

**CITY OF WATERLOO  
COMMUNITY DEVELOPMENT AUTHORITY - MEETING MINUTES  
WATERLOO MUNICIPAL BUILDING - 136 NORTH MONROE ST  
May 17, 2011**

1. **Roll Call And Call To Order.** Chairperson Hurley called the meeting to order at 6:00 p.m. Members present – Van Holten, Hurley, Wiltzius, Stinnett, Sellnow and Cole. Absent – Abell. Others attending Craig Kettleson, Michelle Hansen and Clerk/Treasurer Hansen.
2. **Approval Of The April 19, 2011 Meeting Minutes. Discussion:** Hurley said notations stating “not taken up due to the lack of a quorum should be struck because a quorum existed until the end of the meeting and then the meeting ended. Hurley said he would like to get rid of the text “quorum was no longer present.” **Motion:** Motion by Van Holten, seconded by Sellnow to approve the April 19, 2011 meeting minutes excluding the words “due to the lack of quorum” from items 4b to item 6. **Voice vote:** Motion carried.
3. **Miscellaneous Business And Communications**
  - a. **Clerk/Treasurer’s Budget Report.** Noted.
  - b. **Clerk/Treasurer’s Project Plans - Building Renovation & Training.** Noted.
4. **Unfinished Business**
  - a. **Bylaws & Operating Procedures [Hurley].** No action taken.
  - b. **Maunasha Business Center Action Plan**
    - i. **Building Work Group – Action Plan [Sellnow]**
      1. **Check With Marty Sell For Foundation And Above Ground Repair Estimate [Hurley]. Discussion:** Hansen said April’s documentation was in the packet. Sellnow and Cole said the CDA was leaning towards taking it out of its own budget to do the repairs. Sellnow suggested putting it out for bids. **Motion:** Moved by Sellnow to put the work out for bids. Motion died for lack of a second. **Further Discussion:** In reply to a Hurley question, Hansen reviewed a construction summary showing all but several thousand dollars already spent on construction. Hurley said the repair was not the responsibility of the CDA. Cole didn’t have high aspirations for adjusting the grant up, but said the CDA was obligated to seek more dollars. Hansen described the process for seeking additional funds. Hansen said prevailing wage requirements would be a major component of additional EDA work. **Motion:** Moved by Cole, seconded by Sellnow directing the submittal of a letter to EDA to seek funding for repairs to the foundation. **Voice Vote:** Motion carried.
    - ii. **Training Work Group – Action Plan [Wiltzius]**
      1. **Marketing [Wiltzius]. Discussion:** Wiltzius said a liaison had been hired to market the courses to area businesses. She said the national director of the MMSC was coming to the Waterloo class at the library. She said press releases would be sent. No action taken.
        - a. **Karen Kretschmann Recruitment Calls [Wiltzius]. Discussion:** Wiltzius said the item could come off.
    - iii. **Maunasha 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]**
        - a. **Hurley/Cole Business Identification [Hurley/Cole].** See below.
        - b. **Review of Business Identification List [Hurley/Cole]. Discussion:** Hurley reviewed the process to create a criteria based list. Cole said the criteria were open to discussion. Hurley said higher level jobs were the focus. No action taken.
      4. **Possible Additional Funding [Hurley]. Discussion:** Cole asked if a relationship with the City may change Rick’s relationship with the CDA. Hurley summarized for new members that \$51,000 was available in the grant for a business development program. Hurley said the item should stay on the agenda. Hansen described Council activities

to date in creating an Economic Development position. Cole and Van Holten agreed that how Rick's services are to be used could be discussed. No action taken.

- 5. Review & Action On Services Agreement With Wisconsin Business Innovation Corporation [Wiltzius]. Discussion:** Wiltzius said a request for qualifications process would be needed prior to contracting for services. Hansen said that EDA was asking for the step. Wiltzius recommended moving forward with a request for qualifications. Hurley said he understood that it was done deal to work with Rick Roeser. The committee discussed the ramifications of creating a competitive situation. **Motion:** Moved by Wiltzius, seconded Sellnow to move forward with a request for proposal process to spend the \$51,000 awarded as part of the grant. **Further Discussion:** Hurley was concerned that the motion would approve the spending of the \$51,000. Kettleson provided an outline of potential program tasks. The process was discussed further. **Roll Call Vote:** Ayes: Wiltzius and Sellnow. Noes: Cole and Van Holten with Stinnett abstaining. Motion failed due to a tie vote. **Motion:** Moved by Van Holten, seconded by Wiltzius to move forward with the request for proposal process. **Voice Vote:** Motion carried.

- iv. By-Owner Purchase Items [Hurley]. Discussion:** Sellnow & Hurley referenced and reviewed a list for approval. Hurley said he reviewed the list earlier with Sellnow. **Motion:** Moved by Sellnow, seconded by Cole approve the by-owner list of eight tables, instructor smart cart, projector screen, and digital infrastructure. **Voice Vote:** Motion carried. **Further Discussion:** Hurley said to check on the chairs and phone line. Hurley said he wanted to wait on the building sign. Hansen said his assumption was that the existing sign would be repainted. Sellnow said if money was available a more elaborate sign could be purchased. Hurley asked if the cleaning service would be paid for by the City. Hurley asked Hansen to check on cleaning also. **Motion:** Motion by Wiltzius, seconded by Van Holten to authorize Sellnow to purchase a printer and to make arrangement for internet services in an amount not to exceed the \$700. **Voice Vote:** Motion carried.

**c. Project Marketing/Communication [Hurley].** No action.

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

**i. Consideration Of Hiring A Consultant To Recruit Businesses [Sellnow]**

- 1. Cole To Draft Document. Discussion:** Cole distributed a document attempting to seek a relationship with the City regarding Rick Roeser's services. Cole said the idea was to explore how a relationship could exist between the CDA and the City. Van Holten outlined the recent Council activities on economic development. Cole said the draft was just to explore possibilities. Van Holten spoke in favor of a cooperative effort. **Motion:** Moved by Sellnow, seconded by Stinnett to have all modifications directed to Cole by the following morning and for Cole to forward a document to be made available to the Community Development Committee.

**ii. Leveraging Existing Fiber Optics Infrastructure [Sellnow]. Discussion:** Van Holten said that Mayor Thompson is interested in this topic and that the item may be run through the tax incremental district #2. No action taken.

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

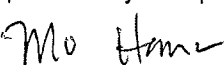
**5. New Business**

- a. Additional Assessment of CDA Project Priorities – Facade Grant / Revolving Loan Fund [Van Holten]. Discussion:** Van Holten noted the past success on this topic. He asked that it be left under assessing CDA project priorities. Van Holten also mentioned a Business Improvement District as a topic to look at in the future.

**6. Future Agenda Items And Announcements. ##** Hurley reviewed what could come off the agenda. **##** Van Holten said he was interested in food processing incubators.

**7. Adjourn. Motion:** Moved Wiltzius, seconded by Sellnow to adjourn. **Voice Vote:** Motion carried. The time was approximately 7:30 p.m.

Attest:



Morton Hansen, Clerk/Treasurer