



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
Fax: (920) 478-2021
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: July 17, 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: June 19, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison
 - b. Fund 600 - Monthly Financials
 - c. Grant Tracking, Including 203 East Madison Street Close-out
 - d. 117 East Madison Street, Maunasha Business Center, 2nd Electric Meter
 - e. Project Neighbor
 - f. Local Business Day
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
 - a. WORK GROUP PROGRESS REPORT
 - i. Street Market Launch
 1. Status Update
 2. Financial Report
 - ii. June – July Implementation Tracking
6. UNFINISHED BUSINESS
 - a. FlipGrid CDA-CDC Review
 - b. Bingo
7. NEW BUSINESS
 - a. 333 Portland Road Demolition Bid Review & Council Recommendation
NOTE: The joint meeting may convene to closed session. The statutory exception for the closed session is Wis. Statute 19.85(1)(E) “deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons requires a closed session.” Upon conclusion of the closed session the joint meeting will reconvene in open session
 - b. 217 Maple Drive Lot Sale – Bid Review & Council Recommendation
NOTE: The joint meeting may convene to closed session. The statutory exception for the closed session is Wis. Statute 19.85(1)(E) “deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons requires a closed session.” Upon conclusion of the closed session the joint meeting will reconvene in open session
 - c. Renewal Of Connect Communities Agreement
 - d. Maunasha Business Center Cleaning Contract
 - e. Waterloo Land Development Potential - Overview
 - f. Volunteer Development
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

a. Brian Henning Welcomed To CDA-CDC Meetings As School District Liaison

9. ADJOURNMENT

Mo Hansen

Mo Hansen
Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Tuttle, Reynolds, Lewandowski and two vacancies

Community Development Committee: Vacant, Thomas & Petts

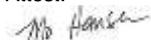
Posted, Mailed and E-mailed: 07/13/2018

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: June 19, 2018**

1. ROLL CALL AND CALL TO ORDER. CDA-Vice Chair Stinnett called the joint meeting to order at 6:02 p.m. in the Municipal Building Council Chambers. CDA members present: Stinnett, Tuttle, Lewandowski, Ziaja and Reynolds. Absent: Hermanson. CDC members present: Ziaja and Thomas. Absent: Petts. Others present: Ron Griffin; Deputy Clerk/Treasurer Mike Kawula and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: May 15, 2018. MOTION: Moved by Thomas, seconded by Ziaja to approve the meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison. DISCUSSION: Tuttle said the Chamber was focused on the Wiener & Kraut event; it was seeking input from different groups; and it would be held at multiple locations. The topic of Local Business Day was raised. Stinnett said students were planning a poster. Tuttle said the Chamber had visited with students involved. Stinnett said she would attempt to locate the students. The Chamber meets the 2nd Tuesday each month.
 - b. Fund 600 - Monthly Financials. DISCUSSION: Thomas asked why the cleaning services line item was over budget. Hansen said he would research and report back. Lewandowski requested a contract copy.
 - c. Grant Tracking. DISCUSSION: Hansen said his focus is to get the municipality fully reimbursed for expenditures related to awarded grants.
 - d. 117 East Madison Street, Maunsha Business Center, 2nd Electric Meter. DISCUSSION: Hansen said the contractor would install the meter on June 26th at 7 am.
 - e. 333 Portland Road, Phase 3 – Demolition. DISCUSSION: Hansen said a demolition bid was post and bid summaries would be before the CDA-CDC on July 17th for review.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
 - a. WORK GROUP PROGRESS REPORT
 - i. Project Neighbor. DISCUSSION: Hansen said after two delays data from the individual working on the project should be available Friday.
 - ii. Street Market Launch. DISCUSSION: Tuttle said had had setbacks; would keep moving forward; a poster would be created. She said she had eight vendors.
 - iii. Brand Waterloo “Green Healthy” – No new information.
 - b. May – June Implementation Tracking. The body reviewed the report.
6. UNFINISHED BUSINESS
 - a. FlipGrid CDA-CDC Review. DISCUSSION: Lewandowski said the password was blocked and would be remedied. He said use would be for students at first. He described the tool as facilitating citizen engagement.
 - b. Bingo, staff follow-up. DISCUSSION: Hansen said a municipal license is possible. Stinnett said it would be popular; Lewandowski said some like digital activities; others like bingo. Thomas said his church no longer offered bingo; it was not sustainable once a Madison casino opened. Tuttle said Columbus played City Council Bingo. Stinnett said the MT’s bingo was not suitable for children. No action taken.
 - c. Pop-up Retail. DISCUSSION: Hansen shared how Viroqua was funded. No further action.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. Theses follow-up were requested: (1) Local Business Day; (2) Review of parcels for development focus; (3) FlipGrid; (4) Google Drive file sharing; (5) Brian Henning as School District liaison; (6) Building a volunteer base.
8. ADJOURNMENT. By Consensus the body adjourned at 7:08 p.m.

Attest:



Mo Hansen
Clerk/Treasurer

CITY OF WATERLOO

BALANCE SHEET

JUNE 30, 2018

FUND 600 - COMMUNITY DEVELOP AUTHORITY

ASSETS

| | | | |
|-----------|--------------------------------|---------------|---------------|
| 600-11100 | TREASURER'S CASH | (13,377.19) | |
| 600-13000 | DUE FROM OTHER GOVERNMENTS | .00 | |
| 600-13101 | ACCOUNTS RECEIVABLE PRIOR YEAR | .00 | |
| 600-18101 | CONSTRUCTION IN PROGRESS CDA | .00 | |
| | | <hr/> | |
| | TOTAL ASSETS | | (13,377.19) |

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 | (15,282.36) | |
| | | <hr/> | |
| | TOTAL FUND EQUITY | | (13,377.19) |
| | | | <hr/> |
| | TOTAL LIABILITIES AND EQUITY | | (13,377.19) |

CITY OF WATERLOO
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING JUNE 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 | 400.00 | 700.00 | 500.00 | 200.00 | 140.00 |
| | TOTAL PUBLIC CHARGES FOR SERVICE | 400.00 | 700.00 | 500.00 | 200.00 | 140.00 |
| <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 | 400.00 | 700.00 | 60,960.00 | (60,260.00) | 1.15 |

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING JUNE 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 | .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 | 193.50 | 966.61 | 1,500.00 | 533.39 | 64.44 |
| 600-51-5162-222 MAUNESHA BUSINESS HEAT | 9.47 | 416.31 | 900.00 | 483.69 | 46.26 |
| 600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER | 46.69 | 232.50 | 500.00 | 267.50 | 46.50 |
| 600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA | 400.00 | 2,400.00 | 1,200.00 | (1,200.00) | 200.00 |
| 600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN | 130.00 | 266.67 | 850.00 | 583.33 | 31.37 |
| TOTAL MAUNESHA BUSINESS CENTER | 779.66 | 4,282.09 | 4,950.00 | 667.91 | 86.51 |
| <u>ENGINEERING AND ADMINISTRATION</u> | | | | | |
| 600-53-5310-215 ENG & ADMIN PROF FEES | .00 | 4,871.25 | .00 | (4,871.25) | .00 |
| TOTAL ENGINEERING AND ADMINISTRATION | .00 | 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 | 779.66 | 15,982.36 | 60,960.00 | 44,977.64 | 26.22 |
| NET REVENUES OVER EXPENDITURES | (379.66) | (15,282.36) | .00 | (15,282.36) | .00 |

City of Waterloo Grant Tracking

Sorted by Oversight Entity

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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 | reimbursement request submitted; waiting on check from DNR |
| 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 | Contract officially extended by WEDC; motivating developer to begin constructinos |
| Council | Transportation Economic Assisstance 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 | requested dollars have been officially submitted by county to state; waiting on reimbursement check |
| 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 in 2020 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 | Prompt action from Mill Street / Cleveland Street non-compliers. | 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 |
| ??? | USDA loan & grant, multi-year storm water improvements | | Potential funding for storm water improvements for 333 Portland Rd; Edison St; Adams St | TBD | TBD | TBD | TBD | Yes. Likely 80% loan to municipality and 20% grant | Phone call with Tammy at Kunkel Engineering Group | Consulting with Tammy at Kunkel Engineeign Group on advisability of submitting. |

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 marketing |
| | Task | Status | Due Date | Assignee | Notes |
| | Acquire Site | Completed | | Clerk/Treasurer | |
| | EPA Site Rediation | Completed | 12/1/2017 | Clerk/Treasurer | |
| | Site Demo Funding | Completed | 12/1/2017 | Clerk/Treasurer | Awarded; waiting on WEDC contract |
| | Site Demo Contractor Bidding | Completed | 6/7/2018 | Clerk/Treasurer | submit deadline 7/17/18 |
| | Site Demo | Not Started | 6/8/2018 | Contractor | Council may award demo contract 7/19/18 |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes |
| | ID Leadership | Completed | 1/1/2018 | Nicole Tuttle | No vendors as of 7/16/18 |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 | Completed | 4/30/2018 | Gabriel Elder | Completed in June 2018 | |
| | Create outreach communications | In Progress | 4/30/2018 | Clerk/Treasurer | Mill / Cleveland contacts; Street Market; Park Events | |
| | Capture opt-in, opt-out info for recurring data refresh | In Progress | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | Weekly use of FB | On Going | 8/1/2018 | Mo, Gabe, Kelli | DP & Library page also exists; all purposefully not coordinated. | |
| | Promote use of Waterloo Events Button | On Going | 8/1/2018 | Kelli, Mo | Asked Chamber (7/10/18) to assist. Task: invite other sites to use/promote community calendar | |

| 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 2017 Packets Assembled & Distributed | Completed | 12/31/2017 | Library Staff | Approximately 50 packets distributed | |
| | 2018 Packets Assembled & Distributed | Completed | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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; need to implement WEDC recommendations | |

| 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | Consider continuing for 2019 | Not Started | 12/31/2018 | City Council | | |
| | Outreach efforts | Completed | 3/31/2018 | Sue Moe | Flyer to real estate agents | |

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

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| | | | | | |
|--|------------------|----------|-----------|-----------------|---|
| | Outreach efforts | On-going | 5/31/2018 | Clerk/Treasurer | Care of Maple Drive used to aid promotion. 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | No action | Not Started | | | | |

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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 | |
| | Task | Status | Due Date | Assignee | Notes | |
| | 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 | |
| | Task | Status | Due Date | Assignee | Notes | |
| | Conduct feasibility study for how Waterloo can benefite from Foreign Trad Zone 41 | Completed | 11/1/2017 | Clerk-Treasurer | Project ended. Report only mininally helpful in advancing concept | |

2017
Contract
Doc

EXHIBIT 2 – COMPENSATION-2015

MUNICIPAL BUILDING, 136 N. MONROE STREET

1. Biweekly billing charges of \$500.00 with ten unpaid holidays defined as those holidays observed by the City of Waterloo Clerk/Treasurer's office
2. Window cleaning and vinyl floor care at \$30 per hour
3. Carpet cleaning at \$60 per hour

MAUNESHA BUSINESS CENTER, 117 E. MADISON STREET

1. Monthly billing charges of \$74.40 with ten unpaid holidays defined as those holidays observed by the City of Waterloo Clerk/Treasurer's office
2. Window cleaning and vinyl floor care at \$30 per hour
3. Carpet cleaning at \$60 per hour
4. Additional hours requested at \$30.00 per hour

WATERLOO REGIONAL TRAILHEAD, 760 MCKAY WAY

1. Monthly billing charges of \$45.00 with ten unpaid holidays defined as those holidays observed by the City of Waterloo Clerk/Treasurer's office
2. Window cleaning and vinyl floor care at \$30 per hour
3. Carpet cleaning at \$60 per hour
4. Additional hours requested at \$30.00 per hour