



136 North Monroe Street, Waterloo, Wisconsin 53594-1198  
Phone (920) 478-3025  
Fax (920) 478-2021

-- PUBLIC MEETING NOTICE --  
**CITY OF WATERLOO**  
**COMMUNITY DEVELOPMENT AUTHORITY**

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.

**DATE:** October 15, 2013

**TIME:** 6:00 p.m.

**LOCATION:** Municipal Building, 136 N. Monroe Street (room location to be assigned)

1. Roll Call And Call To Order
2. Approval Of Meeting Minutes – September 18, 2012, April 16, 2013, June 18, 2013 (no meeting) and August 20, 2013
3. Citizen Input
4. Recurring Reports - *Informational*
  - a. Budget Report
  - b. Find Your Path Here Program
5. Unfinished Business
  - a. Redevelopment & Reuse Of Targeted Sites: 333 Portland Road, 173 North Monroe Street, 115 North Monroe Street, 123 South Monroe Street - Update
  - b. Interactive Map Update
  - c. Lighting Find Your Path Here Welcome Signs – Sellnow Solar Test
  - d. 120 West Madison Street – Demolition Proposal Requests
6. New Business
  - a. Project Prioritization Exercise
  - b. 2014 Budget For Finance Committee Consideration
  - c. Find Your Path Here – Additional Revenue Sources
7. Future Agenda Items And Announcements
8. Adjourn

*Mo Hansen*

Mo Hansen  
Clerk/Treasurer

CDA MEMBERS -- Please call 920-478-3025 if you are unable to attend.

Community Development Authority Members: Sellnow, Stinnett, Ziaja, Freund and Strasser with two vacancies  
Posted, Mailed and E-mailed: October 10, 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 COMMUNITY DEVELOPMENT AUTHORITY - Minutes

SEPTEMBER 18, 2012 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

**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 Mauneshia Park.
  - 4) **Miscellaneous Business And Communications**
    - a) **Clerk/Treasurer's Budget Report (informational).** No new information offered.
    - b) **Mauneshia Business Development Program – Update. Discussion:** Hansen verbally summarized activity to date by Craig Kettleison 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) **Mauneshia Business Center Rental Policy – Tucker's Trucking Academy. Discussion:** Hansen informed the CDA that a start-up business had inquired about renting the Mauneshia 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.
- 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.

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

APRIL 16, 2013 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

- 1) **Roll Call And Call To Order.** Chairperson Sellnow called the meeting to order at 6:00. Members present: Van Holten, Sellnow, Stinnett, Cole, Ziaja, Wiltzius and Freund. Absent: none. Others attending Bill Springer and Clerk/Treasurer Mo Hansen.
- 2) **Approval of Meeting Minutes.** **Motion:** Moved by Ziaja, seconded by Wiltzius to approve the March 19, 2013 meeting minutes. **Voice vote:** Motion carried.
- 3) **Citizen Input.** None.
- 4) **Recurring Reports - Informational**
  - a) **Budget Report.** A written report was presented.
  - b) **Maunasha Business Development Program.** Hansen gave a verbal report of Craig Kettleson's work.
  - c) **Find Your Path Here Program.** A written report was presented.
- 5) **Unfinished Business.**
  - a) **Entering Into Negotiations Regarding Redevelopment & Reuse Sites - Update**
    - i. **333 Portland Road, 173 North Monroe Street, 115 North Monroe Street, 123 South Monroe Street.**  
**Discussion:** The concept was reviewed. **Motion:** Moved by Van Holten, seconded by Wiltzius to table the matter until May. **Voice Vote:** Motion carried.
  - b) **Interactive Map Update.** No action.
- 6) **New Business.**
  - a) **Lighting Find Your Path Here Welcome Signs.** **Discussion:** Hansen said he would seek pricing and additional information. No action taken.
  - b) **120 West Madison Street – Considering Financial, Operational and Overall Project Feasibility Discussion:** It was noted that the Finance Committee has referred the matter to the CDA. Sellnow and other reviewed materials. It was noted that the City Engineer and the City Attorney had supplied information to previous committees. Van Holten said the issue had been before numerous other committees. Ziaja said he would like to be presented with a written statement from the City Engineer regarding possible structural effects of demolition. He asked that adjoining property owners be invited to the next meeting. **Motion:** Moved by Van Holten, seconded by Wiltzius to recommend to Council only the adoption of the original resolution accepting the property donation. **Voice Vote:** Motion carried.
- 7) **Future Agenda Items And Announcements.** Getting new members was discussed.
- 8) **Adjournment.** **Motion:** Moved by Cole, seconded by Stinnett to adjourn. **Voice vote:** Motion carried.

Attest:

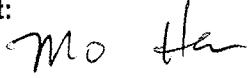


Mo Hansen, Clerk/Treasurer

COMMUNITY DEVELOPMENT AUTHORITY COMMITTEE MEETING MINUTES  
JUNE 18, 2013

Meeting cancelled until July.

Attest:



Morton J. Hansen  
Clerk/Treasurer

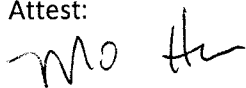
# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY

## 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) **Maunasha 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

# CITY OF WATERLOO

BALANCE SHEET  
SEPTEMBER 30, 2013

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	( 181,099.75 )	
600-13000	DUE FROM OTHER GOVERNMENTS	236,569.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		55,469.25
			<hr/> <hr/>

### LIABILITIES AND EQUITY

#### LIABILITIES

600-21100	VOUCHERS PAYABLE	.00	
600-26100	DEFERRED REVENUE	.00	
		<hr/>	
	TOTAL LIABILITIES		.00

#### FUND EQUITY

600-34300	FUND BALANCE	97,215.51	
	REVENUE OVER EXPENDITURES - YTD	( 41,746.26 )	
		<hr/>	
	TOTAL FUND EQUITY		55,469.25
			<hr/>
	TOTAL LIABILITIES AND EQUITY		55,469.25
			<hr/> <hr/>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2013

**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

			PERIOD			BUDGET			% OF
			ACTUAL	YTD ACTUAL			AMOUNT	VARIANCE	BUDGET
<u>ATTORNEY</u>									
600-51-5130-211	ATTORNEY	ATTORNEY FEES	123.75	123.75	.00	(	123.75	)	.00
TOTAL ATTORNEY			123.75	123.75	.00	(	123.75	)	.00
<u>ATTORNEY</u>									
600-51-5162-220	MAUNESHA BUSINESS TELEPHONE		225.66	225.66	200.00	(	25.66	)	112.83
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC		1,611.15	1,611.15	2,000.00		388.85		80.56
600-51-5162-222	MAUNESHA BUSINESS HEAT		731.76	731.76	1,100.00		368.24		66.52
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER		312.54	312.54	400.00		87.46		78.14
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA		595.20	595.20	1,000.00		404.80		59.52
600-51-5162-341	MAUNESHA BUSINESS INTERNET		648.51	648.51	.00	(	648.51	)	.00
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN		1,098.45	1,098.45	.00	(	1,098.45	)	.00
TOTAL ATTORNEY			5,223.27	5,223.27	4,700.00	(	523.27	)	111.13
<u>PLANNING AND CONSERVATION</u>									
600-56-5630-220	PROJECT MAUN BUS DEVELOP PROGR		37,249.24	37,249.24	40,000.00		2,750.76		93.12
TOTAL PLANNING AND CONSERVATION			37,249.24	37,249.24	40,000.00		2,750.76		93.12
TOTAL FUND EXPENDITURES			42,596.26	42,596.26	44,700.00		2,103.74		95.29
NET REVENUES OVER EXPENDITURES			( 41,746.26 )	( 41,746.26 )	195,300.00	(	237,046.26	)	( 21.38 )

**CITY OF WATERLOO**  
 DETAIL REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2013

**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>INTERGOVERNMENTAL REVENUE</u>					
600-43-4326-000 OTHER FEDERAL FUNDING	.00	.00	200,000.00	( 200,000.00 )	.00
TOTAL INTERGOVERNMENTAL REVENUE	.00	.00	200,000.00	( 200,000.00 )	.00
<u>INTERGOVERNMENTAL REVENUE</u>					
600-46-4674-000 MBC BUILDING RENTAL	100.00	100.00	.00	100.00	.00
TOTAL INTERGOVERNMENTAL REVENUE	100.00	100.00	.00	100.00	.00
<u>MISCELLANEOUS REVENUES</u>					
600-48-4850-000 DONATIONS LOCAL	750.00	750.00	.00	750.00	.00
TOTAL MISCELLANEOUS REVENUES	750.00	750.00	.00	750.00	.00
<u>OTHER FINANCING SOURCES</u>					
600-49-4910-000 REVOLVING LOAN FUND REIMBURSE	.00	.00	40,000.00	( 40,000.00 )	.00
TOTAL OTHER FINANCING SOURCES	.00	.00	40,000.00	( 40,000.00 )	.00
TOTAL FUND REVENUE	850.00	850.00	240,000.00	( 239,150.00 )	.35



#####

City of Waterloo  
Community Development Authority  
Find Your Path Here  
Recipient Activity Report

RECIPIENT NUMBER	SUBMIT DATE	New or Existing	NAME1	NAME2	ADDRESS	PHONE	EMAIL	AWARD DATE
1	11/30/2012	E	Caitlin Haessly	Nathan Galston	1311 Oak St	608-217-0656	catctl@aol.com	11/30/2012
2	12/12/2012	E	Abby Wiersma	Gabe Haberkorn	559 N Monroe St	920-988-6297	ghabs14@yahoo.com	12/12/2012
3	12/3/2012	E	Naomi Tucker	Jacob Banbury	236 Leschinger St	920-253-9328	ntucker307_pcpro@yahoo.com	1/10/2012
4	2/4/2013	E	Kevin Novak	Samantha Deppe	152 W Porter St	920-342-2857	knovak@hotmail.com	2/25/2013
5	2/4/2013	E	Nicole Hennessy	Ryan Hennessy	1034 Portland Road	920-478-8181	9hennessy@gmail.com	2/27/2013
6	2/22/2013	E	William Frasier	Elizabeth Frasier	1140 Lexington Way	608-333-2655	billnliz7@aol.com	2/22/2013
7	2/25/2013	E	David Webb	Laurie Webb	1170 Lexington Way	920-675-6047	lauriew572@hotmail.com	2/25/2013
8	2/24/2013	E	Dionne Ratliffe	Flora Ratliffe	440 Milwaukee Ave	920-478-1151	dionne1976@hotmail.com	2/25/2013
9	3/4/2013	E	Chris Josheff Jr.	Chris Josheff III	1071 Jills Ct	608-335-6401	cjosheff@charter.net	3/7/2013
10	3/5/2013	E	Daniel Knapton	none	258 W. Polk St	608-358-4429	none	3/5/2013
11	3/10/2013	E	Joyce Gehler	David Gehler	258 Goehl Rd	920-478-3326	djgehler@frontier.com	3/10/2013
12	3/15/2013	E	April Schultz	Daniel Hough	345 N. Monroe St	920-988-7249	aprilschultz65@hotmail.com	3/15/2013
13	3/28/2013	E	Andrew Vosters		680 Bluegrass Tr	920-810-8050	ajvosters@gmail.com	3/28/2013
14	4/30/2013	E	Angela Uecker	Jaime Uecker	227 Harrison St	414-339-4403	amuecker@gmail.com	4/30/2013
15	5/8/2013	E	J. Scott Woodall	Amber Woodall	425 Van Buren St	608-316-1736	scott@capitalseamlessgutters.com	5/16/2013
16	5/15/2013	E	Heather Zimbric	Aaron Zimbric	925 E. Madison St	920-253-5020	hzimbric@fgs.com	5/15/2013
17	5/20/2013	E	Paul Scheel		205 Portland Rd	920-988-0791		5/1/2013
18	5/23/2013	E	Gary Wittwer	Cynthia Wittwer	995 Goehl Rd	414-840-1053	gtwittwer@hotmail.com	5/23/2013
19	6/4/2013	E	Clifford Osborn	Lorrie Osborn	1189 Heil St	608-575-8540	cliff.osborn716@gmail.com	6/4/2013
20	6/6/2013	E	Charlie Decker	Janell Decker	245 W. Dickenson St	920-478-3466		6/6/2013
21	6/18/2013	E	Brian Martens	Teresa Martens	505 Indian Hills Dr	920-478-8178	btmartens@gmail.com	6/18/2013
22	6/28/2013	E	Chris Philbee	Sheena Philbee	905 E. Madison St	608-513-6832	ilovemyfamily08@live.com	6/28/2013
23	7/3/2013	E	Ashley Reise	Scott Reise	365 Van Buren St	920-309-1804	sbreise@yahoo.com	7/3/2013
24	7/26/2013	E	Kyle Hubacher	Katie Johnson	206 Beech Rd	920-988-9083	1986bacher@gmail.com	7/26/2013
25	7/29/2013	E	Lynette Braun	Phil Braun	1239 Oak St	920-478-8207	lynette.b99@gmail.com	7/29/2013
26	8/16/2013	E	Derek Brumm	Christine Brumm	403 Minnehah Ln	608-770-5765	dbrumm86@gmail.com	8/16/2013
27	8/13/2013	E	Ryahn T. Smith	Melan Hahn	1021 Jills Ct	262-215-8242	rsmith09@alumni.uwosh.edu	8/13/2013
28	8/23/2013	E	Mark Herrin		1053 Jills Ct	920-988-5165		8/20/2013

ACCOUNT #  
600-56-5630-220

		PIGGLY WIGGLY	NEITZEL	DEPPE'S	WATERLOO VET CLINIC	LOEDER OIL	JIMS CHEESE	HOMETOWN NEWS	WATERLOO ANTIQUE MALL	WATERLOO BUILDING CENTER	VENDOR # 10663	DON'S AUTO BODY & PAINT LLC	TREK STORE MADISON EAST	TOTALS
#1	HAESSLY/GALSTON	\$ 1,890.00	\$ 60.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,950.00
#2	WIERSMAN/HABERKORN	\$ 1,060.00	\$ 550.00	\$ 120.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,730.00
#3	TUCKER/BANBURY	\$ 207.74	\$ 350.00	\$ -	238.75	\$ 1,194.45	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,990.94
#4	NOVAK/DEPPE	\$ 1,311.01	\$ 99.90	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,410.91
#5	HENNESSY	\$ 970.00	\$ 50.00	\$ -	\$ -	\$ 689.84	\$ 29.98	\$ 20.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,759.82
#6	FRASIER	\$ 610.00	\$ 450.00	\$ -	\$ -	\$ 740.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,800.00
#7	WEBB	\$ 1,580.00	\$ 70.00	\$ 160.00	\$ 50.00	\$ 100.00	\$ -	\$ -	\$ 40.00	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00
#8	RATLIFF/DIONNE & FLORA	\$ 358.02	\$ 270.00	\$ -	\$ -	\$ 239.57	\$ 30.00	\$ -	\$ -	\$ 1,062.17	\$ -	\$ -	\$ -	\$ 1,959.76
#9	JOSHEFF JR/JOSHEFF III	\$ 605.33	\$ 470.00	\$ -	\$ 20.00	\$ 819.80	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,915.13
#10	KNAPTON	\$ 180.00	\$ -	\$ -	\$ -	\$ 1,200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,380.00
#11	GEHLER	\$ 479.96	\$ 30.00	\$ -	\$ -	\$ 860.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,369.96
#12	SCHULTZ/HOUGH	\$ -	\$ 1,545.06	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400.00	\$ 50.00	\$ -	\$ -	\$ 1,995.06
#13	VOSTERS	\$ 160.00	\$ 120.00	\$ -	\$ -	\$ 370.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,050.00	\$ 1,700.00
#14	UECKER	\$ 548.93	\$ 358.56	\$ -	\$ 110.00	\$ 858.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,875.74
#15	WOODALL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 140.00	\$ -	\$ -	\$ 140.00
#16	ZIMBRIC	\$ 50.00	\$ 108.78	\$ -	\$ -	\$ 240.00	\$ -	\$ -	\$ -	\$ 1,600.00	\$ -	\$ -	\$ -	\$ 1,998.78
#17	SCHEEL	\$ 10.00	\$ 520.00	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,130.00
#18	WITTWER	\$ -	\$ 60.00	\$ -	\$ 190.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00
#19	OSBORN	\$ 470.00	\$ 840.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 330.00	\$ -	\$ -	\$ -	\$ 1,640.00
#20	DECKER	\$ 40.00	\$ 230.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,360.00	\$ -	\$ -	\$ -	\$ 1,630.00
#21	MARTENS	\$ -	\$ 360.00	\$ -	\$ 527.77	\$ -	\$ -	\$ -	\$ 120.00	\$ -	\$ -	\$ 800.00	\$ -	\$ 1,807.77
#22	PHILBEE	\$ 948.59	\$ 878.73	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,827.32
#23	REISE	\$ 669.88	\$ 30.00	\$ -	\$ -	\$ 320.00	\$ -	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,049.88
#24	HUBACHER/JOHNSON	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
#25	BRAUN	\$ 770.00	\$ 130.00	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ 170.00	\$ -	\$ -	\$ -	\$ -	\$ 1,120.00
#26	BRUMM	\$ 170.00	\$ 229.60	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 399.60
#27	SMITH-HAHN	\$ 20.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20.00
	<b>TOTALS</b>	<b>\$ 13,109.46</b>	<b>\$ 7,810.63</b>	<b>\$ 280.00</b>	<b>\$ 1,136.52</b>	<b>\$ 8,281.91</b>	<b>\$ 59.98</b>	<b>\$ 50.00</b>	<b>\$ 330.00</b>	<b>\$ 4,752.17</b>	<b>\$ 190.00</b>	<b>\$ 800.00</b>	<b>\$ 1,050.00</b>	<b>\$ 37,850.67</b>

DONE

## ***CDA Potential Project Summary***

### **Find Your Path Here Program**

**Project Goal:** Increase awareness of Waterloo as a residential destination within the region and capture our share of regional population growth.

**Project History & Overview:** During the decade between 2000 and 2010, Waterloo's population growth was less than 4 percent, a significantly lower rate of growth than other nearby communities. Outreach to realtors, businesses and home builders determined that many individuals were not familiar with the community, its location and amenities. The Find Your Path Here program provides \$2,000 in funds for households purchasing a home in the community and \$4,000 for households building a new home in the City. These funds may be spent at more than 30 participating businesses within the City. Participants must agree to provide contact information (available to participating merchants), and a personal testimonial indicating why they chose Waterloo.

**Cost:** Municipal costs associated with the project include \$80,000 which has been set aside for program recipients through May of 2014. An additional \$10,000 has budgeted and roughly \$7,700 spent on marketing the program, including yard signs, online and video advertising.

**Funding Sources:** Over 30 participating merchants have contributed \$150 each to fund marketing for the Path program. Both home builders with lots available in the community have also committed to match the program for new homes developed within their subdivision.

**Results/Anticipated Results:** To date, 28 people have participated in the program by purchasing homes within the City. This total includes two households which are building new homes in the community. These figures are

Of these 66% percent have at least one household member who is new to Waterloo. Program participants have spent funds received at 12 local businesses. The program has also received outside TV and newspaper media coverage, further increasing awareness of Waterloo in the region.

### **120 W Madison Street**

**Project Goal:** Increase access to South Monroe Parking for customers to businesses located in storefronts on West Madison Street.

**Project History & Overview:** In response to complaints by business about a lack of available parking downtown to accommodate customer demand, a parking study was conducted in 2011. This study determined that a parking shortage did exist during certain hours on the East block of Madison Street. A potential future shortfall was identified for the west block of Madison Street if vacant structures (former Napa and Courier Building) were filled by uses with high customer demand (i.e. restaurant). Several sites were identified as potential solutions to provide increased parking or access to parking in various areas of downtown, including 120 W Madison Street, which was identified as a potential solution for the West Madison block if future uses created parking constraints.

**Cost:** The structure currently located at 120 W Madison Street was donated to the City by its former owner. The estimated cost to demolish the existing structure and create a pedestrian friendly walkway

to South Monroe parking is \$68,000. To date, \$2,000 has been spent on estimates and activities associated with the acquisition of this property.

Funding Sources: No additional funding sources or partnerships have been identified beyond the initial property donation.

Results/Anticipated Results: Businesses located on West Madison Street would have more direct and visible access to existing parking.

### **E Madison Trailhead**

Project Goal: To remove a blighted and structurally unsound property from downtown, provide additional parking where warranted by existing customer demand patterns, and to provide opportunities for increased access to and awareness of Firemen's Park and the Mauneshia River.

Project History & Overview: In response to business complaints about a lack of parking downtown, a study was conducted in 2011 which identified a parking shortage during specific hours for the East Madison Block. This shortage was partially addressed through the addition of handicapped and limited duration spaces at key locations on the block.

Cost: The purchase price for the property was \$35,000. The estimated cost of additional grading and paving of the lot, including the installation of street furniture, signage and a boat launch is yet to be determined. Creation of a formal trail would require installation of a costly boardwalk, while a lower cost alternative could consist of a mowed path connecting the lot/trailhead with existing trail networks in Firemen's Park.

Funding Sources: A DNR grant funded the initial purchase of the property. A second grant may be available to fund paving and trail creation if easements can be negotiated with the two adjacent property owners.

Results/Anticipated Results: An additional highly visible lot would be available to employees and business customers in a heavily trafficked area of downtown with identified parking shortages. Additionally, boating access to the Mauneshia could be provided at a more user-friendly location, with the potential for trail connections and identity signage for Waterloo park facilities in downtown.

### **Schultz Street Green Space**

Project Goal: To increase utilization of a new City park space adjacent to downtown.

Project History & Overview: The City received a grant from the Economic Development Administration (EDA) following the 2008 floods. This grant funded demolition of properties located in the floodplain, creating a riverfront park space at Schultz Street. The park space is largely invisible from the street, and has received little attention. Some discussion of potential uses including a community garden has been introduced, but no decisions have been made.

Cost: No formal cost estimates have been developed as there has been no consensus on future use of the space. Any future use would need to be largely passive to adhere to EDA requirements, and therefore would likely have limited capital costs.

Funding Sources: None identified.

Results/Anticipated Results: Meet existing or future need for park or green space amenities in the City.

### Gauthier All-In-One

Project Goal: To ensure that properties within the City are contributing to the overall City economy, provide commercial spaces which match the needs of current and prospective City businesses and to remove blight.

Project History & Overview: There are four properties within Waterloo owned by an out of town landlord (Gauthier). A majority of these properties are vacant, and none have received investment in maintenance or upgrades in several decades. Several properties are located in key areas of the communities, and have significant economic potential. The landlord has expressed an interest to sell off assets in Waterloo, but has been unwilling to enter into aggressive transactions on individual buildings because remaining assets would require ongoing payment and attention. It was determined that an overall exit strategy would be more attractive to the owner, and create the potential for the properties to transition to economically beneficial uses. A proposal has been made to the landlord which would provide the City with a fixed purchase price option (based on a percentage of assessed value) with a lengthy option period (proposed as 18 months). During this period, the City could negotiate with businesses, funding partners and investors and seek to line up future owners for each of the properties.

Properties in the portfolio include:

- 18-acre Manufacturing Site (facility needs to be demolished) at 333 Portland Road
- Community building at 123 S Monroe
- Storefront at 115 N Monroe
- 4-Unit Apartment at 173 N Monroe

Cost: The current assessed value of the portfolio is \$620,900. However, several properties are assessed at significantly above market value and several will need investment to be restored to a level to accommodate new uses. These costs are estimated to be around \$400,000, with multiple grant funding opportunities and an ultimate purchase by private investors bringing jobs and investment to the community.

Funding Sources: The varied nature of properties included in the portfolio present opportunities for funding from a multiple sources including Brownfield Grants, TIF funds, Historic Preservation Credits, USDA or HUD multifamily enhancement grants, WEDC Idle Industrial Site Grants and private investment.

Results/Anticipated Results: The project assumes that all of the properties could be transitioned back into economically viable use within 24-36 months from an accepted option by the landlord.

## City Hall

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**From:** City Hall [cityhall@waterloowi.us]  
**Sent:** Wednesday, October 09, 2013 3:03 PM  
**To:** 'Keri Sellnow'  
**Subject:** RE: Raising more money for Find Your Path Here

Yes. A plan to present to the CDA would be good. Date/time?  
-Mo

**From:** Keri Sellnow [mailto:kesellnow@gmail.com]  
**Sent:** Wednesday, October 09, 2013 3:00 PM  
**To:** City Hall  
**Subject:** Re: Raising more money for Find Your Path Here

Is this something you want to get together and talk about? I will start trying to get creative and think of just how this might be done.....THINK BIG!!!!

On Tue, Oct 8, 2013 at 11:33 AM, City Hall <cityhall@waterloowi.us> wrote:

Keri:

28 @ \$2,000 = \$56,000

2 new homes in the pipeline expected @ \$4,000 ea = \$8,000

Ad campaign = \$10,000

Current sum = \$74,000

We need to raise more money for the Find Your Path Here program.

NOTE: Thus far only 38k of the 56k has been spent out by the recipients, but it will be.

Mo Hansen

Clerk/Treasurer

City of Waterloo

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Please consider the environment before printing this email.

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Take care,  
Keri Sellnow