

**CITY OF WATERLOO COMMUNITY DEVELOPMENT COMMITTEE MINUTES**  
**THE MUNICIPAL BUILDING - 136 NORTH MONROE ST**  
**July 21, 2011**

1. **CALL TO ORDER & ROLL CALL.** Alderperson Van Holten called the meeting to order at 6:30 p.m. in the Police Training Room. Alderpersons present – Van Holten and Springer. Absent – Sievert. Others attending – Errin Welty of Vierbicher & Associates.
2. **APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES.** **Discussion:** It was noted that Springer was present at the May 19, 2011 meeting. **Motion:** Moved by Springer, seconded by Van Holten to approve all previously unapproved meeting minutes as presented with the understanding that Springer is to be noted as present at the May 19, 2011 meeting. **Voice Vote:** Motion carried.
3. **CITIZEN INPUT.** None.
4. **UNFINISHED BUSINESS.** None.
5. **NEW BUSINESS**
  - a. **Economic Development Consultant – Update.** **Discussion:** Errin Welty provided a handout and summarized it. She said she heard from many as part of her outreach process. She said that the City government was described as approachable and cooperative. She said people are supportive but skeptical. She said many are looking for a vision to grab hold of. She said most outside of the area don't know much of Waterloo. She said downtown businesses talked about parking, that the pharmacy was happy with the recent change and parking comments focused on evening parking. She described a drive-time retail analysis. She said higher end apartments are full. She summarized the flood insurance petition; the façade improvement program; and the tenant program. She said she would look at parking. She described the pop-up storefront contest. She summarized redevelopment site opportunities. She talked about setting up activities and handing them off to volunteers. Springer mentioned the Perry-Judd's corporate office, and Welty summarized call-center ideas for that property. Van Holten said things are going in the right direction. Replying to Springer, Welty suggested "universal P" signs for parking. Springer suggested a stairway on his property to improve the access to parking off of Taylor near South Monroe Street. Restaurant and pizza opportunities were mentioned; Springer mentioned a hotel to serve Trek activities.
6. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS.** ## 120 West Madison Street Entry to Taylor Street Parking was to be added to the next agenda.
7. **ADJOURNMENT.** **Motion:** Moved by Springer, seconded by Van Holten to adjourn. Motion carried. Approximate time: 6:55 p.m.

Attest:

Mo Hansen  
Clerk/Treasurer