study 2017; one project building permit in 2018	CDA	Property owners	2017-2020	TBD		
DO5	IN-PROGRESS searching for manager champion	Redefine downtown as a family friendly commercial destination	Establish recurring weekly Street Market	2016-2017 identify leadership team/manager; market launch 2017	CDA	Clerk/Treas	2016 ID market champions; 2017 launch market; 2018 build sustainability	2016- 2017: \$6,000		Sub-committee recommending agreement with Mary Peschel. Draft agreement before CDA

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ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE	PROGRESS REPORT
								NOTES	
FOCUS: Waterloo Promotion									
ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE	PROGRESS REPORT
PRO1	APPROVED CONCEPT	Coordinated external advertising	Coordinated advertising by local businesses	Measurable retail sales increases linked to ad campaign		JCEDC	2017 test campaign; 2018 follow-up campaign	TBD	
PRO2	APPROVED CONCEPT	Marketing databases & monthly outreach to market area	Build digital market area lists for monthly Waterloo promotional initiatives or opportunities	12 creative digital/social media outreach efforts	Clerk/Treas		2017 test campaign; 2018 follow-up campaign	TBD	Mail Chimp email list needs to be rebuilt and added to. Emails, robo-calls & social media, in part, generates twice as many early voters for Nov. elections.

FOCUS: Community Aesthetics & Infrastructure

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING	PHASE / YEAR	EXPENSE	PROGRESS REPORT
								NOTES	
AES1	APPROVED CONCEPT	Community wide Spring Clean-up	Promote a coordinated two weekend Spring clean-up period	40 volunteer hrs. for public spaces; less than 5 blight causing properties post event	Clerk/Treas	CDA	First two April weekends	TBD	11/13/16 CT seeking volunteers committee
AES2	APPROVED CONCEPT	Improve downtown aesthetics & pedestrian amenities	Adopt a pot planter program on bridges and Veterans Park	Five additional planters in each of the next 4 yrs.		Clerk/Treas	2017 = 5; 2018=10; 2019 = 15; 2020 20	TBD	
AES3	APPROVED CONCEPT	Implement planned bike connections from local & regional connectivity plans	Fund parks development plans for paths	One path segment each year	Clerk/Treas	CDA	2016 - Riverwalk Dev (W. Madison to Edison).; 2018 - Waterloo / Watertown Phase 1 (Trek to downtown)	TBD	
AES4	APPROVED CONCEPT	Offer free garden space, surplus produce to food pantry	Re-establish seasonal public community garden space	Make available ten garden plots each March	Parks Comm.	Clerk/Treas	2017 - 2020	< \$100	

FOCUS: Communication & Organizational Capacity

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE	PROGRESS REPORT
								NOTES	
ORG1	IN-PROGRESS weekly posts	Engage residents with expanded online presence	Expand social media with focus on new residents	2,000 FB likes by August 2018	Clerk/Treas	Clerk Asst.	2016-2020	\$500 per year	Facebook, LinkedIn, Google+ accounts operational; weekly use

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ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	EXPENSE		PROGRESS REPORT
							PHASE / YEAR	NOTES	
ORG2	APPROVED CONCEPT	Make available New Resident Welcome Packet	Annually update digital and printed welcome material	100% of new residents reached by August 2018	Library	Waterloo Water & Light	2017 planning; 2018 implement		9/15/16 Kelli Mountford to lead
ORG3	APPROVED CONCEPT	Maintain community market data for businesses on City website	Quarterly update of information	3000 page views annually	Clerk/Treas		Quarterly	Staff time	11/13/16 Realtors looking have home buyers looking for home sellers
ORG4	APPROVED CONCEPT	Broaden funding sources for economic development capacity	Explore options for community foundations and other private organizations to fund economic development capacity	New support dollars source in 2017, 2018 and 2019	Clerk/Treas	Chamber, CDA, JCEDC	One new funding source each year	New net revenue for specific goal	
ORG5	APPROVED CONCEPT	Increase organizational capacity	Unknown	Unknown	Unknown	Unknown			

FOCUS: Housing

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	EXPENSE		PROGRESS REPORT
							PHASE / YEAR	NOTES	
HOU1	IN-PROGRESS planning program launch	Incentivize new home construction	Reconstitute "Find Your Path Here" Program	Development agreement(s) with residential builder/developers	CDA	City	2016: Program planning; 2017: Implement	Waive permits & impact fees for revenue neutral 2017	10/6/16 Council approves program; 11/01/16 Valent & DeWitt invited to CDA-CDC
HOU2	APPROVED CONCEPT	Increase investment in improving existing housing stock focused along state highways	Market existing programs directly to property owners in targeted areas along state highways.	10% annual increase in residential projects per permitting application	CDA	JCEDC, Project Home, USDA	2016 program planning; 2017 Implement with focus on STH 19 construction area.	Marketing material \$1,000 per year and staff time.	

FOCUS: Fostering Entrepreneurial Opportunity

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	EXPENSE		PROGRESS REPORT
							PHASE / YEAR	NOTES	
ENT1	APPROVED CONCEPT	Provide easy access to locally based information for those starting, expanding or relocating a business	Create a "Doing Business in Waterloo" information set with charts describing ease of local development	500 page views per year	Clerk/Treas	JCEDC	Roll out second quarter of 2017 with annual updates thereafter	Staff time	
ENT2	APPROVED CONCEPT	Encourage business creation with annual opportunity for pop-up store fronts in empty storefront	Spring pop-up store with graduated rental rents	three pop-up stores each Spring until vacancy rates limit storefront options	CDA	JCEDC	Four quarter 2016 program planning; Spring 2017 pop-up launch	Staff time	

City of Waterloo
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ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE NOTES	PROGRESS REPORT
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FOCUS: 2016/2017 Add-On Projects

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE NOTES	PROGRESS REPORT
2016A	GRANT AWARD RECEIVED FOR RIPARIAN AREA	Construct 2015 CDA-CDC concept plan for 203 East Madison Street	1. Apply for grants for match. 2. See match in other forms (TIF, donations, etc.) 3. Engage engineering firm for scope of work and bid docs. 4. Install sign	Riparian area completed by May 1, 2016	CDA	Clerk/Treas	Riparian area completed by May 1, 2016	Staff time	
2016B	INTERNSHIP WORK IN PROGRESS	Conduct feasibility study for how Waterloo can benefit from Foreign Trad Zone 41	UW-Whitewater grad student conducting study.	Report reviewed by CDA-CDC and	CDA	Clerk/Treas		Staff time +\$1,500 stipend	

CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING OCTOBER 31, 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	1,500.00	1,500.00	6,000.00	(4,500.00)	25.00
	TOTAL PUBLIC CHARGES FOR SERVICE	1,500.00	1,500.00	6,000.00	(4,500.00)	25.00
<u>OTHER FINANCING SOURCES</u>						
600-49-4921-000	TRANSFER FROM GENERAL FUND	32,335.00	32,335.00	32,335.00	.00	100.00
	TOTAL OTHER FINANCING SOURCES	32,335.00	32,335.00	32,335.00	.00	100.00
	TOTAL FUND REVENUE	33,835.00	33,835.00	38,335.00	(4,500.00)	88.26

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 10 MONTHS ENDING OCTOBER 31, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

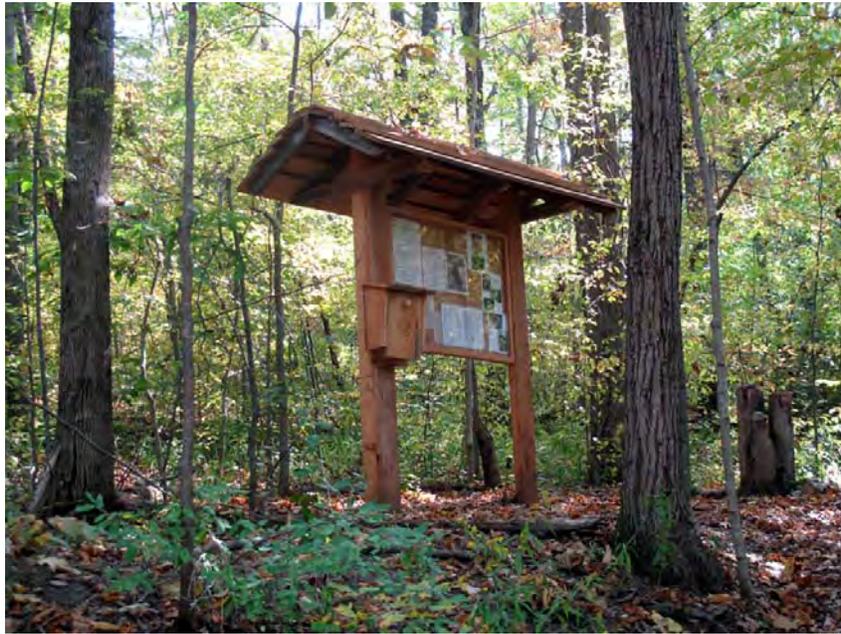
	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-220	MAUNESHA BUSINESS TELEPHONE	342.48	342.48	300.00 (42.48)	114.16
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	2,182.58	2,182.58	2,700.00 517.42	80.84
600-51-5162-222	MAUNESHA BUSINESS HEAT	487.77	487.77	1,200.00 712.23	40.65
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	397.35	397.35	525.00 127.65	75.69
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	669.60	669.60	893.00 223.40	74.98
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	28.99	28.99	50.00 21.01	57.98
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	924.48	924.48	900.00 (24.48)	102.72
	TOTAL MAUNESHA BUSINESS CENTER	5,693.25	5,693.25	7,389.00 1,695.75	77.05
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	301.00	301.00	200.00 (101.00)	150.50
	TOTAL PLANNING AND CONSERVATION	301.00	301.00	200.00 (101.00)	150.50
	TOTAL FUND EXPENDITURES	5,994.25	5,994.25	7,589.00 1,594.75	78.99
	NET REVENUES OVER EXPENDITURES	27,840.75	27,840.75	30,746.00 (2,905.25)	90.55

Plans for Kiosk

We have built two small kiosks for the Finger Lakes Land Trust. The kiosks are designed to be low-cost, attractive (in a natural/rustic fashion), functional, long-lasting, and maintenance-free. We also wanted to avoid the use of pressure-treated lumber and manufactured materials to the greatest extent possible so that the kiosks would fit more comfortably in a natural setting. We believe that we have accomplished most of these objectives; time will tell on the “long-lasting, and maintenance-free.”



The kiosk on the FLT at Sweedler Preserve at Lick Brook



The kiosk at Kingsbury Woods Nature Preserve



Kingsbury kiosk with trailhead register box

Black locust?

We decided to build the kiosks using rough-cut black locust lumber. This helped us meet the objectives of a natural, rustic appearance, and avoidance of pressure-treated lumber. Black locust is naturally rot-resistant. (We still find split black locust fence posts from the late 19th century along the Finger Lakes Trail!)

It may be difficult to find black locust cut to the dimensions you need. You will need to hand select virtually every piece since knots, cavities, and irregular dimensions are common. It is fairly easy to work when it is not well seasoned, but once seasoned, it is extremely hard. You must use carbide cutting tools. You must also pre-drill full length holes for your screws and use soap on the threads to avoid breaking them off. Also, black locust is prone to warping and splitting as it seasons, so it is important that you assemble a structurally sound kiosk with accurate cuts so the pieces mate well. A final treat is that slivers from rough-cut black locust are quite nasty, and some have reported allergic reaction to the fine sawdust. Not to sound too negative, once you have gotten used to working with black locust, you will find it a beautiful wood capable of giving very satisfying results.

The project

There are three phases to the project.

Selecting the wood

Plan on spending several hours at the sawmill, and probably more than one trip. Make sure that you have gloves, a measuring tape, these plans, and a notebook. Black locust is heavy so don't plan on using a roof rack for all of the lumber in one trip.

Pre-fabrication

This involves building the leg assemblies and precutting all of the pieces except the panel brackets (which should be squared on one end and then cut to length during construction). You will want to do this in your shop and will need an accurate miter saw, power drill and appropriate bits. Mark pieces that are fitted together so they can be matched up during construction. Plan on spending 4-6 hours in the shop.

Construction

You will need at least one helper and preferably 2 or 3. Construction will probably take a full day. If the holes and alignment go slowly, you may need part of a second day to finish.

Here is the general order of business:

1. Dig two holes. We try to keep the holes as small as possible using the undisturbed soil around the holes for support and minimizing the amount of concrete or other fill. But don't have the holes so small that you have trouble with alignment. Remember that you may have to move the bottom of the leg as well as the top.
2. Align the legs
3. Attach the ridge beam and the horizontal panel brackets to the legs
4. Fill in the holes
5. Lunch
6. Attach rafter supports and working rafters to legs and ridge beam
7. Attach bottom roof boards front and back
8. Attach next two roof boards front and back
9. Attach the lazy rafters to the ridge beam and the three roof boards front and back
10. Attach the fourth roof boards front and back, then the ridge cap
11. Finish the panel
12. Finish the ground clean-up

Here is what you will need at the site:

- Two six foot step ladders
- 5' Rock bar
- Wrecking bar or pry bar

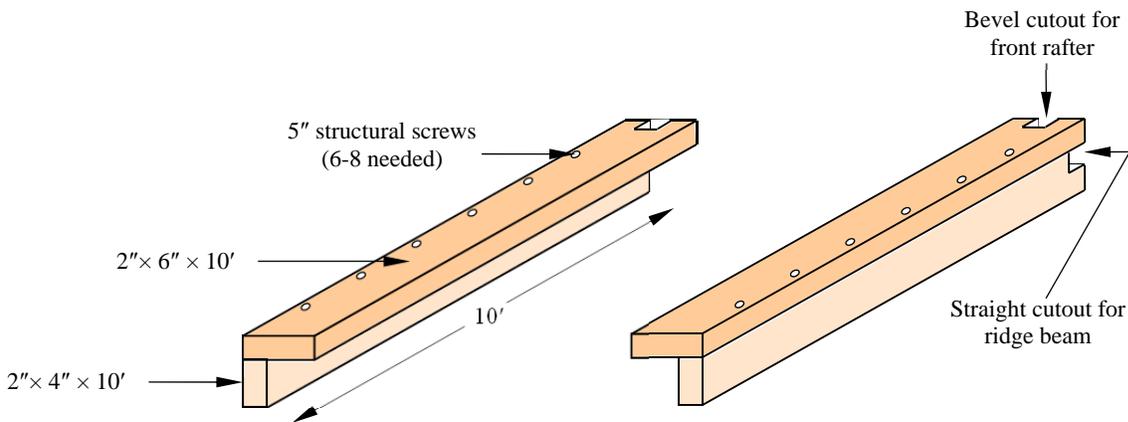
- Post-hole digger
- Shovel
- Pulaski or similar for light landscaping
- Loppers for cutting roots in the holes
- Rake
- 4-foot carpenter's level
- Measuring tapes
- Carpenter's square or other squaring tool
- Markers and pencils
- Three or four 1"× 3"× 12' furring strips for braces
- Two 1"× 3"× 5' furring strips for braces while aligning the legs
- Several blocks, for example 1"× 4"× 6"
- Four 24" iron stakes
- Hand sledgehammer, for driving stakes and nudging the alignment
- Claw hammer or framing hammer
- Clamps
- More clamps
- Strong battery powered drill, drill bits, screw driver bits, and extra batteries. You will want two drills for doing the roof, one with a drill bit and one with a screwdriver bit. You can pass them back and forth to two workers.
- Some way to keep the fasteners organized
- 3/8" Drill bit or auger for the carriage bolts.
- 7/8" Spade bit for countersinking the carriage bolts
- Socket wrenches for carriage bolts
- Water for the concrete
- Gloves for all hands
- Plans, notebook, camera
- Optional: Two sawhorses and table top of some sort to keep tools and materials off the ground

In the shop

The legs

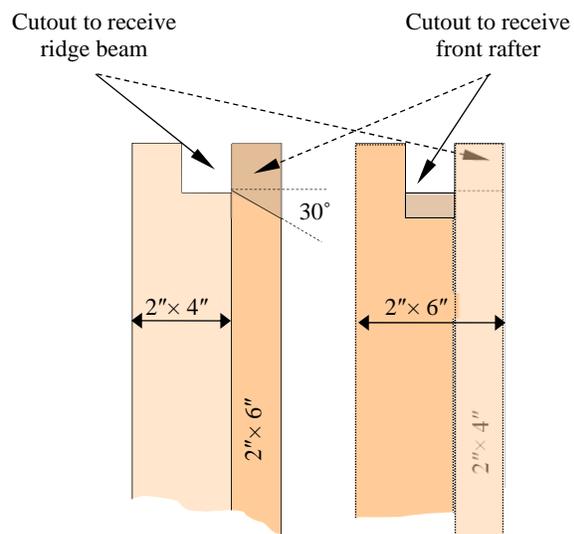
The legs are made from girders fabricated (in your shop) from 2 x 4, 2 x 6, and 5/16 x 5" lag bolts or structural screws. This construction will be almost as stiff as a 6 x 6 without the additional weight or board foot cost. Also, the two pieces will work together to prevent warping in the other piece. Finally, the cutouts for the ridge beam and the rafters are much easier. (Note that these cutouts are done before the pieces are screwed together.)

The holes for the screws need to be pre-drilled, especially if the wood is seasoned. Measure and lay out the location of the screws carefully so that you end up with a nice clean appearance. If using lag screws, first drill a 7/8" diameter countersink hole about the depth of the screw head. Then drill a pilot hole about 1/16" smaller than the screw. If using structural screws, it may not be necessary to countersink the heads. You will probably have to clamp the pieces together to get them to line up since the pieces will undoubtedly have some curvature. Once clamped, drill all of the holes and put in the screws before loosening the clamps.



Make cutouts in the tops of the 2 x 4 leg pieces to receive the ridge beam. These are easy to make with two cuts. The cutout should be 2" deep with the width equal to the thickness of the ridge pole (2" if using rough-cut). Measure the width carefully so that the ridge beam will fit snugly, but not too tight that you will have trouble at assembly time.

Make cutouts in the tops of the 2 x 6 leg pieces to receive the front rafters. These are more difficult since this is a blind cut and because of the bevel. The width of the cutout should equal the thickness of the rafters. If the rafters are of varying thicknesses, pick two and measure the

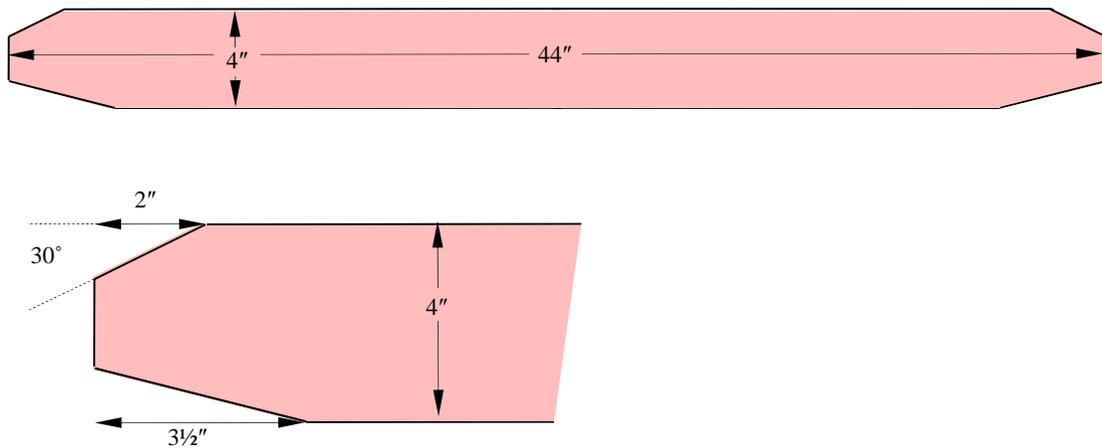


cutouts carefully. Then mark the rafters so they stay matched up with the cutouts.

As you make the cutouts, remember that the left and right legs are different. The drawing above shows both legs. Pick the best sides (visually) of the leg pieces to face front and to the sides.

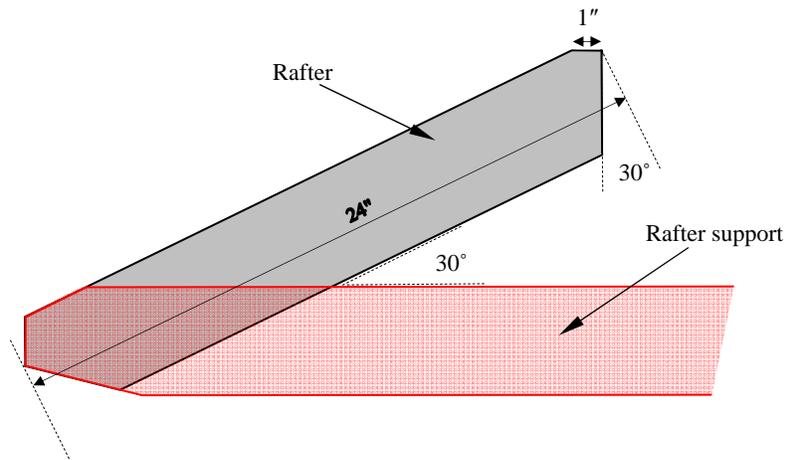
The rafter supports

Cut the two rafter supports. Start with a 44" section of 2 x 4 and cut the top bevels at 30°. The bottom bevels are cosmetic but should be about 15°.

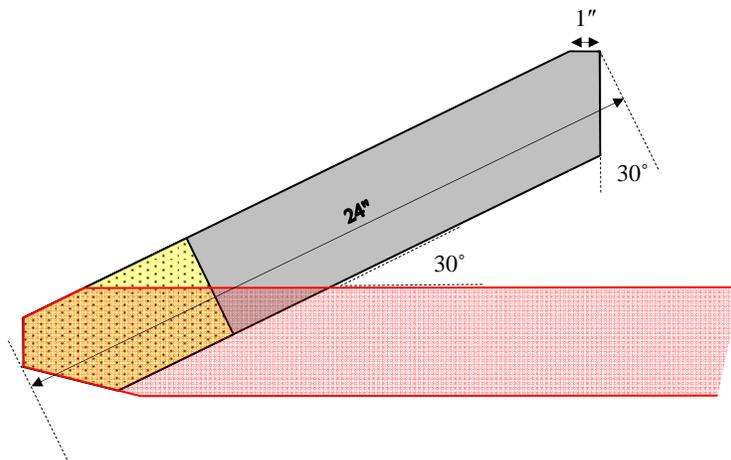


The rafters

Cut the four working rafters that will connect from the Ridge to the rafter supports. Start with a 24" section of 2 x 4. Layout the angles at the top of the rafter and cut them with a miter saw. Use the rafter support (shown in red below) as a template to layout the angles at the bottom of the rafter and then cut them with a miter saw.



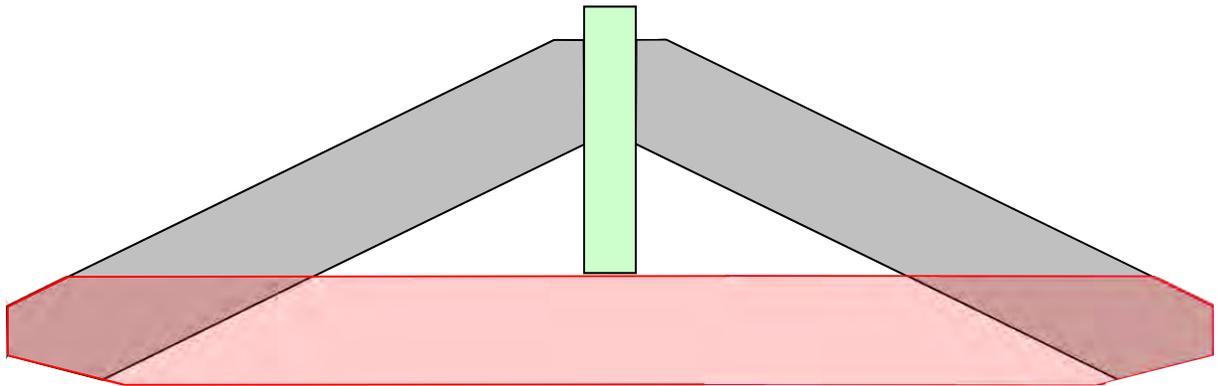
Next cut four spacer pieces from 1' sections of 2 x 4 as shown in yellow below. These are needed since the rafter support is on the outside of the leg, but the rafters are on the inside of the 2 x 4 section of the leg. Use the rafter as a template to lay out the angles and then cut on a miter saw. You may find it easier to cut the angles on the end of a longer piece and then use a simple crosscut to cut the spacers to length. The actual length is not too important but should be the same for all four.



Aligning the rafters

To check the alignment, lay two rafters on the floor with a piece of 2"× 4" standing on edge between them (green below) to simulate the ridge beam. This 2"× 4" should be the same thickness as the actual ridge beam. Then lay the rafter support across as shown below in red. The 44" width of the rafter support was based on the ridge beam being exactly 2" thick. If you have a different thickness, or much variation in your rafters or your angles, you may have to trim the angled ends of the rafter support slightly. This is a lot easier to do now than during construction.

You should do this for both ends of the kiosk. If there is much variation in your rafters, mark them once you have them fitted so you can match them up during assembly.

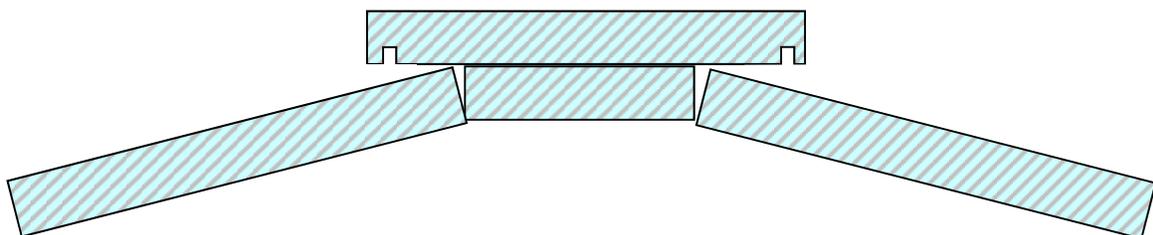


“Lazy” rafters

Cut the remaining six “lazy” rafters in the same way that you cut the 4 working ones. The only difference is that you might consider using lighter weight 2"× 4" stock. For example, if you find some that are closer to 1½"× 3" inches, they will work just fine. Their only purpose is to hold the roof boards together; they are not supporting any weight. In fact, they are adding to the weight being supported by the roof boards. Also, the spacers are not needed.

Roof cap

Consider cutting drain grooves the length of the roof cap piece as shown to prevent rain water from siphoning back under the roof cap.

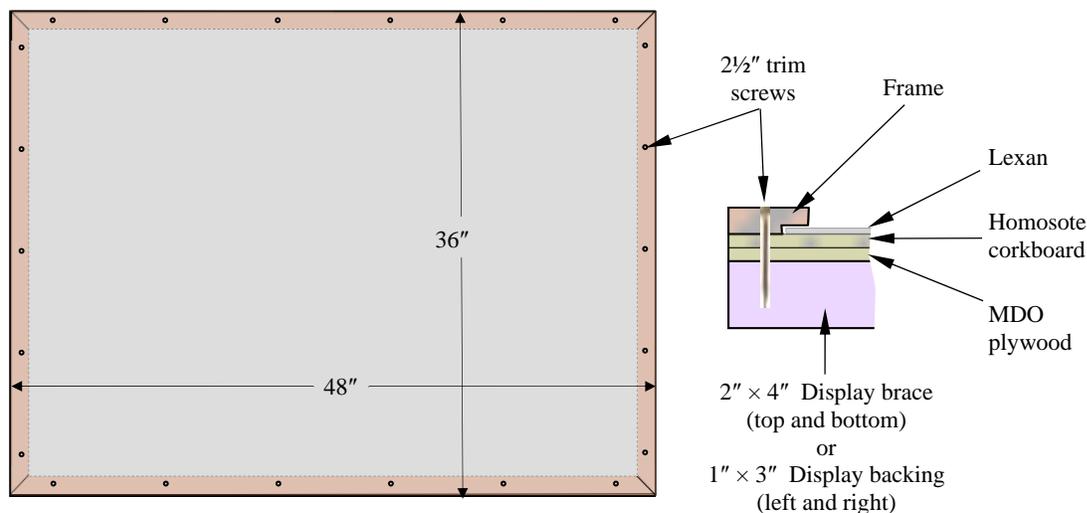


The display panel

The display panel has overall dimensions of 48" wide and 36" high. It is made from a sandwich of 1/2" MDO plywood, 1/2" Homosote Corkboard, and 1/8" clear Lexan.

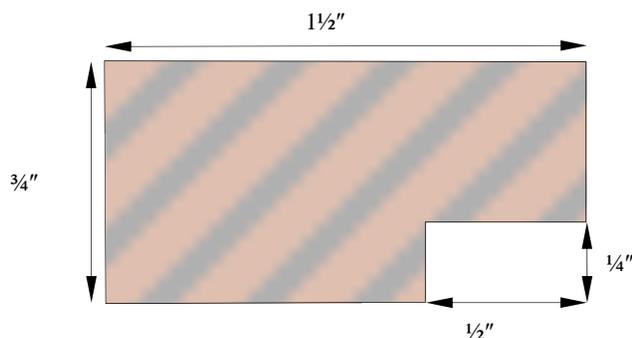
Both the MDO and the Corkboard are a full 48" x 36" inches and can be cut from a 4' x 8' sheet. Since both are rather expensive, cut carefully. This will give you material for two kiosks with factory cut sides and leave enough left over for a display panel of 4' by slightly less than 2'. The factory cut sides on the 48" x 36" are very useful for squaring up the legs and the panel brackets.

The Lexan should be ordered cut to size and will be approximately 45 1/2" x 33 1/2" to allow a 1 1/4" margin on all four sides for the frame. It is best to build the frame first and then measure the exact dimensions for the Lexan. Remember that you need allow a bit more than 1/8" for horizontal and vertical expansion. So for example, if your frame measures exactly 45 1/2" wide, order the Lexan 45 3/8" wide.



Display panel frame

Make the display panel frame from nice straight pieces of 1" x 2" black locust. You will need two 36" pieces and two 48" pieces. Rip both sides to get a width of 1 1/2". Then resaw the top and bottom to get a thickness of 3/4".



Cut rabbet groves along one side of the pieces 1/2" wide and 1/4" deep as shown below. Cut 45° miters on the corners to fit to a frame measuring 36" x 48".

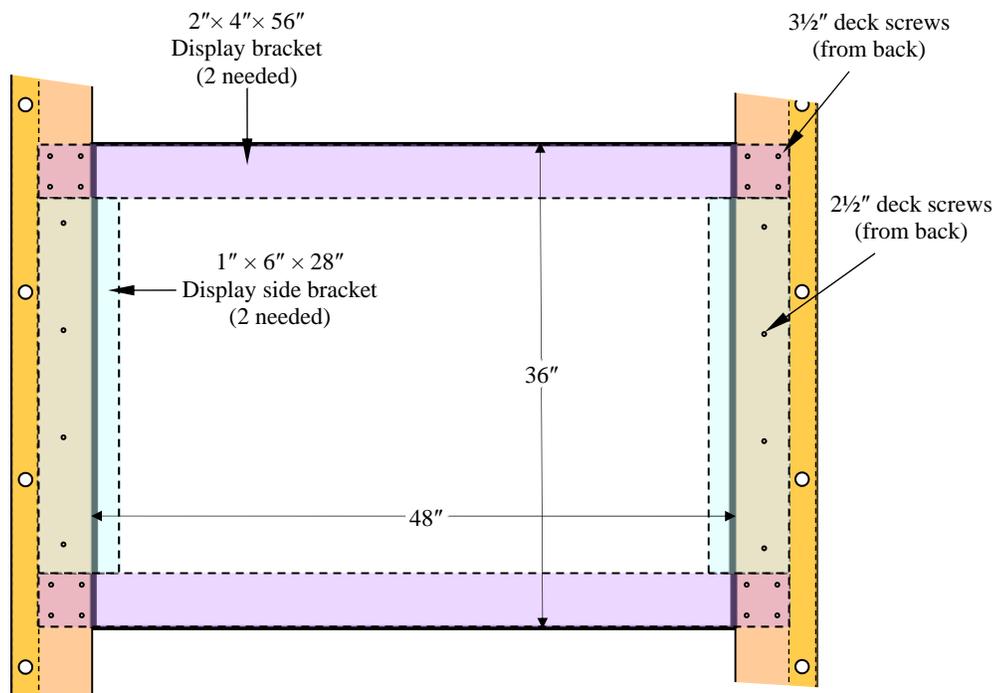
Display panel brackets

There are horizontal brackets at the top and bottom of the display. These are made from two $2'' \times 4'' \times 56''$ pieces. They should be fairly straight, but can have imperfections on the back side or edges. Cut them a bit long and then trim to exact fit during construction.

You will attach the horizontal brackets to the back of the legs inside the $2'' \times 4''$ side members of the legs. Use four $3\frac{1}{2}''$ deck screws. Use the MDO Plywood panel as a square to make sure that the legs are parallel, vertical, and exactly four feet apart measured from the inside edges of the $2'' \times 6''$ members. Then trim the horizontal brackets to length and clamp along the top and bottom of the MDO panel. Then drive the screws in the four corners from the back of the kiosk. Note that the horizontal brackets are somewhat structural in addition to supporting the display panel.

The vertical brackets serve only to provide an attachment point for the sides of the display panel. These are made from $1'' \times 6'' \times 28''$ boards. Cut the boards a bit long and then trim to exact fit during construction.

You will attach the vertical brackets to the back of the legs between the two horizontal brackets. Use 4 or more $2\frac{1}{2}''$ deck screws driving them from the back of the kiosk.



On the site

Aligning the structure

The main challenge in building the kiosk is getting the two legs vertical, parallel, and exactly 4' apart as measured from the inside edges of the legs. Additional complications are that the tops of both legs need to be at the same level, and the fronts of the two legs need to be in the same plane (in other words, not twisted with respect to each other).

We have had the best luck with the following sequence:

1. First, try to get bottom of both holes at approximately the same level. Do this by leveling a board between the two holes and then measuring from the board to the bottom of each hole. If you find a slight difference, work with the less deep hole since the other one can be filled in slightly. This will be the first leg. If there is a difference of more than a few inches (for example, you hit bedrock), then work with the deeper hole, planning to cut the bottom off of the other leg. (If you can't get both legs at least 24" into the ground, consider moving to another location.)

1st law of kiosk building: The huge boulder or bedrock will always be found 20" into the second hole.



2. Put both legs in their holes.
3. Clamp one end of a 5' furring strip to the front face of the first leg. Then, with both legs approximately vertical, clamp the other end of the furring strip to the other leg. This will make sure that the fronts of both legs remain in the same plane as you align the first leg.
4. Make the first leg accurately vertical using a good carpenter's level. The leg needs to be vertical left and right as well as front to back. Then use 1" x 3" x 12' furring strips as braces to hold the leg in position. One brace should be anchored well to the side and the other well to the back of the kiosk. Make sure that the side brace is in the plane of the front of the legs and that the back brace is 90° from that.
5. Fit the ridge beam in place between the two legs and use it to level the tops of the legs. Measure any difference and then correct the second leg by filling in its hole or cutting off the bottom of the leg (or deepening the hole) to bring the tops level.
6. Check that the first leg is vertical and aligned in the plane of the front of the legs.
7. Decide on the height of the display panel. Normally bottom of the panel is 3' above the ground. Clamp a block of wood at this height to the inside of the first leg to support the bottom corner of the MDO panel.

8. Clamp a temporary support to the bottom edge of the MDO panel on the other side to hold the weight and keep it horizontal. Use a clamp on the first leg at the top of the MDO panel to keep the panel vertical.
9. With the MDO panel snugly against the first leg (and the first leg well aligned) adjust the second leg using the MDO panel as a guide. This will make the second leg vertical left to right. Use your carpenter's level to get the second leg vertical front to back. You may need to move the bottom or the top to prevent twisting the legs out of the desired plane.



Aligning the tops of the legs (left) and squaring the legs using the MDO panel (right)

10. At this point, the legs should be aligned. Clamp the second leg to braces or to the first leg and MDO panel.
11. Then with the legs aligned, adjust the left to right position of the ridge beam and attach it. Then trim the length of the horizontal panel brackets to actual measurement and attach them. Clamp the horizontal panel brackets to the MDO panel to align them.
12. Finally, fill the holes with concrete mix and water. Give the concrete a few minutes to set up before you begin working on the roof, and work carefully so as not to disturb the alignment until the concrete is well set.

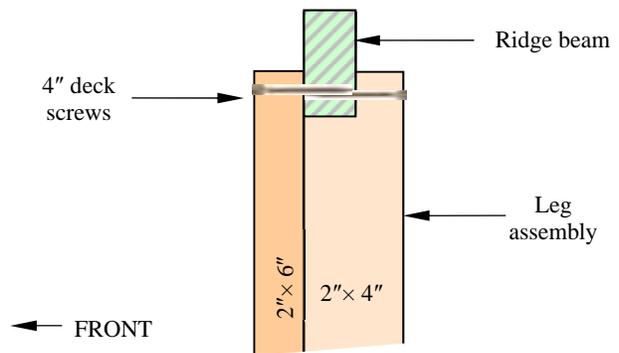
Some people like to pre-mix the concrete and pour it wet into the holes, while others pour the concrete mix in dry and then add water into the hole. Check out the quick-set concrete mix that is formulated for this technique; but be aware that it does set very quickly and you will not have much time to correct any alignment problems.

Some people prefer rocks, gravel, tightly packed soil, or rock dust rather than concrete to anchor the legs.

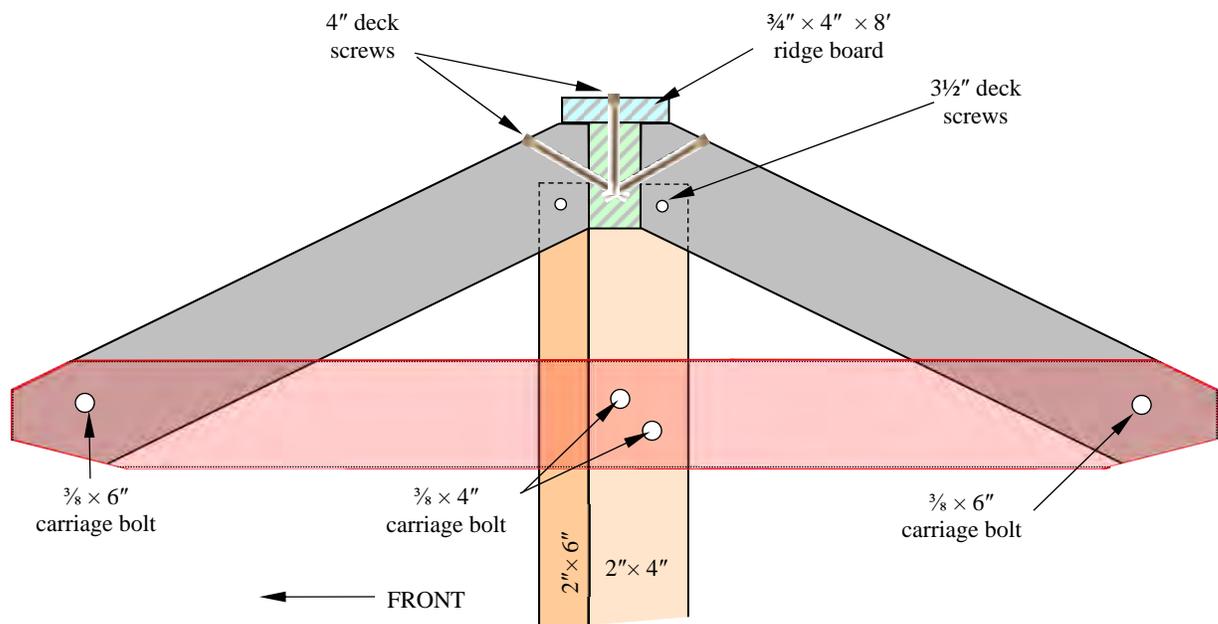
The Roof

Position the ridge beam in place and secure with 4" deck screws through the 2"×6" member of the leg assembly.

Clamp the rafter support into approximate position on the outside of the leg assembly. Place the front rafter in position and then with a rafter spacer between it and the rafter support, clamp the rafter support, spacer, and rafter together. Then position the back rafter and clamp it to the back of the rafter support along with a rafter spacer. Don't worry about positioning the rafter spacers; the problem of the moment is to get both rafters and the rafter support lined up. Two people are needed for this.



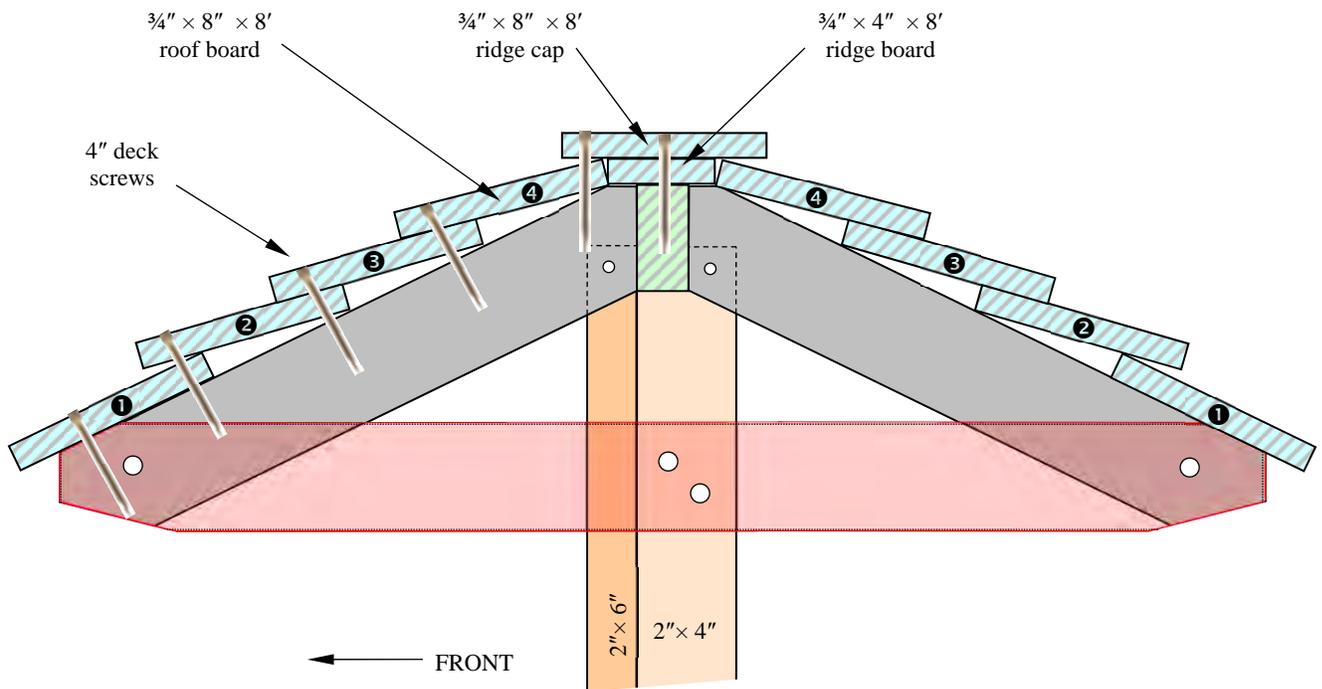
When rafters and the rafter support are aligned, tighten the clamps and then drill the holes for the two carriage bolts and insert and tighten them. Then align the rafter spacers, tighten the clamps there, and then drill the holes for the carriage bolts at the end of the rafter support and insert and tighten them. Finally, put two 4" deck screws through the top of the rafters into the ridge beam. Note where these screws are so you don't hit them when attaching the roof and the ridge cap.



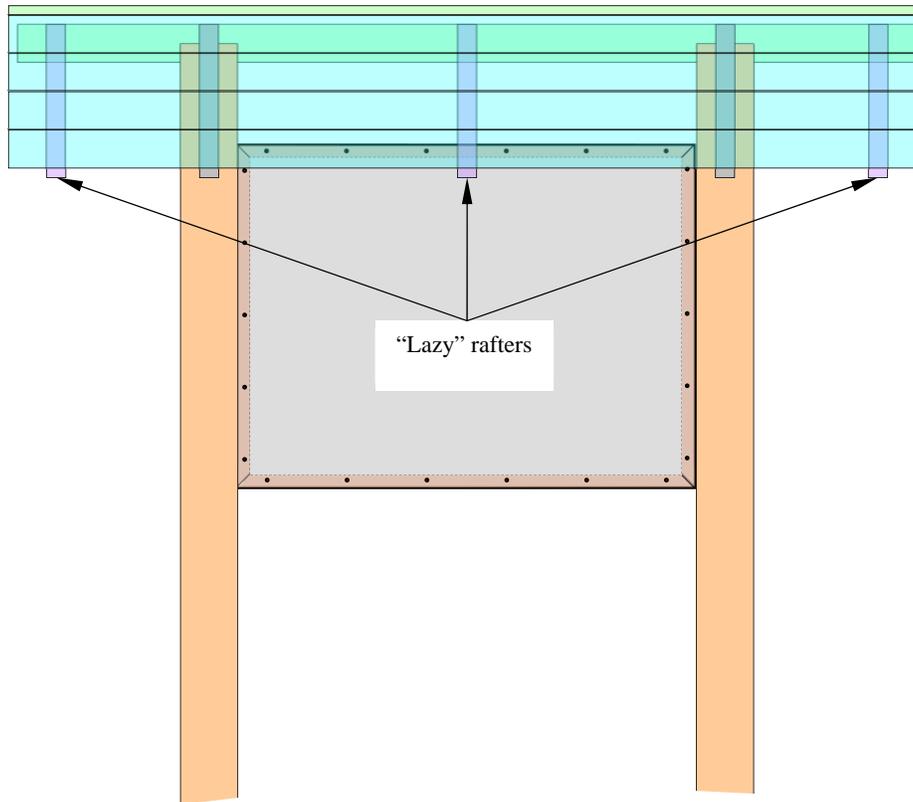
Attach the ridge board to the ridge beam using two 4" deck screws. Drive the screws between the rafter locations so they don't interfere with the other screws.



Attach the $\frac{3}{4}$ " \times 4" \times 8' ridge board by driving several 4" deck screws down into the ridge beam. Start the roof at the bottom by clamping a roof board to the two rafters. Then drive a 4" deck screw through the roof board into the rafter. Attach the bottom board to the back rafters in the same way. This will prevent the ends from twisting as you build the roof. Then do a rough layout of the next three roof boards in the front. You want the overlaps to be about the same and the top roof board snug up against the ridge board. Mark the position of the boards and then work from the bottom up by clamping the second board to the two end rafters, and then securing with a 4" deck screw. Do only second board front and back now. You will do the third and fourth boards front and back after the lazy rafters are in place.



Clamp the lazy rafters to the bottom roof board and align with the ridge beam. Secure the lazy rafter to the ridge beam with a 4" deck screw. Then with the clamp still in place, drive the 4" deck screws through the roof boards into the lazy rafter. Repeat for all of the lazy rafters.



To complete the roof, attach the third and fourth roof boards front and back, and then screw the ridge cap down through the ridge board into the ridge beam. Use five 4" deck screws along the length of the ridge, offset slightly from the rafters to avoid interfering with the other screws already in place.

Before attaching the ridge cap, consider cutting drip grooves as shown on Page 9. We did have a slight problem with water siphoning back under the ridge cap that this should prevent.

Maintaining the Display panel

You will need to instruct the person responsible for the content of the display panel, and provide them with the proper driver for the trim screws. Here is how to remove the Lexan: Remove all of the screws from the vertical frame piece on the right side of the panel. Remove the frame piece and set it aside with the top end up. Slide the lexan sheet slightly to the right so that it is free from the left side frame piece. Then lift the horizontal center of the Lexan away from the corkboard to buckle the sheet enough to free it from the top frame piece. You can then remove the Lexan sheet and carefully set it aside. Reverse the process after changing the content. An office stapler is probably the best way to attach paper to the cork board. Hopefully, it should not be necessary to laminate the content.

Kadillac Kiosk

The kiosk shown below was professionally designed and was constructed and installed using similar techniques to those described above. The kiosk features two professionally printed panels and a bulletin board display panel (not completed in this photo) for display of changing content. The roof is flat boards, membrane, and cedar shakes. The vertical posts are 6 x 6 black locust.



Kiosk at Roy H. Park Nature Preserve

Bill of materials

Quantity	Item	Description
2	2"× 6"× 10'	Leg fronts. Should be full 2"× 4". Should be as straight as possible with 3 good edges for 7½ feet of length. The end to be buried can have defects.
2	2"× 4"× 10'	Leg sides. Same as fronts.
1	2"× 4"× 8'	Ridge beam. This should be straight with square edges.
4	2"× 4"× 24"	Working rafters. Should be full 2"× 4". Plan on cutting from 8-footers if you can get 3 or 4 good pieces. It helps if these are fairly similar and consistent in width and thickness, with straight, square edges.
6	2"× 4"× 24"	Lazy rafters. Can be same as above, but lighter weight and some variation is OK. Cut from 8-footers.
1	1"× 4"× 8'	Ridge board. This should be straight with square edges.
9	¾"× 8"× 8'	Roof boards. If possible, get these cut to order rather than using full one-inch thick rough cut. This will reduce the weight of the roof. There can be some imperfections on the edges since there is 1½" - 2" of overlap. But there should be no holes in the middle. Some warp is OK since these will be screwed down, but the edges should be fairly straight. There can also be some variation in width as long as you plan for it. Save the best ones for the ridge cap and the bottom front.
2	2"× 4"× 5'	Horizontal display brackets. These are out of sight in the back and can have some imperfection. Square one end in the shop and then cut to exact length during assembly.
2	1"× 6"× 30"	Vertical display brackets. These are out of sight in the back and can have some imperfection. Square one end in the shop and then cut to exact length during assembly.
2	1"× 2"× 8'	Display frame. You will rip these to 1½" and resaw to ¾" thick and then cut 48" and 36" pieces. These want to be straight and uniform so you end up with a nice looking frame to hold the Lexan. If you find a single nice 1"× 4"× 8' you could use that instead.
1	48"× 36" MDO Plywood	This is waterproof, but it wouldn't hurt to paint the back side.
1	48"× 36" corkboard Homosote	Keep this protected until final assembly.
1	45½"× 33½"× ⅛" Lexan	There are two inferior grades between Lexan and "plexigrass" which might work, but Lexan is preferred for strength (pretty much unbreakable) and no discoloration.
12	5/16"× 5" galvanized lag screw	For attaching the front and side members of the leg assemblies. Comparable structural screws could be used.

Quantity	Item	Description
4	$\frac{3}{8} \times 4''$ galvanized carriage bolt	Attach rafter support to legs, two at each end.
4	$\frac{3}{8} \times 6''$ galvanized carriage bolt	Attach end of rafter support, through rafter spacer to rafter ends.
8	2½" deck screws	Attach vertical panel brackets from back into 2 x 6 leg fronts. 8 are needed.
20	3½" deck screws	Attach top of rafters to leg assemblies, one through front rafter into 2 x 6 and one through back rafter into 2 x 4. 4 needed Attach horizontal panel brackets from back into 2 x 6 leg fronts. 16 are needed.
59	4" deck screws	Attach ridge beam to leg assemblies, one through 2 x 6 into front of ridge beam and one through 2 x 4 into back of ridge beam. 4 needed. Attach ridge board to ridge beam. 2 needed. Attach roof boards to rafters. 50 are needed. Attach ridge cap through ridge board into ridge beam. 5 are needed
22	2½" stainless trim screws	Attach frame though Homosote and MDO plywood to 1 x 6 vertical bracket on sides and 2 x 4 horizontal brackets top and bottom.
3-4	40 lb. concrete mix	Consider the quick-setting mix.

Roger Hopkins
roger@naturalhighs.net

Sweedler: Thanks to Betsy Darlington (inspiration), Tom Brown (black locust), Dave Schurman (clamps, garage, and advice), Gary Mallow (encouragement & sweat), Will Hopkins (concrete & counsel), Carl Leopold (appreciation)

Kingsbury: Thanks to Chris Olney (make it happen), Sheila Kingsbury (site), Tom Brown (black locust), Dennis Baldwin (Eagle Scout in waiting) and comrades, Baldwin/Costich family (pizza, transportation, impossibly tall and heavy step ladder, immeasurable help)

Planning a Trailhead Kiosk 2012

A Revision to *Planning a Trailhead Bulletin Board* (1998)

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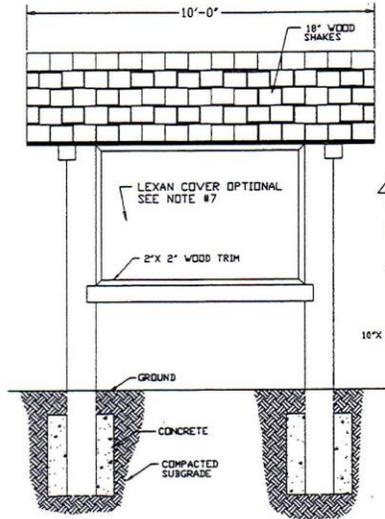
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 APPALACHIAN TRAIL CONFERENCE
 NPS APPALACHIAN TRAIL PROJECT OFFICE

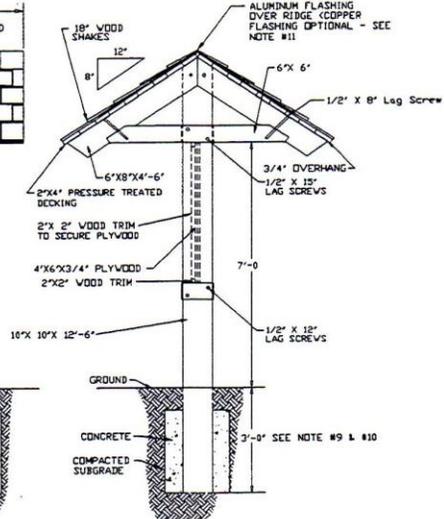
DESIGN #1
 LONG LASTING
 BULLETIN BOARD

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 DESIGNED BY: C. MURPHY, L. GORTAL
 CHECKED BY: V. VALLINS, B. DODD
 FILE NO./DATE: 3004 2/27/78

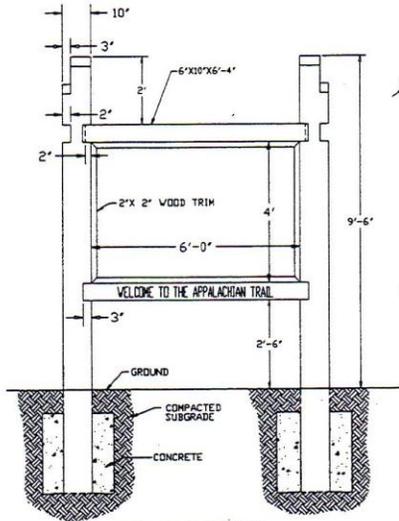
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 DRAWN BY: C. MURPHY
 CHECKED BY: V. VALLINS, B. DODD
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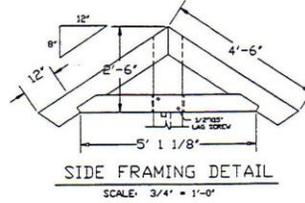
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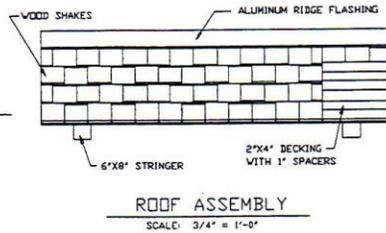
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FRAMING DETAIL
 SCALE: 3/4" = 1'-0"



SIDE FRAMING DETAIL
 SCALE: 3/4" = 1'-0"



ROOF ASSEMBLY
 SCALE: 3/4" = 1'-0"

NOTES:

1. ALL WOOD SHOULD BE PRESSURE TREATED.
2. ALL HARDWARE AND NAILS SHALL BE GALVANIZED.
3. CEDAR WOOD SHAKES SHOULD BE APPROXIMATELY 18" X 1/2" HANDSPLIT WITH A 5 1/2" EXPOSURE.
4. FINISH SHOULD BE NATURAL.
5. STANDARD SLAT SIGN SHOULD HAVE APPROXIMATELY 2" LETTERS - "WELCOME TO THE APPALACHIAN TRAIL", WOOD ROUTED OR WHITE REFLECTIVE PAINT.
6. EASE ALL EXPOSED EDGES.
7. LEXAN COVER FOR PLYWOOD IS OPTIONAL. ATTACH 2" X 2" WOOD TRIM TO OUTSIDE EDGE OF LEXAN WITH 1/4" LAG SCREWS. ATTACH LEXAN TO PANEL AT TOP WITH 3" X 3" HINGES (OR COMPARABLE SIZE DOOR HINGES).
8. OPTIONAL: 5/8" REBAR MAY BE ATTACHED TO BACK OF 10"X10" SUPPORT POSTS TO DETER VANDALS.
9. IN NORTHERN LOCATIONS, SINK SUPPORT POSTS TO A MINIMUM DEPTH OF 4'.
10. IF CONCRETE WILL NOT BE USED AROUND SUPPORT POSTS (FOOTERS), INCREASE DEPTH AN ADDITIONAL 1'0".
11. OPTIONAL: USE COPPER FLASHING EXPOSED 1" ON EITHER SIDE FROM UNDER SHAKE CAP. (COPPER WASH ON ROOF HELPS PREVENT MOLD AND MILDEW)

(NOT TO SCALE)

Appalachian Trail Gateway Bulletin Board

**Materials List
Long-Lasting Bulletin Board
Design #1**

# Needed	Material	Approximate Cost
2	10" x 10" x 12'6" pressure treated lumber (support posts)	400.00
4	6" x 8" x 4'6" pressure treated lumber	220.00
2	6" x 6" x 5' pressure treated lumber (rafters)	50.00
2	6" x 10" x 6'4" pressure treated lumber (horizontal beams)	135.00
1	6' x 4' x 3/4' plywood panel	28.00
1	6' x 4' x 1/4" Lexan®	240.00
2	2" x 2" x 4' pressure treated board (panel frame)	7.00
2	2" x 2" x 6' pressure treated board (panel frame)	7.00
1	15" (minimum) x 10' aluminum ridge flashing	27.00
approx. 18 as needed	2" x 4" pressure treated boards (roof frame) Wood shakes, triple overlay, approx. 5" – 6" exposed (100 sq. ft.)	70.00 600.00
12	1/2" x 12" lag screws	60.00
18	1/4" x 4" lag screws (panel frame)	18.00
8	1/2" x 10" lag screws	40.00
2	5/8" x 3' rebar minimum (optional; to attach to back or side of posts to deter vandals from using chainsaw on support posts)	13.00
as needed	Galvanized nails to attach 2" x 4" roof frame	5.00
as needed	Galvanized nails to attach wood shakes on roof	5.00
12	60-pound bags of ready-mix concrete (optional; can be poured dry or wet around base of support posts to add stability)	50.00
8	12" bridge spikes or lag bolts (optional: can be pounded or nailed near base of support posts, below grade, to add stability)	7.00
Total Cost		\$1,982.00

Note: Costs are estimates only, based on 2012 pricing; prices may vary significantly by locale.

Note: Larger-dimension lumber may have to be special-ordered from a sawmill.

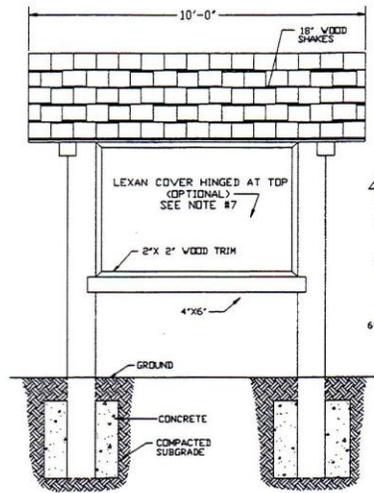
Note: Taxes are not included in this estimate.

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 NPS APPALACHIAN TRAIL PROJECT OFFICE

DESIGN #2
 ECONOMIC
 BULLETIN BOARD

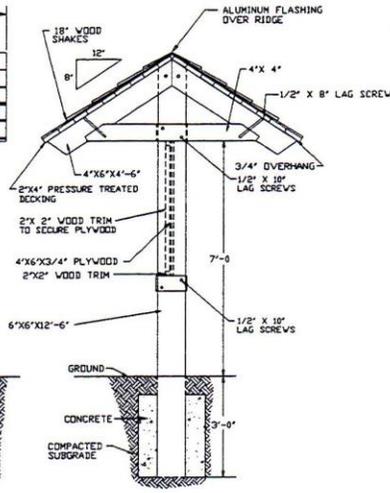
PRODUCTION:
 DRAWN BY: E. MOSELEY, L. GUYTON
 CHECKED BY: L. GUYTON
 FILE NUMBER: 388A-1022A

DESIGNED BY: V. MILLER
 CHECKED BY: V. MILLER, B. BENT
 FILE NUMBER: 388A-1022A



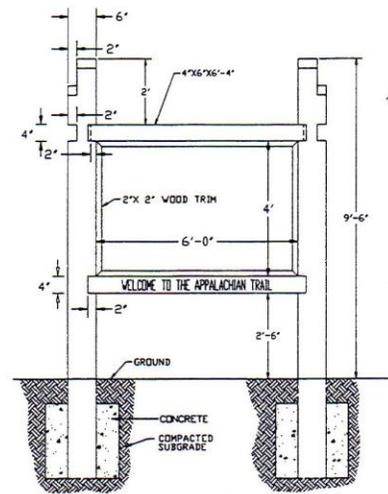
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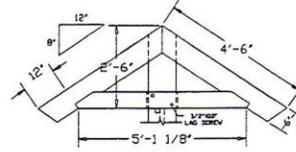
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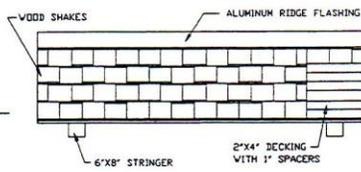
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SCALE: 3/4" = 1'-0"



SIDE FRAMING DETAIL

SCALE: 3/4" = 1'-0"



ROOF ASSEMBLY

SCALE: 3/4" = 1'-0"

(NOT TO SCALE)

NOTES:

1. ALL WOOD SHOULD BE PRESSURE TREATED.
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3. CEDAR WOOD SHAKES SHOULD BE APPROXIMATELY 18" X 1/2" HANDSPLIT WITH A 5 1/2" EXPOSURE.
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11. OPTIONAL: USE COPPER FLASHING EXPOSED 1" ON EITHER SIDE FROM UNDER SHAKE CAP. (COPPER WASH ON ROOF HELPS PREVENT MOULD AND MILDEW)

Appalachian Trail Gateway Bulletin Board

**Materials List
Economic Bulletin Board
Design #1**

# Needed	Material	Approximate Cost
2	6"x 6" x 12'6" pressure treated lumber (support posts)	70.00
4	4" x 6" x 4'6" pressure treated lumber	60.00
2	4" x 6" x 5' pressure treated lumber (rafters)	30.00
2	4" x 6" x 6'4" pressure treated lumber (horizontal beams)	30.00
1	6' x 4' x 3/4' plywood panel	28.00
1	6' x 4' x 1/4" Lexan®	240.00
2	2" x 2" x 4' pressure treated board (panel frame)	7.00
2	2" x 2" x 6' pressure treated board (panel frame)	7.00
1	15" (minimum) x 10' aluminum ridge flashing	27.00
approx. 18 as needed	2" x 4" pressure treated boards (roof frame)	70.00
	Wood shakes, triple overlay, approx. 5" – 6" exposed (100 sq. ft.)	600.00
12	1/2" x 10" lag screws	60.00
18	1/4" x 4" lag screws (panel frame)	18.00
8	1/2" x 8" lag screws	24.00
2	5/8" x 3' rebar minimum (optional; to attach to back or side of posts to deter vandals from using chainsaw on support posts)	13.00
as needed	Galvanized nails to attach 2" x 4" roof frame	5.00
as needed	Galvanized nails to attach wood shakes on roof	5.00
12	60-pound bags of ready-mix concrete (optional; can be poured dry or wet around base of support posts to add stability)	50.00
8	12" bridge spikes or lag bolts (optional: can be pounded or nailed near base of support posts, below grade, to add stability)	7.00
Total Cost		\$1,351.00

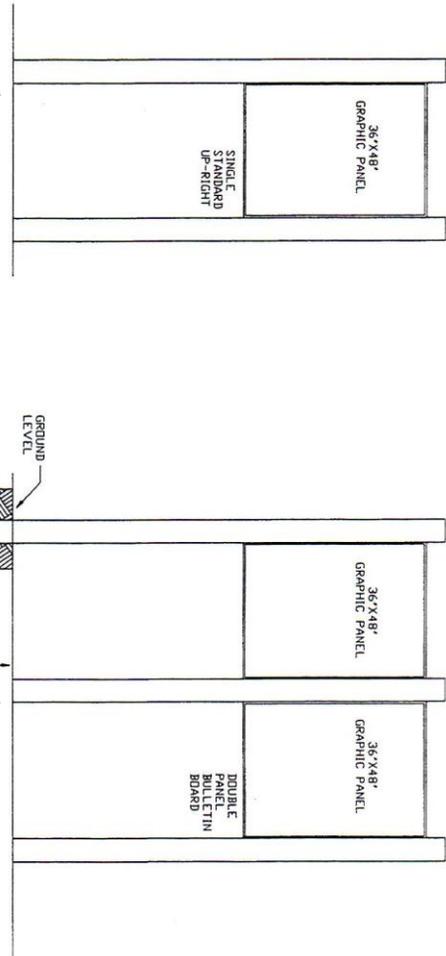
Note: Costs are estimates only, based on 2012 pricing; prices may vary significantly by locale.

Note: Larger-dimension lumber may have to be special-ordered from a sawmill.

Note: Taxes are not included in this estimate.

Appalachian Trail Gateway Bulletin Board

(NOT TO SCALE)

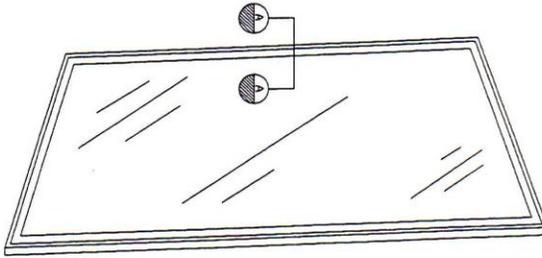


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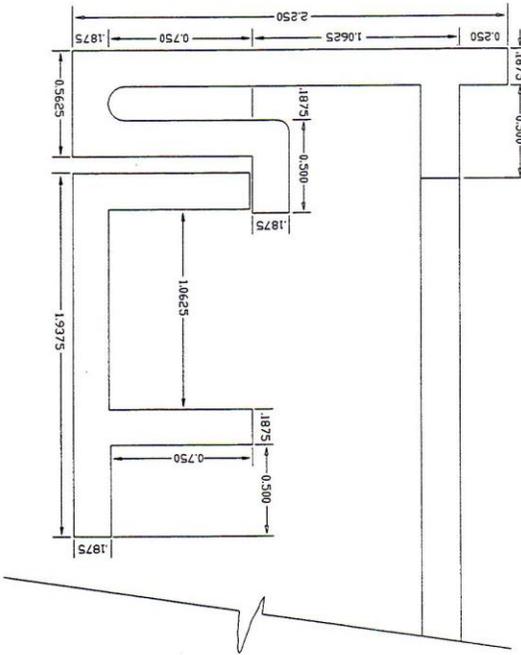
DESIGN #3
 VANDAL RESISTANT
 BULLETIN BOARD

PRODUCTION:
 KNOWN BY:
 PAGE 1 OF 3

DESIGNED BY:
 DRAWN BY:
 CHECKED BY:
 DATE:



(NOT TO SCALE)



PLAN-SECTION AA
CASE MOLDING

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DESIGN #3
VANDAL RESISTANT
BULLETIN BOARD

PRODUCTION
REVISED BY: JEFFREY W. [unclear]

PAGE 2 OF 3

DESIGNED BY: V. YELTON
DRAWN BY: G. RAYNE
CHECKED BY: V. YELTON, L. BOCK
FILE NUMBER: 34189, 34273

Appalachian Trail Gateway Bulletin Board

Mo Hansen

From: Mike Valent <tburn1@hotmail.com>
Sent: Monday, November 14, 2016 8:51 AM
To: Mo Hansen
Subject: Re: City of Waterloo Meeting Notice & Agenda - November 15, 2016 - Jt. Community Development Authority & Community Development Committee

Hi Mo,

I am sorry but I will not be able to attend the Development Committee meeting tomorrow evening. I was very pleased to see that the City Council has passed a resolution waiving all fees and permits for new home construction for calendar year 2017. I believe this will spark interest in new home construction in Waterloo. As you know I have the remaining undeveloped 19 lots in Treyburn Farms for sale and this new initiative has definitely sparked some interest. I will probably be building on my last developed lot next year because of the resolution. I was hoping the resolution would have been for 3 years which was proposed at one time. That would give the next developers of Treyburn Farms time to develop the lots and then time to build some new houses under the resolution.

Thank You,
Mike Valent

From: Mo Hansen <cityhall@waterloowi.us>
Sent: Friday, November 11, 2016 1:19 PM
To: Waterloo Clerk/Treas Office
Subject: City of Waterloo Meeting Notice & Agenda - November 15, 2016 - Jt. Community Development Authority & Community Development Committee

This is public notice of a City of Waterloo meeting for November 15, 2016 – Joint Meeting: Community Development Authority & Community Development Committee

[CLICK HERE FOR: Agendas, Meeting Materials & Past Meeting Minutes.](#)

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- The same for unsubscribing.

Mo Hansen

Clerk/Treasurer

City of Waterloo

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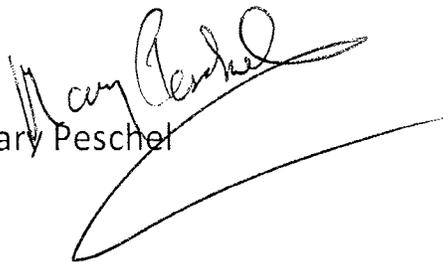
Waterloo Community Development Board

October 21, 2017

It is with enthusiasm and commitment I submit my name for Market Manager. I have lived in Jefferson County for a fair amount of my life. I graduated from Waterloo High School. I have served on the County Board, Board of Directors for Rock Lake Manor, and have been active in my faith community. My greatest achievement was running for mayor of Waterloo as a write in candidate. We did not win but we had fun, raised the consciousness of the Waterloo voters and achieved over 200 votes at election time. Along with this I have worked with Farmer Markets in Dane and Waukesha County for over 20 years.

Thank you for reviewing my application. If hired I will not disappoint you as your Waterloo Champion.

Cheers,


Mary Peschel

Mary F Peschel

228 Water Street, Apt. 2b8
Lake Mills, WI 53551
608-219-8095 | marypeschel@yahoo.com

Knowledge, Skills and Abilities

- Effective oral and written communication skills; able to maintain detailed, confidential information and documentation
- Proven problem solving abilities; able to generate, implement, and evaluate solutions to complex problems/situations
- Efficient time management and organizational skills; able to meet project deadlines in a timely manner
- Productive team member with the ability to work independently and lead others to reach organizational objectives
- Skilled in empowering clients to develop and achieve goals

Experience

Community Action Coalition for South Central Wisconsin, Inc., Madison, WI 2008-2014

Outreach Specialist

- Assisted individuals in establishing and achieving goals for self-sufficiency—housing, employment, healthcare, food and transportation assistance, and education
- Implemented outreach services for Waukesha County

Jim's Cheese Pantry, Waterloo, WI 2003-2008

Sales Associate

- Oversight of regional and local sales and representatives
- Determined and set pricing on products and services to respond to customer requirements while meeting profit objectives

St. Coletta's of Wisconsin, Jefferson, WI 1993-2003

Case Worker

- Developed and implemented the goals of Individual Service Plans—basic living skills, hygiene, recreation and leisure skills, transportation, and other services necessary for success
- Supervised and implemented Job Development, Supported Employment, Adult Education and Sheltered Employment programs

Education

University of Wisconsin—Madison, Madison, WI
Bachelor of Science—Education for the Developmentally Disabled
Cardinal Stritch—Worked towards Business Administration Masters

Mary F Peschel

228 Water Street, Apt. 2b8

Lake Mills, WI 53551

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References

Martha Parsons
Former Principal/Teacher
Waterloo, WI
920-478-2340

Cindy Eggleston
Executive Director
Food Pantry
Mukwonago, WI
262-363-4711

Jinx Davis
Business Owner
Loveland, CO
970-663-1200

Andy Pizer
Business Owner
Loveland, CO
970-663-1200

Karol Buckingham
Vocational Consultant
Monona, WI
608-333-9565

NEWLOO'S NEW STREET MARKET

Newloo is excited to announce a new Street Market. The Newloo Street Market is a producer-only Market that operates in downtown Newloo. The market runs rain, shine, or snow every Saturday from 7am-1pm, May 1st until the last weekend in October.

We are looking for Vendors (Individuals, non-profits, retailers, whole sales) interested in joining us. Products we are looking for: fresh fruits and vegetables, fresh dried herbs, fresh flowers/plants. Pumpkins, gourds, squash. Canned preserved fruits vegetables, jams & jellies, preserves, salsas, pickles, dried fruit. Fresh honey, maple syrups, sorghum. Homemade pies, cookies, breads, scones. Beef, pork seafood, chickens, eggs. Award winning cheeses and squeaky fresh cheese curds. Hand made greeting cards, hand crafted jewelry, homemade scarves, paintings.

We are also looking for live music, cooking demonstrations, healthy living tips, and whatever talents would entertain Market Goers. We will have weekly free drawings. And of course Market Munchies; pizza, ice-cream, coffee, water, soda, soup, Doyles Dogs, Smoothies, Kettle Korn.

And most important; we need lots and lots of customers. So mark your calendars and plan on attending the Newloo Market starting May 1st 2017. Vendors; first come first serve. Look forward to seeing you there.

For more information see us on face book, e-mail or call --- --- ----, and ask for----.

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 as a promotional tool (knowledge of administrating FaceBook)

The chosen candidate will be paid a \$4,000. The chosen candidate will also be offered an incentive based on vendor and promotional fees collected.

DISCLAIMERS

The City reserves the right to seek clarification on any aspect of a proposal and to remove from consideration any proposal that, in the City's sole discretion, has deficiencies. In addition, the City reserves the right to enter into negotiations with one or more respondents.

CONTACT INFORMATION

Contact Clerk/Treasurer Mo Hansen should you have specific questions regarding the information we are requesting. Phone calls or emails are welcomed.

SIGNATURE SECTION

Mary Peschel
Signature

Company Name

Mary Peschel
Print Name

Company Address

—
Title

City State Zip

608-219-8095
Telephone #

Fax #

Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days.
