

**CITY OF WATERLOO
COMMUNITY DEVELOPMENT AUTHORITY - MEETING MINUTES
WATERLOO MUNICIPAL BUILDING - 136 NORTH MONROE ST
JANUARY 18, 2011**

1. **Call To Order & Roll Call.** Chairperson Hurley called the meeting to order at 6:00 p.m. Members present – Hurley, Wiltzius, Sellnow, Cole (departing mid-meeting), Forman and Van Holten. Absent – none with one vacancy. Others attending – Rick Roeser by telephone and Clerk/Treasurer Hansen.
2. **Approval Of The November 16, 2010 and December 21, 2010 Meeting Minutes.** **Discussion:** Hurley said text relating to a construction sign discussion was not included in the November document. **Motion:** Moved by Van Holten, seconded by Wiltzius to table the November 16, 2010 meeting minutes. **Voice Vote:** Motion carried. **Additional Motion:** Moved by Wiltzius, seconded by Van Holten to approve the December 21, 2010 meeting minutes. **Voice Vote:** Motion carried.
3. **Citizen Input.** None.
4. **Miscellaneous Business And Communications**
 - a. **Maunasha Business Center, Bid Process Update.** **Discussion:** Hansen provided an update. No action taken.
5. **Unfinished Business**
 - a. **Bylaws & Operating Procedures [Hurley]** **Discussion:** It was noted that the meeting date would not be change unless a vote occurred by all the members. No action taken.

Note: Hansen informed members that Rick Roeser was available by telephone. The CDA took up item 5b(iii)(1) at this time during the meeting The minutes sequence remains the same.

b. Maunasha Business Center Action Plan

- i. **Building Work Group – Action Plan [Sellnow/Forman].**
 1. **Sought/Received Additional Project Funding – [Sellnow/Forman].** **Note:** Agenda sponsors said the item could be removed from the agenda. No action taken.
 2. **Review Of Bid Documents – [Hurley & Forman].** **Note:** Agenda sponsors said the item could be removed from the agenda. No action taken.
 3. **Awarding Contractor Contract, Submittal Deadline January 20 [Forman].** No action taken.
- ii. **Training Work Group – Action Plan [Wiltzius].** **Discussion:** Wiltzius updated the members on the training referencing a project plan in the meeting packet. No action taken.
- iii. **Maunasha Business Development Program [Hurley]**
 1. **Rick Roeser, Business Development Specialist Wisconsin Business Innovation Corporation.** **Discussion:** Roeser briefed the members outlining his ideas for this portion of the project. Roeser said the CDA should soon help develop the purpose and direction for how the project is tailored. Replying to a Sellnow question, Roeser suggested talking to Small Business Center further for selection criteria, saying business stage of development was a important factor. He said to focus on outcomes such as creating quality jobs and private investment potential. Wiltzius said food processing and other prioritization has already occurred in the Jefferson County Economic Development plan and should be utilized. Cole said some homework needs to be done before selecting the criteria. Roeser provided examples for how to prioritize the placement of resources. Wiltzius said choices would be limited given the resources. Wiltzius said the CDA should prioritize. Roeser said “beating the streets” was a time consuming task but generated productive leads rather than ads or billboards. Roeser said business retention type visits sometimes led to leads, followed by a program promotion to the business to generate leads. Roeser said he and Hansen should have further discussion to approach it. Cole said criteria would be needed in a hurry. Hansen outlined a vision for the project of: casting a broad net

using the CDA to get the word out; Roeser, Dennis Heling and others select the businesses to work with; and provide services to the targeted businesses. Hansen asked what picture the CDA sees for the project? No action taken

2. **Review Of \$51,500 In Non-Construction Funding. Note:** Also see discussion above. **Discussion:** Hurley led a discussion for how best to utilize the available funds. He said it may be possible to get an time extension. Hurley said the funding goes to training or services, or maybe to Rick Roeser. Hansen said achieve the EDA outcomes was a priority. In reply to Wiltzius, Hansen said Roeser was written into the award, but no contract between Roeser and the CDA is in place. Sellnow asked if TIF could be used to add funding? Forman replied that a blighted 2nd TID or amended TID #1 would be required. Sellnow said working with Trek to generate jobs could be one way to tie TIF with the funding. Hurley asked that: criteria to identify jobs; possible additional funding be added to item 4(b)(iii).

iv. Project Marketing/Communication [Hurley]

1. **Review And Action On Awarding Work From Submitted Bids For A Maunsha Business Center Construction Sign [Sellnow]. Discussion:** Hurley said Gabe at Deppe Awards did not receive bid information. Hansen said rebidding could be an option. Hurley asked if the sign included posts suggestion that installation and posts could be bid. Hansen said the Public Works Department could install the sign and that they regularly use Hotmar's to purchase posts. **Motion:** Moved by Sellnow, seconded by Wiltzius to award the work for the Maunsha Business Center Construction sign to Mainstreet Lettering in the amount of \$300. **Voice Vote:** Motion carried.

c. Assessing CDA Project Priorities [Cole/Van Holten]

1. **South Monroe Street, Community Building & CDBG-EAP Project [Van Holten/Forman]. Note:** Agenda sponsors said the item could be removed from the agenda. No action taken.

- ii. **Consideration Of Hiring A Consultant To Recruit Businesses [Sellnow]. Discussion:** Forman said there was not enough work to keep a full time person employed. Sellnow suggested hiring someone to help recruit businesses. It was determined to keep this item on the agenda.

- iii. **Leveraging Existing Fiber Optics Infrastructure [Sellnow]. Discussion:** Sellnow said the ideas was tied to the a staff position. She ask that it remain on the next agenda.

- d. **CDA Project Criteria [Hurley].** No action taken.

- e. **Election of Officers [Hurley]. Discussion:** Hurley said all should be present before voting. No action taken.

6. New Business. None.

7. **Future Agenda Items And Announcements. ##** Hansen asked for direction on how to proceed with the bid opening for construction being Thursday, January 20, 2011. **Motion:** Moved by Sellnow, seconded by Van Holten to add an additional meeting for January 27, 2011. **Discussion:** Forman said Marty Sell would need some time to review and summarize the bids. Sellnow said Hansen should send out an email on the date. Hurley objected to the motion saying the by-laws direct that a unanimous vote of all is needed. Van Holten said the by-law relates to changing the regular meeting dates not adding an additional meeting. **Voice Vote:** Motion carried.

8. **Adjournment. Motion:** By Consensus the group adjourned. **Voice Vote:** Motion carried. The time was approximately 7:37 p.m.

Attest:

Morton Hansen
Clerk/Treasurer