



136 North Monroe Street
Waterloo, WI 53594
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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: August 21, 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: July 17, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. School District Liaison
 - b. Chamber of Commerce Liaison
 - c. Fund 600 - Monthly Financials
 - d. Grant Tracking, Including 203 East Madison Street Close-out
 - e. Project Neighbor
 - f. Local Business Day
 - g. 217 Maple Drive Lot Sale
 - h. Maunessa Business Center Cleaning Contract
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
 - a. Implementation Tracking
 - b. Work Group Progress Report
 - i. Street Market Relaunch – Request For Return Of Funding & Access To Purchased Supplies
6. UNFINISHED BUSINESS
 - a. FlipGrid CDA-CDC Review
 - b. Bingo
7. NEW BUSINESS
 - a. 2019 Budget
 - b. Volunteer Development
 - c. 203 East Madison Street Addressing Safety Concerns
 - d. Authorizing Action To Advance Redevelopment of 200 Block Of West Madison Street
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
9. ADJOURNMENT

Mo Hansen
Mo Hansen
Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Tuttle, Reynolds, Lewandowski, Osborn and one vacancy
Community Development Committee: Petts, Thomas & Osborn
School District Superintendent Brian Henning as School District liaison
Posted, Mailed and E-mailed: 08/16/2018

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

JULY 31, 2018

FUND 600 - COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	(18,366.85)	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		(18,366.85)

LIABILITIES AND EQUITY

LIABILITIES

600-21100	VOUCHERS PAYABLE	(4.75)	
600-26100	DEFERRED REVENUE	.00	
		<hr/>	
	TOTAL LIABILITIES		(4.75)

FUND EQUITY

600-34300	FUND BALANCE	1,905.17	
	REVENUE OVER EXPENDITURES - YTD	(20,267.27)	
		<hr/>	
	TOTAL FUND EQUITY		(18,362.10)
			<hr/>
	TOTAL LIABILITIES AND EQUITY		(18,366.85)

CITY OF WATERLOO
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 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	.00	700.00	500.00	200.00	140.00
	TOTAL PUBLIC CHARGES FOR SERVICE	.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	.00	700.00	60,960.00	(60,260.00)	1.15

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 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	267.46	1,234.07	1,500.00	265.93	82.27
600-51-5162-222 MAUNESHA BUSINESS HEAT	(4.75)	411.56	900.00	488.44	45.73
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	47.20	279.70	500.00	220.30	55.94
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	100.00	2,500.00	1,200.00	(1,300.00)	208.33
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	2,325.00	2,591.67	850.00	(1,741.67)	304.90
TOTAL MAUNESHA BUSINESS CENTER	2,734.91	7,017.00	4,950.00	(2,067.00)	141.76
<u>ENGINEERING AND ADMINISTRATION</u>					
600-53-5310-215 ENG & ADMIN PROF FEES	2,250.00	7,121.25	.00	(7,121.25)	.00
TOTAL ENGINEERING AND ADMINISTRATION	2,250.00	7,121.25	.00	(7,121.25)	.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	4,984.91	20,967.27	60,960.00	39,992.73	34.40
NET REVENUES OVER EXPENDITURES	(4,984.91)	(20,267.27)	.00	(20,267.27)	.00

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 relaunch support	In Progress	1/1/2018	Everybody	Request for return of disbursed funds	

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	
	Outreach efforts	On-going	5/31/2018	Clerk/Treasurer	August 30 closing	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
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City of Waterloo
Economic Development Strategic Plan Implementation Tracking

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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 conept