



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: May 16, 2017
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: April 18, 2017
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison
 - b. Fund 600 - Monthly Financials
 - c. 2016 Grant Tracking
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING
 - a. Clerk/Treasurer's "Next 28 Days Checklist" (hand out at meeting)
6. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks, Follow-up Information After Following High School Outreach
 - b. Street Market Initiative, Recruiting A Market Manager, Sub-committee Follow-up With Amanda Wermuth
 - c. 203 East Madison Street, Review & Comment On Kunkel Engineering Revised Concept
 - d. A 2017 Hotel Feasibility Study, Considering A Recommendation To The City Council
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Next Meeting: June 20, 2017 at 6 p.m.
8. ADJOURNMENT

Mo Hansen
Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Ziaja, Norton, Tuttle, Moe & Reynolds
Community Development Committee: Ziaja, Thomas & Petts
Posted, Mailed and E-mailed: 05/11/2017

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: April 18, 2017**

1. ROLL CALL AND CALL TO ORDER. CDA Chair Hermanson called the joint meeting to order at 6:00 p.m. in the Municipal Building Council Chambers. CDA members present: Hermanson, Stinnett, Tuttle, Moe, Reynolds & Ziaja. Absent: Norton. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Diane Graff, Mitch Leisses, Mike Kawula, Jim Clements of Grand Stay Hospitality LLC (via phone) and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: March 21, 2017. MOTION: Moved by Thomas, seconded by Tuttle to approve with the correction that Norton should be listed as not attending. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison. Tuttle said Chamber plans for downtown beautification were proceeding. A planting workday was scheduled for May 20th. Following up on a Thomas comment, Hansen said he had contacted Nicole Forester regarding new business welcoming. She said to invite Chamber members for the welcome and that the Chamber had other membership related actions it was planning with new businesses.
 - b. Fund 600 - Monthly Financials. Noted.
 - c. 2016 Grant Tracking. Noted.
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING
 - a. Clerk/Treasurer's "Next 28 Days Checklist." Noted.
6. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks, Follow-up Information After Following High School Outreach. DISCUSSION: Petts said Hansen had yet to produce a summary letter for distribution to potential kiosk builders.
 - b. Street Market Initiative, Recruiting A Market Manager. DISCUSSION: Petts said Marshall Area Business Association President Julie Bergholz was supportive. A discussion of flyers to recruit was mentioned.
 - c. 203 East Madison Street, Review & Comment On Kunkel Engineering Revised Concept. DISCUSSION: Mitch Leisses from Kunkel Engineering Group present revised plans. He noted site grades and the concrete footing as reasons for revisions from the 2015 concept drawing. He said the current grant was just for the river's edge. The body discussed the value of acting on the proposal or reconsidering a private use. Thomas said moving forward on the current grant would be a benefit either way. Reynolds said business would benefit from parking. MOTION: Moved by Petts, seconded by Reynolds to recommend to Council the start of the riparian phase with matching funds from TID #2. VOICE VOTE: Motion carried.
7. NEW BUSINESS
 - a. A 2017 Hotel Feasibility Study, Considering A Recommendation To The City Council. DISCUSSION: Jim Clements by phone addressed questions saying Waterloo has a decent corporate base; a project would likely be no more than 40 units; area hotels are older; and if the City paid for a feasibility study it would own it and be able to take it to the broader hotel development market. Land at McKay Way & STH 19 and land at 688 West Madison Street were mentioned as possible locations. MOTION: Moved by Stinnett, seconded by Reynolds to recommend to Council that a request for proposals for a hotel feasibility study be drafted and made public. VOICE VOTE: Motion carried.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Next Meeting: May 16, 2017 at 6 p.m. Noted.
9. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Tuttle to adjourn. VOICE VOTE: Motion carried. Approximate time: 7:19 p.m.

Attest:



CITY OF WATERLOO

BALANCE SHEET

APRIL 30, 2017

FUND 600 - COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	2,296.86	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		2,296.86
			<hr/> <hr/>

LIABILITIES AND EQUITY

LIABILITIES

600-21100	VOUCHERS PAYABLE	.00	
600-26100	DEFERRED REVENUE	.00	
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	TOTAL LIABILITIES		.00

FUND EQUITY

600-34300	FUND BALANCE	(284.52)	
	REVENUE OVER EXPENDITURES - YTD	2,581.38	
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	TOTAL FUND EQUITY		2,296.86
			<hr/> <hr/>
	TOTAL LIABILITIES AND EQUITY		2,296.86
			<hr/> <hr/>

CITY OF WATERLOO
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 4 MONTHS ENDING APRIL 30, 2017

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>INTERGOVERNMENTAL REVENUE</u>					
600-43-4320-000 STATE PROPERTY ACQUISITION	.00	4,000.00	.00	4,000.00	.00
TOTAL INTERGOVERNMENTAL REVENUE	.00	4,000.00	.00	4,000.00	.00
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000 MBC BUILDING RENTAL	.00	250.00	1,500.00	(1,250.00)	16.67
TOTAL PUBLIC CHARGES FOR SERVICE	.00	250.00	1,500.00	(1,250.00)	16.67
<u>MISCELLANEOUS REVENUES</u>					
600-48-4850-000 DONATIONS LOCAL	.00	.00	1,000.00	(1,000.00)	.00
TOTAL MISCELLANEOUS REVENUES	.00	.00	1,000.00	(1,000.00)	.00
<u>OTHER FINANCING SOURCES</u>					
600-49-4910-000 REVOLVING LOAN FUND REIMBURSE	.00	.00	50,000.00	(50,000.00)	.00
600-49-4921-000 TRANSFER FROM GENERAL FUND	.00	.00	4,710.00	(4,710.00)	.00
600-49-4928-000 TRANSFER FROM TID #2	.00	.00	6,000.00	(6,000.00)	.00
TOTAL OTHER FINANCING SOURCES	.00	.00	60,710.00	(60,710.00)	.00
TOTAL FUND REVENUE	.00	4,250.00	63,210.00	(58,960.00)	6.72

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 4 MONTHS ENDING APRIL 30, 2017

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	.00	275.00	275.00	.00
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	140.13	385.68	2,575.00	2,189.32	14.98
600-51-5162-222	MAUNESHA BUSINESS HEAT	.00	357.91	1,150.00	792.09	31.12
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	46.21	137.24	500.00	362.76	27.45
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	74.40	148.80	850.00	701.20	17.51
600-51-5162-341	MAUNESHA BUSINESS INTERNET	.00	.00	775.00	775.00	.00
600-51-5162-350	MAUNESHA BUSINESS CLEANING SUP	.00	.00	50.00	50.00	.00
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	225.00	228.99	850.00	621.01	26.94
	TOTAL MAUNESHA BUSINESS CENTER	485.74	1,258.62	7,025.00	5,766.38	17.92
<u>PLANNING AND CONSERVATION</u>						
600-56-5630-220	PROJECT CDA PROGRAMS	410.00	410.00	6,185.00	5,775.00	6.63
	TOTAL PLANNING AND CONSERVATION	410.00	410.00	6,185.00	5,775.00	6.63
<u>ECONOMIC DEVELOPMENT</u>						
600-56-5670-720	REVOLVING LOAN FUND	.00	.00	50,000.00	50,000.00	.00
	TOTAL ECONOMIC DEVELOPMENT	.00	.00	50,000.00	50,000.00	.00
	TOTAL FUND EXPENDITURES	895.74	1,668.62	63,210.00	61,541.38	2.64
	NET REVENUES OVER EXPENDITURES	(895.74)	2,581.38	.00	2,581.38	.00

CITY OF WATERLOO GRANT TRACKING

By Oversight Entity 5/12/2017 5:58 AM

LOO ID#	OVERSIGHT	GRANT NAME	GRANT ADMIN ID	FUNDING PROJECT(S)?	APP SUBMITTED	AWARD Y/N	AWARD AMOUNT	AWARD DATE	MATCH DETAILS	NEXT ADMIN ACTION	PROJ STATUS
2016-02	Community Development Authority	DNR Municipal Flood Control	MFC-28290-16	203 E Madison St (Shore Restoration)	May 2016	YES	\$21,780	10/4/2016	50% local; accepted with no match decision	bidding project	Council approves riparian phase with match from unassigned General Fund balance
2016-06	Community Development Authority	Junginger Foundation Ask	-	Seeking match for Muni Flood Control @ 203 East Madison Street						Follow-up on foundation board	Further follow-up
2015-02	JCEDC & Public Works & Property Comm	EPA Environmental Remediation via County		333 Portland Rd site assessment phase 2	N/A		unknown	none; a direct EPA action	no match	Grant site access	EPA ready for action. Seeking site access
2015-04	JCEDC & Public Works & Property Comm	WEDC Site Assessment Grant		333 Portland Rd site assessment phase 2	Soon		unknown		20% to 50% match; \$150k award max	Submit application	Need to coordinate demolition with EPA environmental clean-up
2016-01	Parks Comm	DOA CDBG-DR IKE Supplemental	CDBG-DR-IKE#16-07	720 W Madison St Phase 3 (remove river obstructions & river bank restoration)	Jan 2016	YES	\$107,375	1/21/2016	no match	close-out grant	Construction done with reimbursebursement & close out to finish
2016-04	Public Works & Property Comm	TBD USDA	-	Seeking match for Muni Flood Control @ 203 East Madison Street	TBD						No suitable USDA dollars identified at this time.
2016-05	Public Works & Property Comm	DNR Private Lead Service Line Program		Private lead water system 2016-2019	June 2016	YES	\$330,000 -no daycares means foregoing 30k	10/19/2016	no match	Recruit more pre-qualified plumbers	Project posted and mailing distributed to property owners Priority homes- construction zone
2016-06	Public Works & Property Comm	DNR Recycling	RU-28290	General Fund contracted recycling expense & some compost site activities	10/01/2016	YES	\$11,737	TBD	no match	Submit future year grant app by May 1	Funded; recurring annual application and award
2017-01	Public Works & Property Comm	County culvert aid	-	DPW 2017 culvert replacement (ask: \$30,000)	TBD				no match	follow-up with County on 2016 funding request	Request aid
2017-04	Waterloo Utilities	WPPI Annual \$1000		TBD		YES	\$1,000	1/1/2017	no match	propose project award ideas to Barry	2017 awarded to Chamber of Commerce
2014-01		Idle Site Industrial Grnat	ISR FY14-22204	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	YES	\$584,000	4/3/2014	Private dollars invested need to be reported and invested	Submitted contract amendment to cover concrete abutment @ 575 W Madison and further incentive for Waterloo Tech Center build-out	Awaiting contract amendment OK
2017-03	Community Development Authority	DOA READI via NW Regional Plan Comm.		TBD (1)training, (2)housing & (3)economic development	in draft					Council action; set partnership with CDO	Stuck at point of partnerships with Waterloo businesses on concept