

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY

Minutes – August 20, 2013

POLICE TRAINING ROOM, MUNICIPAL BUILDING

- 1) **Roll Call And Call To Order.** Chairperson Sellnow called the meeting to order at 6:30 p.m. Members present: Sellnow, Stinnett, Strasser and Freund. Absent: Ziaja with two vacancies. Others attending: Dionne Ratliffe, Flora Ratliffe and Clerk/Treasurer Mo Hansen for a portion of the meeting.
- 2) **Approval of Meeting Minutes.** **Motion:** By consensus approval of meeting minutes was tabled. **By Consensus:** Motion approved.
- 3) **Citizen Input.** Keri Sellnow mentioned Flora Ratliffe as a possible interested person to serve on the Community Development Authority.
- 4) **Recurring Reports – Informational.** Written reports were presented for items 4a, 4b and 4c. No action taken.
 - a) **Budget Report.**
 - b) **Maunessa Business Development Program.**
 - c) **Find Your Path Here Program.**
- 5) **Unfinished Business.**
 - a) **Negotiations Regarding Redevelopment & Reuse Sites: 333 Portland Road, 173 North Monroe Street, 115 North Monroe Street, 123 South Monroe Street Discussion:** Hansen said limited progress had occurred in the negotiations. No action taken.
 - b) **Interactive Map Update.** No action.
 - c) **Lighting Find Your Path Here Welcome Signs. Discussion:** Freund commented on contacts she had made to generate estimates for this topic. No action taken.
 - d) **120 W Madison Street – Post Acquisition Activities. Discussion:** Hansen said no new information was available on the topic at this time.
 - e) **Find Your Path Here Program, Marketing Options - \$5,000 TV Plan And Other Options. Discussion:** Strasser and Freund reviewed activities since the last meeting including review of testimonials, a video shoot at Firemen's Park, review of TV buy submittals and drafting of a script. The CDA reviewed a WKOW media buy proposal recommended by Jesus Burgos. Hansen provided information regarding billboards and Facebook ads. **Motion:** By consensus the body authorized the WKOW TV buy with the modifications to the buy to include certain shows. **By Consensus:** Motion approved.
- 6) **Future Agenda Items And Announcements.** # Sellnow asked that a 2014 budget recommendation be put on the next agenda.
- 7) **Adjournment. Motion:** By consensus the body adjourned.

Attest:

Mo Hansen
Clerk/Treasurer