

**CITY OF WATERLOO
COMMUNITY DEVELOPMENT AUTHORITY - MEETING MINUTES
WATERLOO MUNICIPAL BUILDING - 136 NORTH MONROE ST
March 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 and Cole. Absent – Forman and Van Holten with one vacancy. Others attending – Clerk/Treasurer Hansen.
2. **Approval Of The January 27, 2011 And February 15, 2011 Meeting Minutes.** **Motion:** Moved by Wiltzius, seconded by Cole to approve the January 27, 2011 and February 15, 2011 meeting minutes. **Voice Vote:** Motion carried.
3. **Miscellaneous Business And Communications**
 - a. **Clerk/Treasurer's Budget Report.** Hansen reviewed the printed materials. No action taken.
4. **Unfinished Business**
 - a. **Bylaws & Operating Procedures [Hurley].** No action taken.
 - b. **Maunesh Business Center Action Plan**
 - i. **Building Work Group – Action Plan [Sellnow]. Discussion:** Sellnow reported that the project is underway. Cole noted communication from the contractor saying that the roof was in worse shape than originally anticipated. In reply to Wiltzius, Hansen said change order funding would have to come from the difference between budgeted construction work and bid construction work. Sellnow reviewed a contractor meeting discussion relating to change orders. Hurley questioned whether or not the CDA should get additional bids for all change order items. Sellnow and Cole referenced Marty Sell getting estimates from others. Hurley said he was under the impression that the CDA was obligated to get bids for any change order. Sellnow said a change order process would not obligate the CDA to a low estimate. Cole said most of it makes sense as a change order, and said some criteria could be put in place for work substantially out of the ordinary and requiring bids. Sellnow talked through a justification for not repairing the northeast storage room. Hurley wanted to review the numbers. Cole asked if we were penny wise and pound foolish to not address the foundation. Sellnow said if resources allowed she would like to repair the foundation. Sellnow said if it is a success story future funding would be easier. Hurley asked for Sell to provide figures for foundation repairs. He said an agenda item: "Check with Marty on foundation issue" should be added to the April agenda.
 - ii. **Training Work Group – Action Plan [Wiltzius]**
 1. **Marketing [Wiltzius]. Discussion:** Wiltzius reported that MATC had done a thorough job regarding hybrid vehicle training; that a MMSC Maintenance class would start March 29th; that the MMSC Safety and MMSC Quality are starting to fill. She reported that Vern Butzine would work with MATC on hybrid vehicle training for firefighters by getting a date scheduled.
 - iii. **Maunesh Business Development Program [Hurley].**
 1. **Rick Roeser, Business Development Specialist Wisconsin Business Innovation Corporation [Hurley].** No action taken.
 2. **Review Of \$51,500 In Non-Construction Funding [Hurley].** No action taken.
 3. **Criteria To Identify Jobs [Hurley/Cole]**

Discussion: Hurley said he and Cole went through a list of businesses in town looking for businesses with a skill level, some employees, availability for expansion and no retail. He said the list has not been narrowed. Cole said 16 or 17 businesses met the criteria assuming three or more employees. Hurley said it has not been determined that Rick Roeser's services would be used. Cole said having the CDA review the list may be a next step. Cole said geographic expansion or a criteria change could broaden the list of identified businesses. Hurley said to add list review to the next agenda. Cole said the dollar amounts allocated wouldn't get us much. Cole said seeing what Roeser considers reasonable compensation should be asked.

Note (1) Hurley and Cole said they would present the list at the next meeting. **Note (2)** Hurley added the agenda item "By-Owner Purchases" to the next agenda item as a numeral four. No action taken by the body.

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 Maunsha Business Center Construction Sign [Sellnow Hurley]. No action taken.

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

i. Consideration Of Hiring A Consultant To Recruit Businesses [Sellnow]. Discussion: Hansen updated the group on Council action in creating, but not filling, an Economic Director position. Sellnow said a hired consultant could do some tasks that Roeser would otherwise do. Sellnow outlined identifying businesses and hiring someone to guide the CDA through the Maunsha Business Development Program. She suggested the CDA might be able to fund the position in part. Cole said the job tasks could overlap. Sellnow said Roeser could consult and direct a locally hired person. Using tax incremental finance dollars was also mentioned. Wiltzius noted that the \$100,000 from TIF was a one-time transfer. Cole said Roeser could train and help the person get going. Hurley said a non-vague job description would be needed with clear expected outcomes. Hurley said Roeser's concept is expanding existing businesses rather than recruiting new businesses. Wiltzius spoke in favor of coordinating. Cole volunteered to draft a document. Cole and Sellnow suggested talking with the Mayor. **Motion:** Moved by Sellnow, seconded by Wiltzius to approach the Council with an offer to see if it would be beneficial to jointly fund a job position working on economic development while not rewriting the existing job description. **Voice vote:** Motion carried.

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

e. CDA Project Criteria [Hurley]. No action taken.

f. Election of Officers [Hurley]. Note: Hurley said the item could come off the agenda.

5. New Business

a. Recommending Individuals To Fill The Community Development Authority Vacancy [Hurley]. No action taken.

b. Additional Assessment of CDA Project Priorities – Revolving Loan Fund [Van Holten]. No action taken.

6. Future Agenda Items And Announcements. None.

7. Adjourn. Motion: Moved by Cole, seconded by Wiltzius to adjourn. **Voice Vote:** Motion carried. The time was approximately 7:17 p.m.

Attest:

Morton Hansen
Clerk/Treasurer