



136 North Monroe Street
Waterloo, WI 53594
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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: November 20, 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: September 18, 2018; October 16, 2018 no quorum
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. School District Liaison
 - b. Grant Tracking
 - c. Project Neighbor
 - d. Local Business Day
 - e. Fund 600 Monthly Financials
 - f. Citizen Engagement/Outreach – Volunteer Development
 - g. Economic Development Plan Implementation Progress
5. UNFINISHED BUSINESS
 - a. Discussion/Recommendation - 203 East Madison Street – Fencing Options
6. NEW BUSINESS
 - a. Discussion/Recommendation - Waiving 2019 Fees For Home Construction
 - b. Discussion/Action - Identifying A Chamber Of Commerce Liaison
 - c. Discussion/Recommendation - 333 Portland Road Redevelopment Recommendation To Council [Note: The Community Development Authority and the Community Development Committee may convene to closed session. The statutory exception being 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 council will reconvene in open session.]
 - d. RTG Enterprise, 341 Portland Road
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
8. ADJOURNMENT

Mo Hansen

Mo Hansen
Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Reynolds, Lewandowski, Osborn and two vacancies
Community Development Committee: Petts, Thomas & Osborn
School District Superintendent Brian Henning as School District liaison

Posted, Mailed and E-mailed: 11/19/2018

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: September 18, 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, Reynolds, Lewandowski and Hermanson. Absent: Osborn and Tuttle with one vacancy. CDC members present: Petts and Thomas with Osborn absent. Others present: Sharon Peterson, attending on Brian Henning's behalf, School District Liaison; and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: August 21, 2018. MOTION: Moved by Lewandowski, seconded by Reynolds to approve the meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. School District Liaison. Sharon Peterson spoke about school post-referendum actions, saying a core planning committee was in place; and geo-technical and survey engineers were being hired. They would contact municipal staff about the project. She said questions about project details were the most common citizen feedback. Work was intended to commence April of next year.
 - b. Chamber of Commerce Liaison. No report.
 - c. Street Market Initiative. No report.
 - d. Grant Tracking, Including 203 East Madison Street Close-out. Hansen said grant closeout at 203 East Madison Street was pending and a grant was expected for 333 Portland Road demolition work.
 - e. Project Neighbor. Hansen said data was being used for Mill & Cleveland roadwork and would be used to notify voters of early absentee voting for the November election.
 - f. Local Business Day. Stinnett had no update.
 - g. Fund 600 - Monthly Financials. Revenue from the sale of Maple Drive property was noted.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
 - a. Implementation Tracking. Thomas asked if 333 Portland Road was being marketed. Hansen said information was not yet on the website. He shared site interest from Salm Partners LLC. No action taken.
 - b. Street Market – Request For Return Of Funding & Access To Purchased Supplies. Lewandowski recounted a communication to prompt a reply from Tuttle with none provided. Reynolds said the Chamber of Commerce attempted to work with Tuttle on W/K day vendors with no response. Thomas questioned the ability to pursue legal action absent an agreement. Hermanson said expectations were known via meeting minutes. Petts said a job description was provided and Tuttle accepted a verbal agreement to provide services. Reynolds said the matter may be a civil matter. Petts said the CDA needs to do its due diligence and there was no harm in having the Police Department look into it based on the evidence. Lewandowski said it was not up to the CDA to determine motives and the like. Deliverables had not been provided. MOTION: Moved by Petts, seconded by Reynolds to ask the Police Department to investigate the use of funds allocated by the City to the launch of a street market; and for the Police Department to investigate Tuttle's inaction on returning unused funds and purchased supplies. VOICE VOTE: Motion carried.
6. UNFINISHED BUSINESS
 - a. FlipGrid CDA-CDC Review. The group reviewed the online FlipGrid tool with Stinnett and Thomas saying they had less than positive experiences trying to use the tool. Thomas referenced site reviews saying 50% were negative. He said more instruction on how to use the platform would be beneficial. Lewandowski called the trial completed. By consensus the matter was tabled indefinitely.
 - b. Volunteer Development. Lewandowski asked for creation of a CDA specific email account to allow for follow-ups by the CDA members with the public. Hansen said he would create an email Thursday.
 - c. 203 East Madison Street Addressing Safety Concerns. Multiple members said they visited the site. Hermanson and others called for an estimate for a split rail fence to replace the temporary fence. Hansen said he would follow-up
7. NEW BUSINESS. No action.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. Lewandowski asked what requires voting member approval. Stinnett encouraged staffing of tables as Lewandowski was initiating. Hansen said programs & projects contained within approved budgets would be appropriate for implementation without additional approvals.

9. ADJOURNMENT. MOTION: Moved by Stinnett, 2nd by Reynolds to adjourn. VOICE VOTE: Motion carried. Time: 6:59 p.m.

Attest:



Mo Hansen
Clerk/Treasurer

City of Waterloo Grant Tracking

10/12/2018 2:00 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
???	Public Service Comm. Energy Innovation Grant	Y	Electric lights and fixtures upgrades in City Hall, Fire Dept., Public Works bldg., Firemen's Park and Library	completed	9/27/2018	\$50,000 + \$10,000 in Focus on Energy incentives	12/13/2019	26,033	City Council accepts grant award; sign contact with electrical installer	Waiting on Public Service Commission grant contract
???	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		DONE
???	WEDC Site Assessment Grant	Y	333 Portland Rd site assessment phase 2	Submitted 5/1	TBD	The ask amount is \$113,333	12/31/2018	50% local; may need special resolution to document this	Confirm answers to underwriter are approved	Jason Scott is saying award has been made even though underwriter has questions
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		DONE
Council	Idle Site Industrial Grant	Y	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	4/3/2014	\$584,000	12/31/2019	Private investment	URGENT Identify developer for Phase 2 work @ 333 W. Madison Street	Grant contract extended by WEDC; motivating developer to begin construction
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		DONE
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 Development 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 20% muni grant	Phone call with Tammy at Kunkel Engineering Group	Consulting with Tammy at Kunkel Engineerign Group on advisability of submitting.

CITY OF WATERLOO

BALANCE SHEET
OCTOBER 31, 2018

FUND 600 - COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	12,733.36	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		<u>12,733.36</u>

LIABILITIES AND EQUITY

LIABILITIES

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

FUND EQUITY

600-34300	FUND BALANCE	1,905.17	
	REVENUE OVER EXPENDITURES - YTD	10,828.19	
		<hr/>	
	TOTAL FUND EQUITY		<u>12,733.36</u>
	TOTAL LIABILITIES AND EQUITY		<u>12,733.36</u>

CITY OF WATERLOO
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 10 MONTHS ENDING OCTOBER 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	1,300.00	500.00	800.00	260.00
	TOTAL PUBLIC CHARGES FOR SERVICE	200.00	1,300.00	500.00	800.00	260.00
<u>MISCELLANEOUS REVENUES</u>						
600-48-4850-000	DONATIONS LOCAL	.00	.00	1,000.00	(1,000.00)	.00
600-48-4860-000	SALE OF CITY PROPERTY	.00	25,900.00	.00	25,900.00	.00
	TOTAL MISCELLANEOUS REVENUES	.00	25,900.00	1,000.00	24,900.00	2,590.00
<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	6,000.00	6,000.00	4,710.00	1,290.00	127.39
600-49-4928-000	TRANSFER FROM TID #2	.00	.00	4,750.00	(4,750.00)	.00
	TOTAL OTHER FINANCING SOURCES	6,000.00	6,000.00	59,460.00	(53,460.00)	10.09
	TOTAL FUND REVENUE	6,200.00	33,200.00	60,960.00	(27,760.00)	54.46

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 10 MONTHS ENDING OCTOBER 31, 2018

FUND 600 - LEGISLATIVE SUPPORT

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5112-320 LEGIS SUPPORT PR & PUB	.00	59.58	.00	(59.58)	.00
TOTAL MAUNESHA BUSINESS CENTER	.00	59.58	.00	(59.58)	.00
<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	63.86	1,493.35	1,500.00	6.65	99.56
600-51-5162-222 MAUNESHA BUSINESS HEAT	16.36	448.09	900.00	451.91	49.79
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	46.37	418.82	500.00	81.18	83.76
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	100.00	2,800.00	1,200.00	(1,600.00)	233.33
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	.00	3,001.70	850.00	(2,151.70)	353.14
TOTAL MAUNESHA BUSINESS CENTER	226.59	8,161.96	4,950.00	(3,211.96)	164.89
<u>ENGINEERING AND ADMINISTRATION</u>					
600-53-5310-215 ENG & ADMIN PROF FEES	.00	7,121.25	.00	(7,121.25)	.00
TOTAL ENGINEERING AND ADMINISTRATION	.00	7,121.25	.00	(7,121.25)	.00
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220 PROJECT CDA PROGRAMS	.00	6,659.42	56,010.00	49,350.58	11.89
TOTAL PLANNING AND CONSERVATION	.00	6,659.42	56,010.00	49,350.58	11.89
TOTAL FUND EXPENDITURES	226.59	22,371.81	60,960.00	38,588.19	36.70
NET REVENUES OVER EXPENDITURES	5,973.41	10,828.19	.00	10,828.19	.00

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

10/12/2018 2:22 PM

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		
	Site Demo Contractor Bidding	Completed	6/7/2018	Clerk/Treasurer		
	Site Demo	In Progress	6/8/2018	Contractor	Council may award demo contract 7/19/18	
	Close Out Open DNR/EPA Files	In Progress	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	In Progress	10/12/2018	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
	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

10/12/2018 2:22 PM

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

10/12/2018 2:22 PM

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

Mo Hansen

From: Leisses, Mitchell <mleisses@geo-logic.com>
Sent: Thursday, October 11, 2018 11:36 AM
To: Mo Hansen
Subject: Re: 203 East Madison Street / estimate for fencing

Hi Mo,

So a typical split rail fence would cost around \$16.00 to \$18.00 per lineal foot of running fence, installed. Obviously you aren't going to get 25 years out of it but it is cheap and easily replaceable. I would think you are looking for an option that still provides views of the river... you could go to a vinyl split rail fence system but it will probably run 3 times as much (about \$55 to \$60/foot) as the wood rail system.

Would you want me to look into a 4-foot chain link fence? Not very appealing to the eye.

Mitchell Leisses

Office/Project Manager

Kunkel Engineering Group

a Geo-Logic Company

1115 South Main Street

West Bend, WI 53095

Office: (920)356-9447 | Direct: (920)210-6330

mleisses@kunkelengineering.com or mleisses@geo-logic.com

www.kunkelengineering.com | www.geo-logic.com

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From: Mo Hansen <cityhall@waterloowi.us>
Sent: Thursday, October 11, 2018 8:55:46 AM



Business Expansion Evaluation:

Economic health:

For the company and CDA:

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

For the CDA only:

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

Environmental health:

For the company and the CDA:

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

Social Health/Identity:

For the company and the CDA:

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

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

Personal Health:

For the company and the CDA:

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

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

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