



136 N. MONROE STREET, WATERLOO, WI 53594
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**PUBLIC NOTICE OF A COMMITTEE MEETING OF THE
COMMON COUNCIL OF THE CITY OF WATERLOO**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that the following meeting will be held:

COMMITTEE: COMMUNITY DEVELOPMENT COMMITTEE
DATE: Thursday, June 20, 2013 **TIME:** 6:30 p.m.
LOCATION: Municipal Building - 136 N. Monroe Street, Police Training Room

to consider the following:

1. CALL TO ORDER & ROLL CALL
2. APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES
3. CITIZEN INPUT
4. UNFINISHED BUSINESS
 - a. Waterloo Economic Development Program Update – Errin Welty, Vierbicher & Associates (Written Report)
5. NEW BUSINESS
 - a. County/Municipal Trash and Recycling Opportunities – E-Waste, Chemical Waste And Other Waste Streams (Alder Reynolds)
 - b. Neighborhood Project Ideas (Alders Ziaja & Stinnett)
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURN

Morton Hansen
Clerk/Treasurer

*** See Council Packet

Committee Members: Van Holten, Ziaja and Reynolds

Posted, Emailed & Distributed: June 14, 2013

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

Waterloo Economic Development Program 6/12/13

Business Prospecting

- Discussions with operator of small-tenant industrial space regarding market profile and marketing strategy.
- Sent marketing materials on several existing sites to business or brokers known to be looking in the area.
- RFP prepared for warehouse sale (all three Donnelley properties).

Infill/Redevelopment Planning

- Calls and site plans sent to two additional developers with retail experience regarding West Madison St.
- Conversations with all W Madison property owners regarding potential development and interest in selling/participating or otherwise contributing to revitalization of this area.
- Ongoing discussions with developers with formal intent to redevelop portions of Donnelley facilities.
- Coordination with Movin Out to submit funding proposal for Donnelley parking lot parcel.
- Ongoing financial projections, TIF analysis and vetting of developer financials.

Program Development/Implementation

Community Engagement

- Developing business plan for Cities of Service program to increase citizen engagement.
- Outreach to businesses potentially interested in participating in free business succession planning program.

Residential Recruitment

- Completed Path video, launched on website and via blast email.
- Research on park planning and funding options to increase utilization of park space.

Business Council

- No initiatives at this time. Next meeting will occur August 2013.

Merchant Council

- Updates to shopping/dining guide completed – distribution underway.

City Hall

From: Matt [matt.ziaja@gmail.com]
Sent: Wednesday, June 12, 2013 4:07 PM
To: Angie Stinnett; Errin Welty
Cc: Morton Hansen
Subject: Re: Project Ideas

I like the ideas and these are some initial brainstorming notes. I suppose it all starts with scheduling and advertising some meetings so that we can get others involved and communicate in an efficient way. I know there are tons of individuals in the city that would care to participate.

Initial interests of mine per this attachment:

- + Calling for "Cove Captains" (individuals who are passionate about improving neighborhoods who may help to come up with potential neighborhood improvement ideas)
- + Installing speed bumps at the entrance of Fireman's Park
- + Finding champions for a community garden (location (old tennis courts previously the site of proposed dog park in Fireman's Park)/funds)
- + Tracking down grants and captains for the prioritization of housing improvements and litter clean up
- + Tree donation/planting champions (McKay)
- + Gardening tool donation for park work, perhaps involving the American Legion and the Larabee's (who have time and interest in gardening improvement). Storage could be the old pump house at the entrance of Fireman's Park
- + Home Depot Grants <http://www.serviceasastrategy.org/thdapp>
- + Love Your Black meetings to complement/lead CDC meetings
- + Advertising grant deadlines and participation needs in the Courier and on public access t.v.
- + Utilizing the Hands On Network and United Way
- + Waterloo Players association with fundraising

Questions:

- + Might these types of grants affect other grants that we have scheduled such as our park, trailhead and riverwalk grants? Would receiving some grants affect eligibility to receive other grants?
- + Angie what is your availability to join the Community Development Committee?

Matt

On Jun 12, 2013 2:08 PM, "Errin Welty" <ewel@vierbicher.com> wrote:

Angie/Matt,

We talked about volunteer recruitment and neighborhood revitalization a while ago, but it got sidetracked (aside from the river cleanup, which was super awesome). I've been thinking about it again - seems like the next big step in our community development effort is to get more people engaged.

I really like the program featured here: http://www.citiesofservice.org/wp-content/uploads/Love_Your_Block.pdf

If we could find some seed funds, we could get local neighborhoods to come up with their own ideas and get them funded. We could also track individual contributions toward all volunteer stuff (thus highlighting existing organizations) in a program like '1,000 Hours for Waterloo' with individual awards for most hours, most hours by a newcomer, etc.

Thoughts? Ideas on seed funds? If we came up with a business plan I'd think we could get it funded - we probably wouldn't need much....

Errin Welty

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