

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

February 21, 2012 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

- 1) **Roll Call And Call To Order.** Chairperson Sellnow called the meeting to order at 6:00. Members present: Sellnow, Wiltzius, Kluck, Stinnett and Cole. Absent: Van Holten and Abell. Others attending – Errin Welty of Vierbicher and Associates and Clerk/Treasurer Mo Hansen.
- 2) **Meeting Minutes Approval – January 17, 2012. Motion:** Moved by Wiltzius, seconded by Cole to approve the meeting minutes as presented with the correction that Van Holten should be shown as being absent. **Voice vote:** Motion carried.
- 3) **Citizen Input.** None.
- 4) **Miscellaneous Business And Communications**
  - a) **Clerk/Treasurer’s Budget Report (informational).** **Discussion:** Hansen reported that reimbursement from EDA was pending. Cole inquired about the CDA’s past request of EDA for additional funds. No action taken.
- 5) **Unfinished Business**
  - a) **Maunasha Business Development Program – Update. Discussion:** Hansen provided a verbal report on Craig Kettleon’s work with Jim’s Cheese Pantry, ATAM Heating & Cooling, Business Park Prospect #1, McLain Engineering, Custom Plastics Industries, PalletOne of Wisconsin Inc., and The Engine Shop. Creation of a third tax incremental finance district was outlined by Hansen. No action taken.
  - b) **Residential Housing Improvements – USDA Program Coordination – Update. Discussion:** The program ambassadors meeting held immediately prior to the meeting was noted. Members recommended various methods for disseminating information including: utility bills, The Courier, Watertown newspaper, canvassing, municipal website, advertiser churches and a mailing. Wiltzius spoke in favor of a personal approach. Hansen said referrals would be tracked in his office. **By Consensus:** It was determined to focus on personal one-on-one contacts and to revisit the issue of information dissemination at the next meeting.
- 6) **New Business**
  - a) **Promoting Residential Housing Sales – Program Review. Discussion:** Welty handed out a revised outline for promoting residential housing sales. Sellnow described program details relating to assembling a bundle of Waterloo specific goods as an incentive for the buyers of new or existing homes. Cole spoke of market activity coming to Waterloo once Marshall and other communities adjacent to Madison became more expensive. Welty said Waterloo had missed its share of housing starts over time. Various marketing approaches were discussed. Hansen described the marketing approach listed on the Welty handout. Kluck commented that the lot sizes were too small for the DeYoung Farm subdivision. **Motion:** Moved by Cole, seconded by Kluck to put the Community Development Authority on record as taking a leadership role in the program as presented, with a request that more detailed information be presented at the March meeting. **Voice vote:** Motion carried.
- 7) **Future Agenda Items And Announcements.** # Sellnow said 5b and 6a should be on the next agenda.
- 8) **Adjourn. Motion:** Moved by Cole/Wiltzius, seconded by others to adjourn. **Voice vote:** Motion carried. Time was not recorded.

Attest:

Mo Hansen, Clerk/Treasurer