

**CITY OF WATERLOO  
COMMUNITY DEVELOPMENT AUTHORITY - MEETING MINUTES  
WATERLOO MUNICIPAL BUILDING - 136 NORTH MONROE ST  
FEBRUARY 15, 2011**

1. **Roll Call And Call To Order.** Chairperson Hurley called the meeting to order at 6:00 p.m. Members present – Hurley, Wiltzius, Sellnow, Cole and Van Holten. Absent – Forman with one vacancy. Others attending – Clerk/Treasurer Hansen.
2. **Approval Of The November 16, 2010, January 18, 2011 and January 27, 2011 Meeting Minutes. Motion:** Moved by Wiltzius, seconded by Sellnow to approve the November 16, 2010 and January 18, 2011 meeting minutes and to table the January 27, 2011 meeting minutes. **Voice Vote:** Motion carried.
3. **Miscellaneous Business And Communications.** None.
4. **Unfinished Business**
  - a. **Bylaws & Operating Procedures [Hurley].** No action.
  - b. **Maunesh Business Center Action Plan.**
    - i. **Building Work Group – Action Plan [Sellnow/Forman].** No action.
    - ii. **Training Work Group – Action Plan [Wiltzius].**
      1. **Marketing [Wiltzius]. Discussion:** Wiltzius reported that MATC staff is moving the start date for classes at the library back due to lack of interest. She reported that Karen Kretschmann from MATC received noes from Trek and Sussek due to them running lean staff shifts. She reported a mixture of business types that have expressed an interest. She said MATC would be attending the Community Expo. Cole suggested determining when to expand out the marketing. High school and Tech Ed contacts were mentioned. Hansen reported that he gave a presentation to the Chamber of Commerce. He said Lynn Forseth sought job applicants from Waterloo for a liaison position. Hurley summarized saying the plan of action was for Karen to make calls at this time. **Motion:** Moved by Sellnow, seconded by Cole to allow Cecilia Wiltzius to spend \$500 per instance, totaling no more than \$2,500 for marketing purposes without having to come back to the CDA for approval. **Voice Vote:** Motion carried.
    - iii. **Maunesh Business Development Program [Hurley]. Discussion:** Cole said Roeser had said the money available was nominal. Sellnow said money would go for his travel. Wiltzius said identifying his role was a next step. Hurley said the CDA had preliminary tasks to identify objectives. Wiltzius said Roeser has the expertise. Sellnow and Wiltzius asked if Roeser can supply an outline with a budget. Hurley said preliminary work was needed to be done by CDA members first. Wiltzius suggested Roeser wanted the CDA to pick a topic area. Sellnow asked for a blueprint. Cole said time should be set aside to come up with suggestions for Roeser. Hansen commented that Roeser's January's phone call circled back to stimulating job creation and private investment. Wiltzius suggested businesses from the Interactive Map. Cole commented on the RR Donnelley property. The RR Donnelley corporate office was suggested as a business incubator location.
      1. **Rick Roeser, Business Development Specialist Wisconsin Business Innovation Corporation [Hurley]. Note:** No action, but discussed, see above.
      2. **Review Of \$51,500 In Non-Construction Funding [Hurley]. Note:** No action, but discussed, see above.
      3. **Criteria To Identify Jobs [Hurley]. Discussion:** Hurley asked Cole to meet on the topic. Hurley said audio from the meeting Rick Roeser participated in could be reviewed. No action.
      4. **Possible Additional Funding [Hurley].** No action taken.
  - c. **Project Marketing/Communication [Hurley]**
    - i. **Review And Action On Awarding Work From Submitted Bids For A Maunesh Business Center Construction Sign [Sellnow]. Discussion:** Hurley asked who was responsible for how the sign was installed. Hansen said he had asked the Public Works Director to install the

sign. Hurley questioned if the sign had been put up in accordance with EDA guidelines. It was noted that the item could come off the agenda. No action taken.

**d. Assessing CDA Project Priorities [Cole/Van Holten]**

**i. Consideration Of Hiring A Consultant To Recruit Businesses [Sellnow]. Discussion:** Sellnow reported that the Council is considering an economic development staff position. Cole said the CDA has made a recommendation. Hurley said the CDA could spend money on a position if it chose to. Sellnow said a consultant could be hired to walk the CDA through things to get some interest going. She said a hired consultant could coordinate with the fulltime position. Hurley referenced Roeser's comments saying focusing on existing businesses could be a better return on investment rather than investing in recruiting new. Hansen mentioned a revolving loan fund idea. Sellnow said the focus should be on a business developer to work on leads, target infrastructure such as fiber optics and pull a business in.

**ii. Leveraging Existing Fiber Optics Infrastructure [Sellnow].** No action taken.

**e. CDA Project Criteria [Hurley]. Discussion:** Cole inquired about the RR Donnelley property. Hansen outlined recent activities involving the leasing agent for RR Donnelley and site selection opportunities forwarded by the Department of Commerce to the Clerk/Treasurer's office. Cole and Sellnow commented that local initiatives would drive any progress with the properties. Wiltzius said the key was working with Rick Roeser. Cole said the audio should be reviewed to see how we could enlist Roeser to benefit Waterloo. Hurley said he preferred working with established businesses, not start-ups. He suggested coming up with criteria. Hansen said the Department of Commerce Main Street Program offered a model from which to build. No action taken.

**f. Election of Officers [Hurley]. Motion:** Moved by Wiltzius, seconded by Sellnow to reelect Mark Hurley as chair and Keri Sellnow as vice-chair. Motion carried unanimously.

**5. New Business.** None.

**6. Future Agenda Items And Announcements.** None.

**7. Adjourn. Motion:** Moved by [inaudible], seconded by Sellnow to adjourned. **Voice Vote:** Motion carried. The time was approximately 7:15 p.m.

Attest:

Morton Hansen  
Clerk/Treasurer