



136 North Monroe Street  
Waterloo, WI 53594  
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[www.waterloowi.us](http://www.waterloowi.us)

**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:** June 19, 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: May 15, 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]
  - b. May – June Implementation Tracking (hand out at meeting)
6. UNFINISHED BUSINESS
  - a. FlipGrid CDA-CDC Review
  - b. Bingo, staff follow-up
  - c. Pop-up Retail, staff follow-up
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
8. ADJOURNMENT

*Mo Hansen*  
Mo Hansen  
Clerk/Treasurer

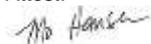
**Community Development Authority:** Hermanson, Stinnett, Ziaja, Tuttle, Reynolds, Lewandowski and one vacancy  
**Community Development Committee:** Ziaja, Thomas & Petts  
Posted, Mailed and E-mailed: 06/15/2018

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: May 15, 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, Hermanson, Tuttle and Reynolds. Absent: Lewandowski and Ziaja. CDC members present: Petts and Thomas. Absent: Ziaja. Others present: Ron Griffin; Tama Griffin; Parker Dow; Deputy Clerk/Treasurer Mike Kawula and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: April 17, 2018 & February 20, 2018. MOTION: Moved by Thomas, seconded Petts to approve the both meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. DISCUSSION: Nicole Tuttle reported on Chamber items: (a) Downtown beautification occurred with volunteers planting flowers in planter pits; (b) The Chamber was working with students on "Small Business Day;" (c) Plans were coming together for Wiener & Kraut Day; (d) An annual golf outing was taking place after not occurring in the prior year.
  - b. Fund 600 - Monthly Financials. Noted.
  - c. Grant Tracking. Noted.
  - d. 117 East Madison Street, Maunessa Business Center, 2<sup>nd</sup> Electric Meter. DISCUSSION: Hansen said meter installation was being scheduled
  - e. 333 Portland Road, Phase 3 – Demolition. DISCUSSION: Hansen said the bid process would be scheduled such that bids would be available for consideration at next meeting.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. WORK GROUP PROGRESS REPORT
    - i. Project Neighbor – DISCUSSION: Hansen said progress was taking place with Gabriel Elder creating a standardized list from public data. He said use would involve opt-in, and opt-out, components.
    - ii. Street Market Launch. DISCUSSION: Tuttle said eight vendors were participating. The market was just about ready to go, and social media was up. Responding to questions she said one of eight was a farmer. She said it would be helpful to forward prospective vendors to her. She said fliers were in the works;
    - iii. Brand Waterloo "Green Healthy" DISCUSSION: Petts said the logo from Sue Moe was available.
    - iv. Preferred Use(s) - 333 Portland Rd To Monitoring Phase Completion Activity. See above.
  - b. May – June Implementation Tracking (hand out at meeting). No action taken.
6. UNFINISHED BUSINESS
  - a. FlipGrid CDA-CDC Review. No action taken.
7. NEW BUSINESS
  - a. Commercial Pop-ups. DISCUSSION: The body discussed Moe's prior meeting presentation. Petts asked how Viroqua was funded. It was noted Waterloo already did a Pop-up.
  - b. Bingo. DISCUSSION: Stinnett asked how licensing would work and if municipalities may have licenses.
  - c. Sign-Kiosk Installations -- Request To Reconsider Project Implementation Until Revenue Is Available To Fund Installation. DISCUSSION: Hansen requested reconsideration. By consensus the body agreed.
  - d. Parcel 290-0813-0544-089 (217 Maple Drive), Considering An Action Plan For Selling The Parcel. DISCUSSION: The body discussed the merits of various minimum bid amounts. MOTION: Moved by Petts, seconded by Tuttle to direct the posting of a public bid process to include a minimum bid of \$12,500. ROLL CALL VOTE: Ayes: Petts, Stinnett, Hermanson, Tuttle and Reynolds. Noes: Thomas with Ziaja and Lewandowski absent. Motion carried.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. ## Stinnett shared Summer Concert Series information.
9. ADJOURNMENT. By Consensus the body adjourned at 6:59 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer  
Page 1 of 1

# CITY OF WATERLOO

BALANCE SHEET

MAY 31, 2018

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	( 12,997.53 )	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		( 12,997.53 )

### 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	( 14,902.70 )	
		<hr/>	
	TOTAL FUND EQUITY		( 12,997.53 )
			<hr/>
	TOTAL LIABILITIES AND EQUITY		( 12,997.53 )

**CITY OF WATERLOO**  
 DETAIL REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	200.00	300.00	500.00 ( 200.00 )	60.00
	TOTAL PUBLIC CHARGES FOR SERVICE	200.00	300.00	500.00 ( 200.00 )	60.00
<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	200.00	300.00	60,960.00 ( 60,660.00 )	.49

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	.00	369.60	.00	( 369.60 )	.00
TOTAL MAUNESHA BUSINESS CENTER	.00	369.60	.00	( 369.60 )	.00
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	160.97	773.11	1,500.00	726.89	51.54
600-51-5162-222 MAUNESHA BUSINESS HEAT	77.82	406.84	900.00	493.16	45.20
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	46.48	185.81	500.00	314.19	37.16
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	400.00	2,000.00	1,200.00	( 800.00 )	166.67
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	.00	136.67	850.00	713.33	16.08
TOTAL MAUNESHA BUSINESS CENTER	685.27	3,502.43	4,950.00	1,447.57	70.76
<u>ENGINEERING AND ADMINISTRATION</u>					
600-53-5310-215 ENG & ADMIN PROF FEES	2,621.25	4,871.25	.00	( 4,871.25 )	.00
TOTAL ENGINEERING AND ADMINISTRATION	2,621.25	4,871.25	.00	( 4,871.25 )	.00
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220 PROJECT CDA PROGRAMS	.00	6,459.42	56,010.00	49,550.58	11.53
TOTAL PLANNING AND CONSERVATION	.00	6,459.42	56,010.00	49,550.58	11.53
TOTAL FUND EXPENDITURES	3,306.52	15,202.70	60,960.00	45,757.30	24.94
NET REVENUES OVER EXPENDITURES	( 3,106.52 )	( 14,902.70 )	.00	( 14,902.70 )	.00

**City of Waterloo Grant Tracking**

Sorted by Oversight Entity

6/18/2018 11:28 AM

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	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	DONE
???	WEDC Site Assessment Grant	?	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	WEDC's Jason Scott saying WILL be awarded last week of June or July in new state biennial budget
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	Extending contract to 2019 through WEDC; Hawthorn & Storm dormant and remaining dollars unspent
Council	Transportation Economic Assistance Grant	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	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	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	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

City of Waterloo  
**Economic Development Strategic Plan Implementation Tracking**  
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**FOCUS: Industrial & Commercial**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
IC1	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018		2016 site research; 2017 remediation; 2018 site marketing
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Acquire Site	Completed		Clerk/Treasurer	
	EPA Site Rediation	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Funding	In Progress	12/1/2017	Clerk/Treasurer	Waiting for WEDC approval
	Site Demo Contractor Bidding	In Progress	6/7/2018	Clerk/Treasurer	RFP public 5/16
	Site Demo	Not Started	6/8/2018	Contractor	
	Close Out Open DNR/EPA Files	Not Started	7/30/2018	EPA contractor	
	Ready 17 acre industrial site (333 Portland Rd) for reuse	In Progress	9/1/2018	DPW & Waterloo Utilities	Barry & Chad locating sizing water & sewer
	Publish Site Reuse RFP	Not Started	8/1/2018	Clerk/Treasurer	Incorporate CDA Business Evaluation Outline
	CDA / Council Pick Developer	Not Started	TBD	CDA / City Council	
	Execute Developer Agreement	Not Started	TBD	Clerk/Treasurer / Attorney	

**FOCUS: Downtown Commercial Activity**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO1	Draw customers downtown with creative business signage	Continue matching façade grant program	One location per calendar year		2016-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	103 N. Monroe Awarded	Completed	1/15/2018	Clerk/Treasurer	Improvements all interior nothing sign related

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO3	Fill vacant downtown spaces with interim phase art work in windows	work with existing property owners	90% occupancy	4/2017 occupancy @ 85%	2016-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Property owner outreach	Completed	1/1/2018	Sue Moe	

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO4	Recruit a full-service restaurant as anchor draw	develop 3 concepts for building reuse as restaurants	Business recruited	Approved Concept	2017-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Property owner outreach	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO5	Define downtown as a family-friendly commercial destination	Establish Street Market	ID leadership; facilitate launch	Municipal seed money forwarded to VirtuMarket	2017-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	ID Leadership	Completed	1/1/2018	Nicole Tuttle	
	Provide launch support	In Progress	1/1/2018	Everybody	No specific requests from Nicki to date

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

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**FOCUS: Promotion**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO1	Coordinated external advertising	Coordinate local businesses advertising	Measurable retail sales increases linked to ad campaign	Approved Concept	2017-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO2	Marketing databases & outreach to market area	PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities	12 creative digital/social media outreach efforts	Data assembly task outsourced to Gabriel Elder (4/15)	2017 test campaign; 2018 follow-up campaign
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Concept review	Completed		Working Group	Stressed need for opt-in
	Set-up sign-up box	Completed		Clerk/Treasurer	Used at elections; utility commission and other locations'
	Assemble public data	Completed	4/10/2018	Clerk/Treasurer	Voters, property owners, dog owners, others
	Merge/ de-dup data	In Progress	4/30/2018	Gabriel Elder	Data assembly task outsourced to Gabriel Elder (4/15) due 5/21
	Create outreach communications	Not Started	4/30/2018	Clerk/Treasurer	Mill / Cleveland contacts; Street Market; Park Events
	Capture opt-in, opt-out info for recurring data refresh	Not Started	5/31/2018	Clerk/Treasurer	

**FOCUS: Aesthetics & Infrastructure**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES1	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	Approved Concept	First two April weekends
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES2	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.	Approved Concept	2017 = 5; 2018=10; 2019 = 15; 2020 20
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES3	Implement planned bike connections from local & regional connectivity plans	Fund parks development plans for paths	One path segment each year	Approved Concept	2016 - Riverwalk Dev; 2018 Trek to downtown
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES4	Offer free garden space, surplus produce to food pantry	Re-establish seasonal public community garden space	Make available ten garden plots each March	Approved Concept	2017 - 2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Deferred			

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

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**FOCUS: Communication & Organizational Capacity**

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG1	Engage residents with expanded online presence	Expand social media with focus on new residents		2,000 FB likes by August 2018	As of 4/18 FB likes: City=870; WRT+676; Parks 644	2016-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	Weekly use of FB	On Going	8/1/2018	Mo, Gabe,	DP & Library page also exists; all purposefully not coordinated.	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG2	Make available New Resident Welcome Packet	Annually update digital and printed welcome material		100% of new residents reached by August 2018		2016-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	2017 Packets Assembled & Distributed	Completed	12/31/2017	Library Staff	Approximately 50 packets distributed	
	2018 Packets Assembled & Distributed	On-going	12/31/2018	Library Staff	Material from a variety of sources	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG3	Maintain community market data for businesses on City website	Quarterly update of information		3000 page views annually	Page views less than goal	Quarterly
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	Update econ. dev. webpage	Completed	12/31/2017	Clerk-Treas Staff		
	Update econ. dev. webpage	On-going	12/31/2018	Clerk-Treas Staff	LocationOne Link on Municipal Page	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG4	Broaden funding sources for economic development capacity	Explore funding options		New support dollars source in 2017, 2018 and 2019		One new funding source each year
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	2017 discussions	Completed	12/31/2017	Clerk-Treasurer	No from Junginger Foundation	
	2018 discussions	Not Started	12/31/2018	Clerk-Treasurer		

**FOCUS: Housing**

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU1	Incentivize new home construction	Waive all fees for new home construction		Development agreement(s) with residential builder/developers	Approved Concept	2017; 2018
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	
	Consider continuing for 2019	Not Started	12/31/2018	City Council		
	Outreach efforts	Completed	3/31/2018	Sue Moe	Flyer to real estate agents	
	Outreach efforts	Not Started	5/31/2018	Clerk/Treasurer	Promote via Mail Chimp email to area realtors; contact with successful Marshall residential sellers	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU2	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		2016-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>	

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

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No action	Not Started			
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**FOCUS: Fostering Entrepreneurial Opportunity**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT1	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	Approved Concept	2016-2020
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Not Started			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT2	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	Approved Concept	Four quarter 2016 program planning; Spring 2017 pop-up launch
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	No action	Not Started			

**FOCUS: 203 East Madison Street Redevelopment**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
2016A	Construct 2015 CDA-CDC concept plan for 203 East Madison Street	Construct concept plan in phases	Riparian area completed by May 1, 2016	Riparian area completed 2017	
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Contractor riparian area improvements	Completed	1/1/2017	Clerk-Treasurer	need to close out DNR grant for this phase

**FOCUS: Foreign Trade Zone #41 Feasibility Study**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
2016B	Conduct feasibility study IDing how Waterloo benefits	UW-Whitewater grad student conducting study.	Review study to determine "Go, No Go" status	Draft available April 2018	
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Conduct feasibility study for how Waterloo can benefite from Foreign Trad Zone 41	Completed	11/1/2017	Clerk-Treasurer	Port of Milwaukee is reviewing study draft

## Mo Hansen

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**From:** Andrew Lewandowski <ajlewandowski@uwalumni.com>  
**Sent:** Sunday, April 15, 2018 1:22 PM  
**To:** Angie Stinnett; Matt; Lindsay Reynolds; Mo Hansen; Nicole Tuttle; Sue Moe; Michael Hermanson; Jeani; thomastr2000@yahoo.com  
**Subject:** Re: Flipgrid Waterloo

Hi Everyone,

I was looking through the CDA/CDC packet. Please note the the business evaluation documents are pre-revision (don't include the edits discussed at the meeting). The revised versions are available in the google drive folder that you were all invited to view and edit. The drive link is below:



Shared CDA/CDC

Andrew

On Sat, Apr 14, 2018 at 9:15 PM, Andrew Lewandowski <[ajlewandowski@uwalumni.com](mailto:ajlewandowski@uwalumni.com)> wrote:  
Hi CDA/CDC!

Better late than never! Please try posting what you like about Waterloo on our flipgrid for the town. The response doesn't have to be perfect; it's just giving us responses so that we can play with the platform and determine if we like it. You can record your video by doing the following:

- Go to [flipgrid.com](http://flipgrid.com) on your phone or computer or use the flipgrid app on your mobile device
- Enter the following flip code: 029e81
- Click on the big green plus sign to record your response to the topic!

Let me know if you have any questions about flipgrid. Hopefully people have gotten a chance to use the business expansion document or new business document as discussed to determine if we like these documents or should edit them. See you all on Tuesday!

Andrew

## Mo Hansen

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**From:** Mo Hansen <cityhall@waterloowi.us>  
**Sent:** Friday, May 18, 2018 9:58 AM  
**To:** Waterloo Clerk/Treas Office  
**Subject:** CDA-CDC meeting follow-ups / BINGO!

CDA & CDC members:

Below is another meeting follow-up, this one on the topic of Bingo raised by Sue Moe and discussed at the 5/15/2018 CDA-CDC meeting.

Wisconsin Department of Administration links explaining bingo rules & licenses. DOA staff confirmed by phone, there is no prohibition for a municipality or a sub-unit of a municipality from being granted a license.

1. About Bingo Licenses: <https://doa.wi.gov/Pages/LicensesHearings/Apply-for-an-new-Bingo-License.aspx>
2. Where To Play Bingo: <https://charitable.wi.gov/bingooccasion/search>
3. Bingo Tax Reporting: <https://doa.wi.gov/Pages/LicensesHearings/Bingo-Semiannual-Occasion-Report-and-Tax.aspx>

*Mo Hansen*  
Clerk/Treasurer  
City of Waterloo  
office: 920.478.3025  
[CityHall@Waterloowi.us](mailto:CityHall@Waterloowi.us)

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[ment of Administration](#)

[.aspx\)](#)

## Apply for a New Bingo License

Please see "[Wisconsin Bingo Law Requirements \(/Gaming/Bingo%20Law%20Requirements.pdf\)](#)" which explains the requirements of Chapter 563, Wis. Stats. Further information and report forms will be sent with the approved bingo license.

### TYPES OF BINGO OCCASIONS

There are two types of bingo occasions which you can hold under a bingo license:

#### A. "Unlimited" Bingo Occasions

This type of licensing allows an organization to hold an unlimited number of bingo occasions during its licensing year. Games may be played on hard cards (Regular bingo) or disposable paper sheets (Special bingo). If Regular bingo is played, an admission card must be sold for not more than \$1.00, which can be used for all regular games. Extra hard cards of a different color may be sold for up to \$1.00 each and used in all Regular games. You may play some games on paper sheets, charging up to \$1.00 per face. If only Special bingo is played, paper sheets must be available on a game-by-game basis for not more than \$1.00 per face and no admission fee may be charged.

#### B. Limited Period Bingo Occasions

This type of licensing allows an organization to hold bingo occasions once a year for not more than 4 of 5 consecutive days, using hard cards or paper sheets. No admission fee may be charged. Cards are sold on a game-by-game basis for not more than \$1.00 per face per game. This type of license is for festivals, fairs, and other once-a-year events.

You may hold both types of occasions under the same license.

### LICENSE DURATION

All bingo occasions listed on the license application must fall within a period of 12 months. Your license period will begin on the first day of the month containing your first scheduled occasion. For instance, if the first occasion listed on your license application is February 16, the license period will begin February 1 and expire on January 31 of the following year.

When applying for a license, do not schedule any occasions on the application which occur beyond the twelve-month period.

### BINGO SUPPLIES AND EQUIPMENT

All bingo supplies and equipment must be purchased from a licensed bingo supplier or purchased or borrowed from another organization licensed to conduct bingo. Please click [here \(/Gaming/Bingo%20Suppliers%20List.pdf\)](#) for a list of licensed bingo suppliers.

## ELIGIBILITY DOCUMENTATION FOR AN ORIGINAL LICENSE

Eligibility for a bingo license is explained in [Chapter 563 \(http://docs.legis.wisconsin.gov/statutes/statutes/563/III/12\)](http://docs.legis.wisconsin.gov/statutes/statutes/563/III/12) of the statutes. If

your organization has not been issued a license within the last four years, please submit a copy of its

articles of incorporation, bylaws, constitution, or charter. In addition, if "Other organization to which contributions are tax deductible" is checked in #2 of the "Bingo License Application," submit a copy of the organization's Letter of Determination from the Internal Revenue Service.

This office may request additional information from your organization to determine eligibility.

## LICENSE FEES

The bingo license fees are:

- A. Each bingo occasion - \$10.00
- B. One member designated responsible for the proper utilization of gross receipts -\$5.00

The \$3.00 amendment fee listed on the application is not paid for an original license or renewal license application. The \$3.00 fee is only required if you amend an existing license.

## APPLICATION FILING

Please complete the application form in its entirety and submit it with the required fees and eligibility documentation. Submit your application to reach this office at least 45 days in advance of the first date you plan on conducting bingo. If your application is incomplete, it will be returned to you for correction. This will delay the processing of your application. You may not conduct bingo until you have received the bingo license.

## AMENDMENTS TO YOUR BINGO LICENSE

An organization may amend an approved license during its license period. You will receive more information regarding amendments with your approved bingo license.

The following documents are those you need to review when considering an application for a bingo license. Please review all these documents so that you can make an informed decision as to whether it is an activity that your group wants to undertake.

[Instructions for Completing the Bingo License Application \(/Gaming/Bingo%20License%20Application%20Instructions%20\(DOG-107\).pdf\)](#)

[Bingo License Application \(/Gaming/Bingo%20License%20Application%20\(DOA-11625\).pdf\)](#)

[Bingo Suppliers List \(/Gaming/Bingo%20Suppliers%20List.pdf\)](#)

Link to [Bingo Rules, Regulations, and Publications \(/Pages/LicensesHearings/Bingo-Rules-Regulations-and-Publications.aspx\)](#)

We are here to help. Please contact the Office of Charitable Gaming at (608) 270-2530 if you

have any questions regarding bingo licensure.

## Bingo Navigation Links

[Considering a new bingo license? \(/Pages/LicensesHearings/Apply-for-an-new-Bingo-License.aspx\)](/Pages/LicensesHearings/Apply-for-an-new-Bingo-License.aspx)

[Semiannual Occasion Report & Tax \(/Pages/LicensesHearings/Bingo-Semiannual-Occasion-Report-and-Tax.aspx\)](/Pages/LicensesHearings/Bingo-Semiannual-Occasion-Report-and-Tax.aspx)

[Amendments \(/Pages/LicensesHearings/Bingo-Amendments.aspx\)](/Pages/LicensesHearings/Bingo-Amendments.aspx)

[Rules, Regulations & Publications Regarding Bingo \(/Pages/LicensesHearings/Bingo-Rules-Regulations-and-Publications.aspx\)](/Pages/LicensesHearings/Bingo-Rules-Regulations-and-Publications.aspx)

[Forms \(/Pages/LicensesHearings/Charitable-Forms-Library.aspx\)](/Pages/LicensesHearings/Charitable-Forms-Library.aspx)

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[Return to Charitable Gaming Home Page \(/Pages/licenseshearings/Office-of-Charitable-Gaming.aspx\)](/Pages/licenseshearings/Office-of-Charitable-Gaming.aspx)

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## Contact Us

### **Mailing Address**

PO Box 8979

Madison, WI 53708-8979

3319 W. Beltline Hwy, Fl 1

Madison, WI 53713

### **General Phone**

(608) 270-2555

### **Bingo**

(608) 270-2530

(800) 791-6970

### **Fax**

(608) 270-2564

### **Email**

[Bingo Inquiries \(mailto:DOADOGCharitableGaming@wi.gov?subject=Bingo%20Question\)](mailto:DOADOGCharitableGaming@wi.gov?subject=Bingo%20Question)

[Contact Us \(/Pages/AboutDOA/ContactUs.aspx\)](/Pages/AboutDOA/ContactUs.aspx)

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<https://twitter.com/wisconsindoa>

## Mo Hansen

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**From:** mhansen@waterloowi.us  
**Sent:** Thursday, May 17, 2018 1:21 PM  
**To:** Andrew Lewandowski; 'Angie Stinnett'; 'City of Waterloo, Mayor'; Jeanette Petts; Lindsay Reynolds ; 'Michael Hermanson'; Nicole Tuttle; thomastr2000@yahoo.com; 'Waterloo Clerk/Treas Office'; 'Ziaja, Matt'  
**Cc:** Evan Michael Kurkowski  
**Subject:** CDA-CDC meeting follow-ups / Viroqua Main Street funding & the housing start question  
**Attachments:** Nicole Tuttle.vcf

CDA members:

Questions about funding economic development and housing were asked at the last CDA meeting. In addition to the video link sent earlier, here are my specific meeting follow-ups.

1. On Viroqua's funding of its Main Street program. I spoke with Caleb in Viroqua (population 4,362), one of four staff members with the Viroqua Chamber-Main Street program. He said:
  - a. The Main Street program is funded by members (members are primarily businesses).
  - b. They received no hotel room tax. At this time they receive no major grants.
  - c. Learn More: <http://viroqua-wisconsin.com/chamber-mainstreet/economic-development>
  - d. This is comparable to what I've seen when visiting other communities and when participating in the 2014 UW-Milwaukee School of Urban Planning partnership.
    - i. Community focused stakeholders drive success. Who are the Waterloo stakeholders? ANS: Waterloo businesses; its property owners; and its residents.
2. On Waterloo Housing Starts.
  - a. The important fact is the numbers don't lie. Waterloo housing starts lag behind others. At the meeting I referenced conversations Chris Butschke and I have had over time. I was sharing a private conversation. Neither Chris nor I make public statements about Waterloo being a black hole. But the reality is the numbers tell the story.
    - i. The only definitive way to learn why new homes are being built elsewhere is to ask those involved. Reaching out to Cyndie Brown and others is an attempt to learn from others' successes.
    - ii. What can municipal government do to increase new housing? An incomplete list...
      1. Waive fees for private residential development [currently Waterloo policy].
      2. Make sure public assets have very strong appeal (roads, schools, streetscape, parks).
      3. Lower tax rates.
      4. Provide *excellent* municipal services (fostering word-of-mouth) recruitment.
      5. Construct CDA driven public housing.
  - b. We have housing as an implementation item on the [Economic Development Implementation Plan](#).

*Mo Hansen*

Clerk/Treasurer

City of Waterloo

office: 920.478.3025

[CityHall@Waterloowi.us](mailto:CityHall@Waterloowi.us)

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