

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

SEPTEMBER 18, 2012 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

- 1) **Roll Call And Call To Order.** Chairperson Sellnow called the meeting to order at 6:05. Members present: Sellnow, Ziaja, Van Holten, Stinnett, Kluck, Wiltzius, and Cole. Absent: none. Others attending – Clerk/Treasurer Mo Hansen.
- 2) **Meeting Minutes Approval – May 15, 2012, June 19, 2012, July 17, 2012 and August 21, 2012.** **Motion:** Moved by Ziaja, seconded by Kluck to approve the May 15, 2012 meeting minutes as presented. **Voice vote:** Motion carried with Van Holten and Wiltzius abstaining. **Motion:** Moved by Wiltzius, seconded by Ziaja to approve the June 19, 2012 meeting minutes as presented. **Voice vote:** Motion carried with Kluck abstaining. **Motion:** Moved by Van Holten, seconded by Stinnett to approve the July 17, 2012 meeting minutes as presented. **Voice vote:** Motion carried with Cole and Wiltzius abstaining. **Motion:** Moved by Van Holten, seconded by Cole approve the August 21, 2012 meeting minutes as presented. **Voice vote:** Motion carried with Ziaja abstaining.
- 3) **Citizen Input. ##** Van Holten said he was getting the ball rolling on development of park space at 720 West Madison Street by proposing through the Community Development Committee that the parcel be named Maunesha Park.
- 4) **Miscellaneous Business And Communications**
 - a) **Clerk/Treasurer’s Budget Report (informational).** No new information offered.
 - b) **Maunesha Business Development Program – Update.** **Discussion:** Hansen verbally summarized activity to date by Craig Kettleson for the members. He said a written report would be sent via email. No action taken.
- 5) **Unfinished Business**
 - a) **Promoting Waterloo And Promoting Residential Housing Sales – Campaign Sign-off.** **Discussion:** Hansen reviewed campaign visuals; an updated budget showing dollar moved into online ad purchases; noted that 28 participating merchants had signed up and said the campaign was behind the original timeline by several days. Following up on comments from Cole in previous meetings, Hansen said the initial marketing may serve as a test to see what is, or is not effective. Hansen suggested approaching developers and others with a stake in the local housing market to further fund marketing efforts once success has been demonstrated. Sellnow said how these other stakeholders were approached needed to be thought through. Stinnett questions if a developer should be able to directly benefit from the gift cards. Several scenarios for best approaching development stakeholders were discussed. No action taken.
 - b) **Funding A Third Waterloo Welcome Sign.** **Discussion:** Hansen described that the Chamber of Commerce had installed two large signs. One on STH 19 going to Marshall and another on STH 19 going to Watertown. Sellnow confirmed that no CDA dollars had funded the two signs. Hansen said that if the CDA reaffirmed its commitment to spending \$5,000 on the project, the Chamber of Commerce could take the lead and acquire and install a third large sign on STH 89 heading towards Lake Mills. **Motion:** Moved by Kluck, seconded by Wiltzius to authorize the CDA to expend \$5,000 towards the purchase and installation of the third large sign with the sign to be located on STH 89 heading towards Lake Mills as stated in the resolution passed by the Council. **Voice vote:** Motion carried.
- 6) **New Business.**
 - a) **Maunesha Business Center Rental Policy – Tucker’s Trucking Academy.** **Discussion:** Hansen informed the CDA that a start-up business had inquired about renting the Maunesha Business Center for classroom use and the time and duration of the use does not neatly fit into the adopted policy. He said the start-up must first negotiate a contact with RR Donnelley on access to a parking lot. Hansen had communicated to the business that the parking lot lease would be more difficult to put in place and that they should pick up discussions on classroom space after the first lease was in place. No action taken.
- 7) **Future Agenda Items And Announcements. ##** Angie Stinnett was thanked for sharing homemade cookies.
- 8) **Adjournment.** **Motion:** Moved by Wiltzius, seconded by others to adjourn. **Voice vote:** Motion carried.

Attest:

Mo Hansen, Clerk/Treasurer