



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:** March 20, 2018  
**Time:** 6:00 p.m.  
**Location:** Municipal Building, Police Training Room, 136 North Monroe Street

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: February 20, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison
  - b. Fund 600 - Monthly Financials
  - c. Grant Tracking
  - d. Sign-Kiosk Installations / Update
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. WORK GROUP PROGRESS REPORT
    - i. Building Contact Database [by 4/10/2018, Angie Stinnett]
    - ii. Create Street Market Facebook [by 1/31/2018, Niki Tuttle]
    - iii. Create Street Market Flyer [by 1/31/2018, Niki Tuttle]
    - iv. Brand Waterloo "Green Healthy" [Jeanette Petts]
    - v. Preferred Use(s) - 333 Portland Rd To Aid/Focus Parcel Marketing Efforts
      1. New business / Business Expansion Documents [Andrew Lewandowski]
      2. Community Feedback: Attracting & Retaining Young People In Waterloo [Andrew Lewandowski]
  - b. March – April Implementation List (hand out at meeting)
6. UNFINISHED BUSINESS
  - a. Street Market Initiative – Preparing For Launch
7. NEW BUSINESS
  - a. Project Aluminum – Status Update
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
9. ADJOURNMENT

Mo Hansen  
Clerk/Treasurer

**Community Development Authority:** Hermanson, Stinnett, Ziaja, Tuttle, Moe, Reynolds and Lewandowski  
**Community Development Committee:** Ziaja, Thomas & Petts

Posted, Mailed and E-mailed: 03/16/2018

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

BALANCE SHEET  
FEBRUARY 28, 2018

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	691.36	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		<u>691.36</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

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

#### FUND EQUITY

600-34300	FUND BALANCE	1,905.17	
	REVENUE OVER EXPENDITURES - YTD	( 1,213.81 )	
		<hr/>	
	TOTAL FUND EQUITY		<u>691.36</u>
	TOTAL LIABILITIES AND EQUITY		<u>691.36</u>

# CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET  
FOR THE 2 MONTHS ENDING FEBRUARY 28, 2018

## 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	500.00	( 500.00 )	.00
	TOTAL PUBLIC CHARGES FOR SERVICE	.00	.00	500.00	( 500.00 )	.00
<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	4,750.00	( 4,750.00 )	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	59,460.00	( 59,460.00 )	.00
	TOTAL FUND REVENUE	.00	.00	60,960.00	( 60,960.00 )	.00

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2018

**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	207.98	207.98	1,500.00	1,292.02	13.87
600-51-5162-222 MAUNESHA BUSINESS HEAT	.00	159.56	900.00	740.44	17.73
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	46.27	46.27	500.00	453.73	9.25
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	400.00	800.00	1,200.00	400.00	66.67
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	.00	.00	850.00	850.00	.00
<b>TOTAL MAUNESHA BUSINESS CENTER</b>	<b>654.25</b>	<b>1,213.81</b>	<b>4,950.00</b>	<b>3,736.19</b>	<b>24.52</b>
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220 PROJECT CDA PROGRAMS	.00	.00	56,010.00	56,010.00	.00
<b>TOTAL PLANNING AND CONSERVATION</b>	<b>.00</b>	<b>.00</b>	<b>56,010.00</b>	<b>56,010.00</b>	<b>.00</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>654.25</b>	<b>1,213.81</b>	<b>60,960.00</b>	<b>59,746.19</b>	<b>1.99</b>
<b>NET REVENUES OVER EXPENDITURES</b>	<b>( 654.25 )</b>	<b>( 1,213.81 )</b>	<b>.00</b>	<b>( 1,213.81 )</b>	<b>.00</b>

**City of Waterloo Grant Tracking**

Sorted by Oversight Entity

2/13/2018 1:15 PM

by Clerk/Treas.

Oversight	Grant Name	Award (Y/N)	Funding What Project(s)	Application Submitted?	Award Date	Award Amt	Est. Close Out	Local Match?	Next Admin Action	Project Status
???	EPA Environmental Remediation via County	?	333 Portland Rd site assessment phase 2	N/A	none; a direct EPA action	unknown	6/1/2018	no match	Partner with DNR & EPA to close out action	EPA clean-up completed
???	WEDC Site Assessment Grant	?	333 Portland Rd site assessment phase 2	in draft		unknown	6/1/2019	20% to 50% match; \$150k award max	Submit application	Need to secure WEDC award for site demo
Community Development Authority	DNR Municipal Flood Control	Y	203 E Madison St (Shore Restoration)	May 2016	10/4/2016	\$21,780	10/4/2018	50% local; accepted with no match decision	close-out grant	receive reimbursment; close out
Council	Idle Site Industrial Grnat	Y	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	4/3/2014	\$584,000	3/31/2017	Private dollars invested need to be reported and invested	(1) complete grant compliance work with Baker Tilly; (2) see contract extension	Extended contract to 2019 through WEDC; Hawthorn & Storm dormant and remaining dollars unspent
Council	Transportation Economic Assistance Grant	?	Commercial Avenue extension for HIEP LLC project	in draft			12/31/2018	50% from TID #3	Submit	secure WisDOT funding
Public Works & Property Comm	2016 WisDOT Local Roads Improv. Program	Y	2016 Canal Road improvements	1/1/2016	1/1/2016		3/1/2018	50% match from TID #2	secure requested dollars from WISDOT	working with County & State to determine why dollars not yet in hand
Public Works & Property Comm	DNR Recycling	Y	General Fund contracted recycling expense & some compost site activities	10/01/2017	TBD	\$11,737	annual	no match	Submit future year grant app by May 1	Funded; recurring annual application and award
Public Works & Property Comm	County Bridge/Culvert Aid	?	Mill/Cleveland Reconstruct	in draft				no match	Request aid	Request aid
Public Works & Property Comm	DNR Private Lead Service Line Program	Y	Private lead water system 2016-2019	June 2016	10/19/2016	\$300,000 -no daycares means foregoing 30k	12/31/2019	no match	Mail target properties encouraging 2018 replacements	Program active; coordinating with Waterloo Utilities to ensure public water lines updated along with private side
Waterloo Utilities	WPPI Annual Community Devevelopment Grant \$1000	N	TBD		2018 determined by Waterloo Utilities	\$1,000	annual	no match	forward project award ideas to Barry Sorenson for Utility consideration	2017 awarded to Chamber of Commerce

## New Business Evaluation:

### Economic health:

For the company and CDA:

- What types of new businesses would this business attract to Waterloo?
- How will the new business collaborate with existing Waterloo businesses?
- How will the new business fill existing needs of Waterloo as identified by the 2008 comprehensive city plan?\*\*\*
- Are there current/potential plans to expand? If so, how and where?
- Will the business result in job loss/gain for the community? What types of jobs lost or gained?
- Has the company been charged with breaking federal/state/local laws and regulations? If so, explain.
- Has the company filed for bankruptcy or struggled financially? If so, explain.
- Are there any current legal disputes filed against the company or owners? If so, explain.
- Will the business make infrastructure improvements (roads, bridges, power supply, etc)?
- Will the business participate in local business initiatives? If so, explain.

For the CDA only:

- Are there other possible industrial/commercial/residential uses for the proposed building site that are currently being explored?
- What is the long-term viability of this company?
- Will the business require a change in zoning? If so, explain.
- How much are the yearly taxes for the new plot of land to be acquired?

### Environmental health:

For the company and the CDA:

- What measures will the business take to reduce environmental impact and energy use?
- What are the anticipated utility needs?
- What are the estimated environmental impacts of the new development?
- What are the potential environmental risks of this business?
- Will the new business result in cleanup of brownfields/DNR remediation sites?
- Will new environmental protections be established as a part of the business development? (zoning considerations, purchase or transfer of development rights, etc)
- Will the business enhance the city park system?
- Will the business participate in local environmental initiatives? If so, explain.

### Social Health/Identity:

For the company and the CDA:

- How does the identity of the new business fit into the model of “Green and Healthy”?
- Will the business improve and/or worsen support of the historic downtown? If so, explain.
- Will the business improve and/or worsen the support of agriculture that surrounds the city? If so, explain.
- Does the business plan to take part in community events? If so, explain.
- Does the business intend to join the Waterloo Chamber of Commerce?
- Will the business support local schools/library/learning institutions? If so, explain.
- Will the business create new social and/or cultural opportunities for Waterloo? If so, explain.
- Does the business have a history of equitable pay, benefits, and treatment of customers/partners?
- How will the business fit into planned city aesthetics?

### Personal Health:

For the company and the CDA:

- How will the business affect physical/mental/spiritual health for Waterloo citizens?

- How will the business affect the safety/security of Waterloo residents and/or businesses?
- How will the business affect how public goods and services are provided?
- How will the business improve educational opportunities for citizens?

\*\*\* Based on the comprehensive 2008 city plan, needs include:

1. Restaurants:
  - a. Coffeeshop/bakery/specialty foodstore: could be paired with a specialty bookstore
  - b. Family restaurant with a low to average price point
  - c. Steakhouse/supper club/casual dining
  - d. Ethnic-casual dining like a Chinese or pizza restaurant with a mid to low price point
2. Retail establishments
  - a. Florists
  - b. Sporting goods stores that focus on either biking or paddling
  - c. Niche businesses that will attract outside visitors:
3. Professional services, specifically a lawyer, an accountant, an optometrist, and an additional dentist
4. Lodging, specifically a bed and breakfast
5. Photography studio
6. Auto repair
7. Rental of sporting goods (e.g.bikes)

## Business Expansion Evaluation:

### Economic health:

For the company and CDA:

- Will the expansion result in job loss/gain for the community?
- How will the expansion improve collaboration with other Waterloo businesses? How does the company currently collaborate with other businesses?
- How might the expansion fill existing needs of Waterloo as identified by the 2008 comprehensive city plan?\*\*\*\*
- Has the company been charged with breaking federal/state/local laws and regulations? If so, explain.
- Are there any current legal disputes filed against the company or owners? If so, explain.
- Has the company filed for bankruptcy or struggled financially? If so, explain.
- How much are the yearly taxes for the new plot of land to be acquired?
- What is the assessed/estimated value of the current developed land of the business?
- What is the long-term viability of this company?
- Are there additional plans for expansion of this company in the near future?
- Will the expansion result in infrastructure improvements (roads, bridges, power supply, etc)?

For the CDA only:

- Are there other possible industrial/commercial/residential uses for the proposed building site that are currently being explored?
- What is the long-term viability of this company?
- Will the expansion require a change in zoning? If so, explain.
- What is the current yearly tax revenue from this company?

### Environmental health:

For the company and the CDA:

- What measures will the business take to decrease environmental impact of the expansion? What measures does the business currently take to reduce environmental impact and energy use?
- What is the anticipated change in utility needs as a result of the expansion? What are the current utility needs of the company?
- What are the estimated environmental impacts of the expansion? What are the current environmental impacts of the company?
- What are the potential environmental risks of this business?
- Will the expansion result in improved environmental profile for the city through DNR remediation or removal of brownfields?
- Will environmental protections be established as a result of the expansion? (zoning considerations, purchase or transfer of development rights, etc)
- Will the expansion enhance the city part system?
- Does this business plan to participate in local environmental initiatives as part of the expansion? Do they currently participate in environmental initiatives? If so, explain.

### Social Health/Identity:

For the company and the CDA:

- What is the current identity of the company? What is its mission and/or vision? Will the expansion result in changes to this? If so, explain.
- Will/does the current business and/or the expansion improve or worsen support of the historic downtown? If so, explain.
- Will/does the current business and/or the expansion improve or worsen the support of agriculture that surrounds the city? If so, explain.
- Will the expansion increase the company's participation in Waterloo community events? How does the current business support community events?

- Is the business currently a part of the Waterloo Chamber of Commerce?
- Does/will the business and/or the expansion support local schools/library/learning institutions? If so, explain.
- Does/will the business and/or expansion create new social and/or cultural opportunities for Waterloo?
- Does the business have a history of equitable pay, benefits, and treatment of customers/partners?
- Will the expansion dramatically change the appearance of the current business aesthetically?

Personal Health:

For the company and the CDA:

- How does/will the business and/or expansion affect the physical/mental/spiritual health for Waterloo citizens?
- How does/will the business and/or expansion affect the safety/security of Waterloo residents and/or businesses?
- How does/will the business and/or the expansion improve and/or worsen how public goods and services are provided?
- How does/will the business and/or the expansion improve educational opportunities for citizens?

\*\*\* Based on the comprehensive 2008 city plan, needs include:

1. Restaurants:
  - a. Coffeeshop/bakery/specialty foodstore: could be paired with a specialty bookstore
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4. Lodging, specifically a bed and breakfast
5. Photography studio
6. Auto repair
7. Rental of sporting goods (e.g.bikes)

**TO:** COMMUNITY DEVELOPMENT AUTHORITY & COMMUNITY DEVELOPMENT COMMITTEE  
**FROM:** CLERK/TREASURER  
**SUBJECT:** ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION  
**DATE:** MARCH 20, 2018

## Implementation Check List (March – April 2018)

ID	IC1 Ready 17 acre industrial site (333 Portland Rd) for reuse	Notes	Status
IC1.1	Receive appraisal report and phase 2 site assessment report		<b>Completed</b>
IC1.2	Seek friendly condemnation or appraisal based acquisition		<b>Completed</b>
IC1.3	Identify two partners to market property	Does The CDA want to contract for professional services?	Met with Dickman Real Estate; Griffin & Dow interested in some property
IC1.4	Assemble marketing material for property	CDA reviewing policy docs	0% done
IC1.5	EPA to carry out site remediation		<b>Completed</b>
IC1.6	Submit and execute building demolition using WEDC grant	Grant is 50% match. Grant app not submitted.	10% done

ID	DO1 Draw customers downtown with effective, creative signage.	Notes	Status
DO1.1	Distribute 2017 façade grant & interior build-out grant to all eligible businesses	LaRon & Liz Davis awarded grant for furnace at 103 North Monroe St	<b>Completed</b>
DO1.2	Follow-up with phone calls to downtown businesses on interest in effective, creative signage highlighting grant opportunity	Challenge: translating sign investment into increased sales. Neitzel has updated hardware sign	50% done

ID	<b>DO3 Fill vacant downtown spaces with interim phase of art work in windows.</b>	Notes	Status
DO3.1	Connect Maureen Giese with property owner(s) (art work phase)	Sue Moe contacting artists and building owners.	??
DO3.2	Create a annually updated downtown vacancy	Preparing update for April meeting	<b>Pending Completion</b>
DO3.3	Outline two programs for CDC-CDA, Council consideration based upon Canadian model and leveraging fiber optics	<b>No champion for these concept(s)</b> [1]working with property owners for graduated lease rates to fill all vacancies; [2] leverage existing fiber to create byte-based entrepreneurial downtown focus	(1) Draft requires property owner buy-in  (2) Quest team cost estimate <b>Completed</b>

ID	<b>DO5 Redefine downtown as a family friendly commercial destination.</b>	Notes	Status
DO5.1	Take out newspaper ads for market champion (CDA expense)	Ad in papers 3/30	<b>Completed</b>
DO5.2	Pursue market manager recruitment as directed by CDA-CDC	Complete organization documents with Nicki Tuttle	<b>Completed</b>
DO5.3	Build contact database with subset “downtown stakeholder” Seek stakeholder input for achievable DO5 items	Delayed rollout; Angie Stinnett helping.	50% done

ID	<b>ORG1 Engage residents with expanded online presence.</b>	Notes	Status
ORG1.1	Build MailChimp contact database with 500 current email addresses [residents, home builders, developers, realtors & media]	Need to ID project helpers; Angie Stinnett helping	50% done
ORG1.2	Publish 2017 digital promotional items.	Growing FB contacts weekly; Sue Moe & Jeanette Petts create logo page	<b>On-going</b>

ID	<b>HOU1 Incentivize new home construction.</b>	Notes	Status
HOU1.1	Feature FYPH 2018 in Jan/June digital promotional	Use tool in ORG1.1 to promote	25% done

ID	HOU1 Incentivize new home construction.	Notes	Status
HOU1.2	2 <sup>nd</sup> FYPH 2018 digital promotion	Extended by Council to 2018	No new homes build/

ID	2016A Construct 2015 CDA-CDC concept plan for 203 East Madison Street. – 2016 Add-on project	Notes	Status
2016a.1	Conference call with US Dept. of Ag and WisDOT on grant options.		Completed
2016a.2	One funding application submitted	No solid grant leads at this time.	On going
2016a.3	Kunkel Engineering plan & implementation of riparian phase.	Riparian improvement phase approved by City Council with match dollars; completed in November.	Completed

ID	2016B Complete Foreign Trade Zone #41 feasibility study – 2016 Add-on project	Notes	Status
2016b.1	Intern wrapping up her work. No work project. This project did not succeed.	Few surveys returned.	Poor quality work product likely from intern. When available to CDA for review

**ADDITIONAL NOTES SINCE LAST TIME:**

1. IDLE SITES GRANT. Need additional project to leverage private sector investment at or near former printing plant site. Council approves grant award to Craig Ellsworth owner of Waterloo Tech Center for \$100,000 in funding from this funding source for interior improvements to ensure that ASCEND continues to grow jobs in Waterloo.
2. PROJECT SHANNY SITE. I walked the site with the principal for this project. Multiple Jefferson County sites under consideration. Project went to St. Coletta.
3. PROJECT ALUMINUM. We are in round three with site selection narrowed to Waterloo, Stevens Point, Milton and Janesville/Beloit.