

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

NOVEMBER 15, 2011 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

- 1) **Roll Call And Call To Order.** Vice Chair Sellnow called the meeting to order at 6:00. Members present: Sellnow, Wiltzius, Van Holten, Stinnett, Cole and Kluck. Absent: Abell. Others attending – Clerk/Treasurer Mo Hansen.
- 2) **Approval Of Meeting Minutes - October 18, 2011. Motion:** Moved by Van Holten, seconded by Wiltzius to table approval of the October meeting minutes. **Voice vote:** Motion carried.
- 3) **Citizen Input.** None.
- 4) **Miscellaneous Business And Communications**
 - a) **Clerk/Treasurer's Budget Report (informational). Discussion:** Hansen gave a brief update saying he was working on reimbursements from the EDA for the Maunasha Business Center project.
- 5) **Unfinished Business**
 - a) **Maunasha Business Development Program – Update. Discussion:** Hansen said a steering committee meeting was held on the 9th with Larry Cole the only attendee. Hansen said Kettleon was looking for input on the priorities and the timing. Hansen read from meeting note from the steering committee gathering on the ninth. Hansen reviewed handouts. Hansen described a potential tax incremental finance proposal if a development which is being worked on in the industrial park takes hold. Cole suggested moving on projects where success was most easily achieved. Hansen said he and Kettleon may seek use of CDA dollars to fund progress in one or several of the projects. In reply to a question from Van Holten on the role of Thrive.org, Hansen replied that state and federal funding sources may need to be accessed for the larger local projects. Sellnow said Kettleon would be back as needed if dollars are needed for a specific project in open session. Van Holten like the plan saying the whole city is getting into growth mode. Hansen said when done, Kettleon will have held over twenty business retention and expansion meetings. Hansen said concerns Kettleon also heard at meetings included: street signage; lack of marketing of the City; lack of downtown parking; downtown redevelopment; problems of southside internet and cell phone access. Cole said Kettleon's review on the ninth was several hours. Hansen said the project would run for another 12 months. Sellnow said the top half of the page were priorities; Cole said those possibly leaving would be priorities. Hansen encouraged communication to Kettleon. Sellnow recommended communicating again with Sussek. Cole said Kettleon was doing a good job. No action taken.
- 6) **New Business.**
 - a) **Community Development Authority's Role Going Forward. Discussion:** Sellnow directed CDA members to an Errin Welty CDA Project Proposal document. Hansen reviewed the document. Cole said housing starts were a function of proximity to Madison and housing values. Cole asked if an implementation plan was available. Hansen said not at this time. Hansen said marketing would have to be figured out. Cole said marketing based on what others have successfully done would be advisable. Wiltzius said Jefferson County is working on a branding concept. Wiltzius said the Welty proposal was good. She referenced housing stock improvements in Appleton as an example she was familiar with. She said a Habitat for Humanity type project could engage volunteers and teenagers. Van Holten said the goal should be the salability of Waterloo. Sellnow said she would see additional information and asked that the item be placed under Unfinished Business for the next meeting. No action taken.
- 7) **Future Agenda Items And Announcements. By Consensus:** The body agreed to hold an additional meeting on November 17 to consider using CDA funds to pay for the utility bills for Pop-up Storefront Contest winners.
- 8) **Adjourn. Motion:** Moved by Van Holten, seconded by Wiltzius to adjourn. **Voice vote:** Motion carried.

Attest:

Mo Hansen, Clerk/Treasurer