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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:** October 17, 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: June 20, 2017; July 18, 2017 and August & September (no meetings)
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison
  - b. Fund 600 - Monthly Financials
  - c. Grant Tracking
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING
  - a. "Next 28 Days Checklist" (hand out at meeting)
  - b. How Do We Improve Project Implementation?
6. UNFINISHED BUSINESS
  - a. "You Are Here" Kiosks, Does Mobile Kiosk Meet The Need?
  - b. Street Market Initiative, Recruiting A Market Manager
7. NEW BUSINESS
  - a. 2018 Budget Submittal
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Next Meeting: November 21, 2017 at 6 p.m.
9. ADJOURNMENT

*Mo Hansen*

Mo Hansen  
Clerk/Treasurer

**Community Development Authority:** Hermanson, Stinnett, Ziaja, Tuttle, Moe & Reynolds with one vacancy

**Community Development Committee:** Ziaja, Thomas & Petts

Posted, Mailed and E-mailed: 10/11/2017

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: June 20, 2017**

1. ROLL CALL AND CALL TO ORDER. CDA Vice-Chair Stinnett called the joint meeting to order at 6:00 p.m. in the Municipal Building Council Chambers. CDA members present: Norton, Stinnett, Tuttle, Moe, Reynolds & Ziaja. Absent: Hermanson. CDC members present: Petts, and Ziaja. Absent: Thomas. Others present: Diane Graff, Mike Kawula and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: May 16, 2017. MOTION: Moved by Ziaja, seconded by Petts to approve the minutes as presented. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. DISCUSSION: Tuttle said she just came from a Chamber meeting and reported that the group was looking for storage space.
  - b. Fund 600 - Monthly Financials. Noted.
  - c. Grant Tracking. It was noted that grants needed to be added to the list.
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING
  - a. Clerk/Treasurer's "Next 28 Days Checklist." DISCUSSION: Hansen reviewed the handout. No action taken.
6. UNFINISHED BUSINESS
  - a. "You Are Here" Kiosks, Recruiting A Kiosk Builder. DISCUSSION: Hansen said he has yet to produce a letter for use in recruiting a builder. No action taken.
  - b. Street Market Initiative, Recruiting A Market Manager. DISCUSSION: Nicole Tuttle said she is kicking around the idea of taking on the Manager roll, but more generally needs to decide where she is to dedicate herself. She said it was lot of work, and she would look to others to assist. Petts outlined the idea of the survey to distribute to potential sellers. Types of questions to include where gathered. Petts said she would draft a survey. The July 4<sup>th</sup> vendor fair was mentioned. No action taken.
  - c. A Hotel Feasibility Study, Review Of RFP Submittals For Conducting A Study And Considering A Council Recommendation. DISCUSSION: Hansen reviewed a one-page recommendation summary. Ziaja and Tuttle said they would review submittals further between now and next meeting.
7. NEW BUSINESS
  - a. A Follow-Up Review And Action On Sale Of 120 West Madison Street To Todd Strauss. DISCUSSION: Hansen reviewed packet materials. He said a final electrical inspection never occurred for the property. Reynolds said the Plan Commission was reviewing more effective means of enforcement. Norton and others asked why the final inspection was not completed. Hansen said the property owner never called for a final inspection. They asked for the inspection to be completed. MOTION: Moved by Ziaja, seconded by Reynolds to refer the matter to the Plan Commission. VOICE VOTE: Motion carried.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Petts asked for action on the installation of the sign at the Maunasha Business Center.
  - b. 203 East Madison Street, Riparian Phase Bid Review And Council Recommendation. Noted.
  - c. Next Meeting: July 18, 2017 at 6 p.m.
9. ADJOURNMENT. MOTION: By consensus the body adjourned: Approximate time: 6:50 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer

# CITY OF WATERLOO

BALANCE SHEET  
OCTOBER 31, 2017

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	( 4,622.29 )	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		( 4,622.29 )

### LIABILITIES AND EQUITY

#### LIABILITIES

600-21100	VOUCHERS PAYABLE	.00	
600-26100	DEFERRED REVENUE	.00	
		<hr/>	
	TOTAL LIABILITIES		.00

#### FUND EQUITY

600-34300	FUND BALANCE	( 284.52 )	
	REVENUE OVER EXPENDITURES - YTD	( 4,337.77 )	
		<hr/>	
	TOTAL FUND EQUITY		( 4,622.29 )
			<hr/>
	TOTAL LIABILITIES AND EQUITY		( 4,622.29 )

**CITY OF WATERLOO**  
SUMMARY REVENUES / EXPENDITURES COMPARED TO BUDGET  
FOR THE 10 MONTHS ENDING OCTOBER 31, 2017

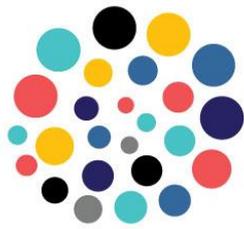
**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<u>REVENUE</u>					
INTERGOVERNMENTAL REVENUE	.00	4,000.00	.00	4,000.00	.00
PUBLIC CHARGES FOR SERVICE	.00	250.00	1,500.00	( 1,250.00 )	16.67
MISCELLANEOUS REVENUES	.00	.00	1,000.00	( 1,000.00 )	.00
OTHER FINANCING SOURCES	.00	.00	60,710.00	( 60,710.00 )	.00
TOTAL FUND REVENUE	<u>.00</u>	<u>4,250.00</u>	<u>63,210.00</u>	<u>( 58,960.00 )</u>	<u>6.72</u>
<u>EXPENDITURES</u>					
MAUNESHA BUSINESS CENTER	446.95	4,477.77	7,025.00	2,547.23	63.74
PLANNING AND CONSERVATION	.00	610.00	6,185.00	5,575.00	9.86
ECONOMIC DEVELOPMENT	.00	3,500.00	50,000.00	46,500.00	7.00
TOTAL FUND EXPENDITURES	<u>446.95</u>	<u>8,587.77</u>	<u>63,210.00</u>	<u>54,622.23</u>	<u>13.59</u>
NET REVENUE OVER EXPENDITURES	<u>( 446.95 )</u>	<u>( 4,337.77 )</u>	<u>.00</u>	<u>( 4,337.77 )</u>	<u>.00</u>

CITY OF WATERLOO GRANT TRACKING

By Oversight Entity 7/6/2017 5:47 PM

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		NO				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. On site and working.
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	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	YES			no match	must install culvert this year for reimburse in 2018	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	Complete Council action regarding funding Waterloo Tech Center improvements	Contract extended to 2018
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
2017-04	Council	Transportation Economic Assistance Grant		Commercial Avenue extension for HIEP LLC project	in draft					Submit	



# Core DISTINCTION GROUP

September 20, 2017

Mr. Mo Hansen  
Clerk/Treasurer  
City of Waterloo, WI

Dear Mr. Hansen,

This report does not present projections for additional hotel operation based upon current operating performance in the market area. As there are currently no recommendations as to the property type, suggested property size, brand affiliation, services, and amenities at this time. Listed is the conclusion after Phase 1 of our research:

1. A total of 5,000 room nights could be identified specific to this market broken down: Manufacturing 5%; SMERF (Social, Military, Education, Religion, and Fraternal) 30%; Area Events & Entertainment 40%; Medical 3%; Other Corporate 15%; and Transient/Walk In Business 7%. Community Interview feedback did not identify adequate need to support additional lodging outside of the current lodging available in the area during the week. Feedback identified greatest lodging need specific to community events (hosted at Fireman's Park and additional venues in the area) where guests are forced to stay in neighboring markets due to lack of available lodging.
2. Although there are no options for lodging in Waterloo, WI at this time, industry standards of week day lodging demand generators indicate there is a lack of need in the area based on community interviews.
3. Overall area weekday need is lacking due to:
  - o Trek Bicycle Corporation – Company owns a hotel in the neighboring metro area of Madison. Research indicated that beyond thier need at that lodging facility, they would have need for around 100 room nights a year.
  - o Van Holten's – Representative indicated that they have need for 1 or 2 rooms a year.
  - o Sheehy Express – Representative indicated that they have need for around \$15,000 worth of lodging in the Waterloo and surrounding area. This would equate to 250 to 300 room nights a year.
  - o McKay Nursery – Representative indicated that they have need for 10 to 15 room nights per year.
4. Currently there are over 25 hotels in the Regional Area under construction and opening in 2017. Within a 15 mile radius there are approximately 700+ branded guestrooms available for rent.
5. Limited rate opportunity and minimal occupancy combined with increased labor cost expenses have the potential to result in lack of adequate hotel operating revenue overall.

At the time of this letter, Core Distinction Group, LLC is suspending contractual work on Waterloo, WI until further engagement is requested beyond the 12-18 month time frame indicated above. At which time, if engaged, we will revisit the community need for new hotel development and proceed with full study reporting if warranted.

Warmest regards,

**Jessica Junker**



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TITLE: 2018 BUDGET - Community Development Authority

9/20/2017

ACCT NO	DESCRIPTION	DEPARTMENT	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	6/30/2017 YTD	6/30/2017 Times 2	2017 BUDGET	2018 SUBMIT	% CHANGE '17-18	NOTES
600-43-4320-000	STATE PROPERTY ACQUISITION	INTERGOVERNMENTAL	0	0	0	0	0	4,000	8,000	0	0	-	Not sure if we are going to need to budget for in 2018
600-43-4326-000	OTHER FEDERAL FUNDING	INTERGOVERNMENTAL	51,496	0	0	0	0	0	0	0	0	-	Matched 2017 budget
600-46-4674-000	MBC BUILDING RENTAL	PUBLIC CHARGES	0	280	740	660	2,375	250	500	1,500	500	-66.7%	I know that we have the state in there in 2017, but nobody planned for 2018, that I am aware of.
600-48-4850-000	DONATIONS LOCAL	MISCELLANEOUS	3,150	900	150	0	0	0	0	1,000	1,000	0.0%	Matched 2017 budget
600-49-4910-000	REVOLVING LOAN FUND REIMBURSEMENT	OTHER FINANCING	0	0	0	0	0	0	0	50,000	50,000	0.0%	Please move to a newly created category called "Grant/Aid"
600-49-4921-000	TRANSFER FROM GENERAL FUND	OTHER FINANCING	0	0	0	0	32,335	0	0	4,710	4,710	0.0%	Matched 2017 budget
600-49-4928-000	TRANSFER FROM TID #2	OTHER FINANCING	0	0	0	0	0	0	0	6,000	4,750	-20.8%	Matched 2017 budget
<b>REVENUE SUBTOTAL</b>			<b>54,646</b>	<b>1,180</b>	<b>890</b>	<b>660</b>	<b>34,710</b>	<b>4,250</b>	<b>8,500</b>	<b>63,210</b>		<b>-</b>	

ACCT NO	DESCRIPTION	DEPARTMENT	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	6/30/2017 YTD	6/30/2017 Times 2	2017 BUDGET	2018 SUBMIT	% CHANGE '17-18	NOTES
600-51-5130-211	ATTORNEY ATTORNEY FEES	MAUNESHA BUSINESS	44	305	0	0	0	0	0	0	0	-	Matched 2017 budget
600-51-5162-220	MAUNESHA BUSINESS TELEPHONE	MAUNESHA BUSINESS	343	339	284	344	342	0	0	275	0	-	Telephone service removed, correct?
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	MAUNESHA BUSINESS	2,788	2,448	2,664	2,697	2,724	753	1,506	2,575	1,500	-41.7%	Matched 2017 projected, approximately
600-51-5162-222	MAUNESHA BUSINESS HEAT	MAUNESHA BUSINESS	612	930	1,110	662	630	436	872	1,150	900	-21.7%	Matched 2017 projected, approximately
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	MAUNESHA BUSINESS	443	484	516	528	535	233	466	500	500	0.0%	Matched 2017 projected, approximately
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTAINERS	MAUNESHA BUSINESS	918	893	893	818	893	298	596	850	1,200	41.2%	Matched 2017 projected, approximately
600-51-5162-341	MAUNESHA BUSINESS INTERNET	MAUNESHA BUSINESS	866	864	821	679	370	0	0	775	0	-	Matched 2017 budget
600-51-5162-350	MAUNESHA BUSINESS CLEANING SUPPLIES	MAUNESHA BUSINESS	0	0	230	0	29	0	0	50	0	-	Matched 2017 budget
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAINTENANCE	MAUNESHA BUSINESS	322	3,242	908	565	924	594	1,188	850	850	0.0%	Matched 2017 budget
600-53-5310-215	ENG & ADMIN PROF FEES	ENGINEERING AND ARCHITECTURE	75	3,700	0	0	0	0	0	0	0	-	Matched 2017 budget
600-56-5630-220	PROJECT CDA PROGRAMS	PLANNING AND DEVELOPMENT	49,185	60,258	27,436	200	301	410	820	6,185	56,010	805.6%	Balancing number
600-56-5670-720	REVOLVING LOAN FUND	ECONOMIC DEVELOPMENT	0	0	0	0	0	0	0	50,000	0	-	Matched 2017 budget
600-57-5701-800	CAPITAL PROJ OUTLAY BLDG	CAPITAL PROJECTS	0	0	13,374	0	0	0	0	0	0	-	Matched 2017 budget
<b>EXPENDITURE SUBTOTAL</b>			<b>55,596</b>	<b>73,463</b>	<b>48,236</b>	<b>6,493</b>	<b>6,748</b>	<b>2,724</b>	<b>5,448</b>	<b>63,210</b>		<b>-</b>	

REVENUE LESS EXPENDITURES

-950 -72,283 -47,346 -5,833 27,962 1,526 3,052 0 0 -