



136 North Monroe Street  
Waterloo, WI 53594  
Phone: (920) 478-3025  
Fax: (920) 478-2021  
[www.waterloowi.us](http://www.waterloowi.us)

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY AND  
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE - AGENDA**

\*\*\* agenda amended 8/12/2018 at 8:23 am \*\*\*

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 15, 2018  
**Time:** 6:00 p.m.  
**Location:** Municipal Building, 136 North Monroe Street (room to be determined)

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: April 17, 2018 & February 20, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison
  - b. Fund 600 - Monthly Financials
  - c. Grant Tracking
  - d. 117 East Madison Street, Maunessa Business Center, 2<sup>nd</sup> Electric Meter
  - e. 333 Portland Road, Phase 3 – Demolition
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. WORK GROUP PROGRESS REPORT
    - i. Project Neighbor (Building Contact Database) [by 4/10/2018, Angie Stinnett]
    - ii. Street Market Launch [on-going Niki Tuttle]
    - iii. Brand Waterloo “Green Healthy” [Jeanette Petts]
    - iv. Preferred Use(s) - 333 Portland Rd To Monitoring Phase Completion Activity
  - b. May – June Implementation Tracking (hand out at meeting)
6. UNFINISHED BUSINESS
  - a. FlipGrid CDA-CDC Review
7. NEW BUSINESS
  - a. Commercial Pop-ups
  - b. Bingo
  - c. Sign-Kiosk Installations -- Request To Reconsider Project Implementation Until Revenue Is Available To Fund Installation
  - d. Parcel 290-0813-0544-089 (217 Maple Drive), Considering An Action Plan For Selling The Parcel
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
9. ADJOURNMENT

*Mo Hansen*

Mo Hansen  
Clerk/Treasurer

**Community Development Authority:** Hermanson, Stinnett, Ziaja, Tuttle, Reynolds, Lewandowski and one vacancy

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

Posted, Mailed and E-mailed: 05/12/2018

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.

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: February 20, 2018**

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 Police Training Room. CDA members present: Stinnett, Tuttle, Ziaja, Moe, Reynolds, Lewandowski & Hermanson. Absent: none. CDC members present: Petts and Ziaja. Absent: Thomas. Others present: Parker Dow; Ron Griffin; Tama Griffin; the Griffin's grandchild; Diane Graff and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: December 19, 2017 & January 16, 2018. MOTION: Moved by Ziaja, seconded by Reynolds to approve both meeting minutes as presented. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. Tuttle reported on the upcoming March 1 annual Chamber meeting; said two \$500 scholarships were created and said the group would have less involvement with Wiener & Kraut Day
  - b. Fund 600 - Monthly Financials. Noted.
  - c. Grant Tracking. Noted.
  - d. Sign-Kiosk Installations / Update. Hansen said funding has hindered progress.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. WORK GROUP PROGRESS REPORT
    - i. Building Contact Database [by 4/10/2018, lead: Angie Stinnett]. Stinnett said the working group was not in favor of seeking or providing lists for the project absent opt-in by those on the lists. She described a process for having individuals fill out slips to opt-in to a database used to inform citizens about Waterloo activities and opportunities.
    - ii. Create Street Market Facebook [by 1/31/2018, lead: Niki Tuttle]. Tuttle said she was sequentially taking steps to secure a domain and create a business identity.
    - iii. Create Street Market Flyer [by 1/31/2018, lead: Niki Tuttle]. No action.
    - iv. Brand Waterloo "Green Healthy" [by ? lead: Jeanette Petts]. Petts presented a logo produced by Sue Moe and asked for a vote to allow it to be used in contacting realtors. MOTION: Moved by Stinnett, seconded by Petts to utilize the logo and send information to realtors. VOICE VOTE: Motion carried.
    - v. Determine Preferred Use(s) - 333 Portland Rd To Aid/Focus Parcel Marketing Efforts [by ?/??/2018, lead: ??]. DISCUSSION: Ron Griffin said he needs two acres; had a working agreement with the former owner on access; and wanted to buy land to build a 40x60 foot addition to his existing truck repair business. Hermanson and Ziaja called for visuals to review. Parker Dow also spoke about acquiring a portion of the land saying 70 possible manufactured home sites could be built over time. Petts said zoning would have be changed from industrial to residential. Ziaja called for a map and business plan showing the benefits. Griffin listed the businesses leasing space from him. Lewandowski called for identifying a process and creating guidelines for redevelopment along with identifying community values to guide decision-making which could be made public to inform attendees and the public on the process to move efforts along. Griffin said he could not get a loan until the lot was cleaned-up. Hermanson called for this agenda item to be on the next agenda.
  - b. February-March Implementation List (hand out at meeting). Hansen said he did not have a handout prepared and was updating the list. No action taken.
6. UNFINISHED BUSINESS
  - a. Street Market Initiative – Preparing For Launch. DISCUSSION: Hansen gave examples for how insurance coverage could cover the market. Stinnett advocated for making the market a city sponsored event so that it could be covered under the municipal umbrella policy. Regarding making municipal seed money available to the market, Ziaja said when the original Council action was taken a lump sum transfer was discussed. MOTION: Moved by Petts, seconded by Stinnett to direct the transfer of a lump sum dollar transfer to the market entity being created by Nicole Tuttle. VOICE VOTE: Motion carried.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. Work Group attendees set March 7 at 6 pm as a next meeting time.

8. ADJOURNMENT. MOTION: Moved by Ziaja, seconded by Reynolds to adjourn. Motion carried. Approximate time:  
7:14 p.m.

Attest:

A handwritten signature in cursive script that reads "Mo Hansen".

Mo Hansen  
Clerk/Treasurer

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: April 17, 2018**

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: Stinnett, Moe, Hermanson Reynolds, Lewandowski and Ziaja. Absent: Tuttle. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Ron Griffin; Tama Griffin; Michelle Soter; Diane Graff; Lee Fiedorowicz; Chris Fiedorowicz; Cassie Poehnel; Shari Baumann; Dayton Bronkhorst; Luke Fiedorowicz; Samantha Sherman; Alyssa Baumann and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: February 20 & March 20. MOTION: Moved by Thomas, seconded Stinnett to approve the March meeting minutes and to table the February minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. Chamber Member Michelle Soter said the Friends of the Library were working on a run/walk; Wiener & Kraut Day planning was taking place and two \$500 scholarships were planned.
  - b. Fund 600 - Monthly Financials
    - i. Project Aluminum Expenses. Hansen said expense for a site selection process, Project Aluminum, were being allocated to fund 600, but may later need to be moved.
  - c. Grant Tracking. Noted.
  - d. Downtown Commercial Space Report. Noted.
  - e. 117 East Madison Street, Maunsha Business Center. Action necessary to complete meter installation.
    - i. 2<sup>nd</sup> Electric Meter
    - ii. Sign-Kiosk Installations
  - f. 333 Portland Road, Phase 3 – Demolition. Motion: Moved by Petts, seconded by Ziaja to table the matter until such time as EPA and other environmental remediation is complete. Motion carried.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. WORK GROUP PROGRESS REPORT
    - i. Project Neighbor (Building Contact Database). Progress noted.
    - ii. Street Market Launch. No update.
    - iii. Brand Waterloo "Green Healthy." No new information.
    - iv. Preferred Use(s) - 333 Portland Rd To Aid/Focus Parcel Marketing Efforts. See motion above
      1. New business / Business Expansion Documents [Andrew Lewandowski]
      2. Attracting & Retaining Young People Follow-up [Andrew Lewandowski]
      3. Proposal: A Phased Approach For Reuse Of 333 Portland Road [Clerk/Treasurer]
        - a. Lewandowski followed up at this time on FlipGrid request of members to test out. Items 1-3 tabled by consensus.
  - b. April - May Implementation List. Noted.
6. NEW BUSINESS
  - a. "Local Businesses Day" Petition. DISCUSSION: Alyssa Baumann, Samantha Sherman, Luke Fiedorowicz and Dayton Bronkhorst presented 101 petition signatures calling for an annual Local Business Day. Petts suggested a monthly event. Michelle Soter suggested the 2<sup>nd</sup> Saturday of each month to tie into Wiener & Kraut Day. Petts suggested a flyer or methods of marketing the idea. The students envisioned encourage others to stay local and buy local. Thomas asked if petition should be routed to City Council or Chamber of Commerce. MOTION: Moved by Stinnett, seconded by Petts to recommend to the City Council the creation of Local Business Day, the 2<sup>nd</sup> Saturday of every month. VOICE VOTE: Motion carried.
  - b. Foreign Trade Zone #41 Graduate Student Draft Review. Hansen said the work product from the graduate student was poor; that he had talked with the UW-Whitewater professor and he said to end the project. MOTION: Moved by Stinnett, seconded by Lewandowski to direct the sending of a letter of explanation to Gisela Helder Sanchez-Lopez explaining that the work product was unsatisfactory and the no stipend or compensation would be forwarded. VOICE VOTE: Motion carried.
  - c. Connect Communities - Pop Up Shop Presentation. DISCUSSION: Sue Moe reviewed a presentation she and Michelle Soter heard recently in Cambridge at a WEDC event. It featured the success of

Viroqua.

- d. Acquisition Of Parcel For Future Residential Development PIN 290-0813-0544-089 (217 Maple Drive, Waterloo). MOTION: Moved by Stinnett, seconded by Lewandowski to recommend the acquisition. VOICE VOTE: Motion carried.
- e. Bingo. Sue Moe reported Bingo events being were huge draws. Adding Reeseville and Columbus both hold bingo 1 day per week, sell food and have a bar for 3 hours. Last week in Reeseville 178 people attended. She added that Bingo along with a Sunday market would be a huge draw.

7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Next Agenda - Bingo and Pop-ups
- b. Sue Moe announced she was resigning from the CDA.
- c. Andrew Lewandowski covered using Google folders as a means of improving communication.

8. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Lewandowski to adjourn. Motion carried. Approximate time: 7:58 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer

# CITY OF WATERLOO

BALANCE SHEET

APRIL 30, 2018

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	( 9,891.01 )	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		( 9,891.01 )

### 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	( 11,796.18 )	
		<hr/>	
	TOTAL FUND EQUITY		( 9,891.01 )
			<hr/>
	TOTAL LIABILITIES AND EQUITY		( 9,891.01 )

# CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET  
FOR THE 4 MONTHS ENDING APRIL 30, 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	100.00	500.00	( 400.00 )	20.00
	TOTAL PUBLIC CHARGES FOR SERVICE	.00	100.00	500.00	( 400.00 )	20.00
<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	100.00	60,960.00	( 60,860.00 )	.16

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 4 MONTHS ENDING APRIL 30, 2018

**FUND 600 - SPECIAL ACCTG COSTS**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5151-399 SPECIAL ACCTNG COSTS - MISC	169.60	369.60	.00	( 369.60 )	.00
TOTAL MAUNESHA BUSINESS CENTER	169.60	369.60	.00	( 369.60 )	.00
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	205.33	612.14	1,500.00	887.86	40.81
600-51-5162-222 MAUNESHA BUSINESS HEAT	.00	329.02	900.00	570.98	36.56
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	46.89	139.33	500.00	360.67	27.87
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	.00	1,600.00	1,200.00	( 400.00 )	133.33
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	.00	136.67	850.00	713.33	16.08
TOTAL MAUNESHA BUSINESS CENTER	252.22	2,817.16	4,950.00	2,132.84	56.91
<u>ENGINEERING AND ADMINISTRATION</u>					
600-53-5310-215 ENG & ADMIN PROF FEES	2,250.00	2,250.00	.00	( 2,250.00 )	.00
TOTAL ENGINEERING AND ADMINISTRATION	2,250.00	2,250.00	.00	( 2,250.00 )	.00
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220 PROJECT CDA PROGRAMS	459.42	6,459.42	56,010.00	49,550.58	11.53
TOTAL PLANNING AND CONSERVATION	459.42	6,459.42	56,010.00	49,550.58	11.53
TOTAL FUND EXPENDITURES	3,131.24	11,896.18	60,960.00	49,063.82	19.51
NET REVENUES OVER EXPENDITURES	( 3,131.24 )	( 11,796.18 )	.00	( 11,796.18 )	.00

**City of Waterloo Grant Tracking**

Sorted by Oversight Entity

5/11/2018 12:02 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
???	<b>EPA Environmental Remediation via County</b>	Y	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
???	<b>WEDC Site Assessment Grant</b>	?	333 Portland Rd site assessment phase 2	Submitted 5/1	TBD	The ask amount is \$113,333	12/15/2018	50% local; may need special resolution to document this	Wait on word from award from WEDC	Need to secure WEDC award for site demo; making public request for proposals
Community Development Authority	<b>DNR Municipal Flood Control</b>	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	<b>Idle Site Industrial Grnat</b>	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	Extending contract to 2019 through WEDC; Hawthorn & Storm dormant and remaining dollars unspent
Council	<b>Transportation Economic Assistance Grant</b>	N	Commercial Avenue extension for HIEP LLC project	Yes	Denied	\$0	N/A	N/A	None	WisDOT turned down application due to timing (filed too late in project)
Public Works & Property Comm	<b>2016 WisDOT Local Roads Improv. Program</b>	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	<b>DNR Recycling</b>	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	<b>County Bridge/Culvert Aid</b>	Y	Mill/Cleveland Reconstruct	5/1/2018	2020	smaller than needed for 2018 budget	2020	none	Figure out budget gap for project and set up next year receivable	Formally request aid after project done using actual costs
Public Works & Property Comm	<b>DNR Private Lead Service Line Program</b>	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	<b>WPPI Annual Community Devevelopment Grant \$1000</b>	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