

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

MAY 15, 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, Cole, Ziaja, Stinnett and Kluck. Absent: Van Holten and Wiltzius. Others attending – Clerk/Treasurer Mo Hansen.
- 2) **Meeting Minutes Approval – April 17, 2012. Motion:** Moved by Kluck, seconded Stinnett to approve the meeting minutes as listed and presented. **Voice vote:** Motion carried.
- 3) **Citizen Input.** None.
- 4) **Miscellaneous Business And Communications**
 - a) **Clerk/Treasurer's Budget Report (informational).** **Discussion:** Hansen noted the pending reimbursements from EDA. No action taken.
- 5) **Unfinished Business**
 - a) **Residential Housing Improvements – USDA Program Coordination – Update. Discussion:** Hansen said the overall response to the program offering was light with two individuals being forwarded along to USDA staff. No action taken.
 - b) **Promoting Waterloo And Promoting Residential Housing Sales – Consideration Of Program Options. Discussion:** Sellnow express an interest in funding new welcome signs as designed by the Chamber of Commerce in the amount of \$5,000. Stinnett raised concerns over not having a say in the design. Cole said the amount would only partially fund the signs. Sellnow suggested that she, Ziaja and Kluck meet to put together a program. Cole suggested that a designated amount could serves as seed money to flesh out a program. Ziaja asked if Errin Welty had branding experience. **Motion:** Moved by Cole, seconded Stinnett to a form subcommittee to market Waterloo with a target budget of \$10,000 to be brought back to the CDA for future consideration; adding the understanding that CDA approves the expenditure of \$5,000 towards the new welcome signs. **Voice vote:** Motion carried.

Further discussion: Sellnow raised a concern over future funding of an economic development consultant. **Motion:** Moved by Kluck, seconded by Stinnett to recommend to the Council that the contract with Vierbicher & Associates be extended. **Voice vote:** Motion carried.
- 6) **Future Agenda Items And Announcements. ## Maunsha Business Center Rental Policy**
- 7) **Adjournment. Motion:** Moved by consensus to adjourn. **Voice vote:** Motion carried. Time was 7:20 p.m.

Attest:

Mo Hansen, Clerk/Treasurer