



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 a meeting will be held to consider the following:

**DATE:** May 20, 2014

**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 The Past Unapproved Meeting Minutes
3. Citizen Input
4. Annual Election Of Chairperson and Vice Chairperson
5. Reports - *Informational*
  - a. Budget Report
  - b. 203 East Madison Street – Concept Design / Update
  - c. Proposal To Diane Gauthier Regarding 333 Portland Road
  - d. 120 West Madison Street – Building Offered For Sale, June 4, 2014 Offer Deadline
6. Unfinished Business
  - a. Find Your Path Here 2.0 / Additional Discussion
7. Future Agenda Items And Announcements
  - a. Community Development Authority Organizational Calendar
  - b. Future Meeting Start Time
8. Adjournment

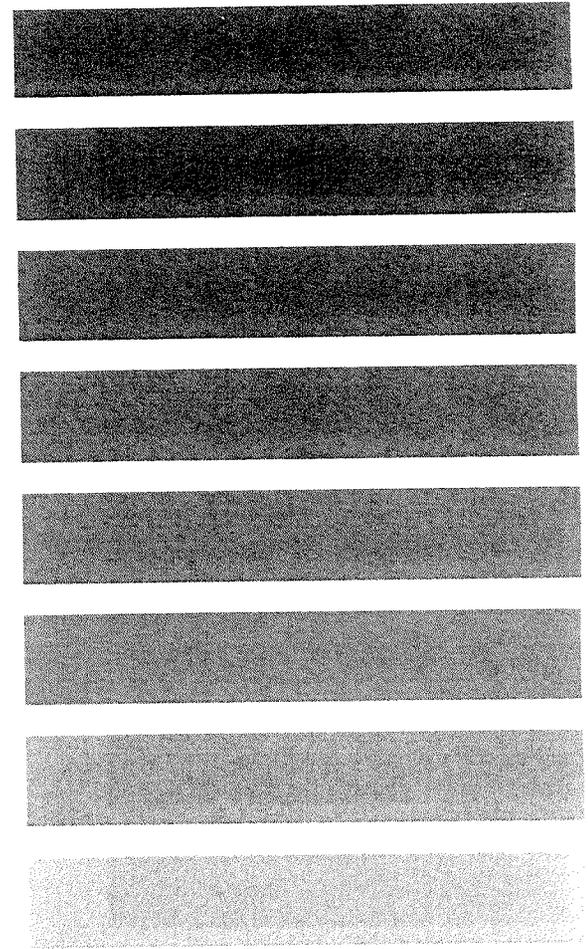
Mo Hansen  
Clerk/Treasurer

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

Community Development Authority Members: Sellnow, Stinnett, Ziaja, Freund, Strasser, Thurnbauer and Norton  
Posted, Mailed and E-mailed: May 15, 2014

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.

# Encouraging a Thriving Future for Waterloo, WI



A. Ayanwale, T. Fleming, K. Sleider, A. Trebilcock, P. Vang

This report on Waterloo, Wisconsin was developed as part of the Applied Planning Workshop at the School of Architecture and Urban Planning, University of Wisconsin - Milwaukee in the Spring 2014 academic term.

The research, analysis, and final recommendation were developed over the course of five months from January 2014 to May 2014.

**Report Developed by:**

Ajibola Ayanwale  
Tom Fleming  
Kimberly Sleider  
Aubrey Trebilcock  
Pa Phouala Vang

**Faculty Advisors:**

Professor Nancy Frank  
Professor Carolyn Esswein



# TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
INTRODUCTION	6
THE PROBLEM, OBJECTIVES, AND CRITERIA	8
EXISTING CONDITIONS	9
EXISTING COMMUTING PATTERN	14
PUBLIC INVOLVEMENT	16
STRATEGIES	19
RECOMMENDATION	54
APPENDICES	58
SOURCES	148

great layout that helps one easily locate what there is to do in Asheville, what amenities it offers, other businesses in the area and their testimonials, and how one can get their own business started in Asheville. This is all easily found from the homepage as illustrated on the previous page. For more information on building a successful and attractive webpage see Alternative 1.4.



#### STRATEGY 2.4: Loyalty Card

##### DESCRIPTION

Loyalty cards are a great way for local residents to save money while helping businesses as well. Loyalty cards support the local economy while providing incentives for people to shop at local stores, restaurants, and businesses.

##### RATIONALE

According to INC., can cost a business about 5 to 10 times more to acquire a new customer than it is to sell to an existing customer. As a way to encourage residents to shop local, businesses can use loyalty cards.

##### IMPLEMENTATION

Once businesses have been attracted to Waterloo, it would be beneficial to work with other local cities to develop a loyalty card program. There are several different types of loyalty cards, but all work to benefit businesses and customers.

Loyalty cards are a great way to increase a business and cities exposure. When people are part of a loyalty program, they can access rewards, promotions, and newsletters about local restaurants and deals. It is also a great way to reduce paper coupons with one card.

The loyalty card could be a local, regional, or national program.

Some tips on how develop a successful program:

- Use a simple points system
- Partner with other businesses to provide all-inclusive offers
- Develop a tier system so the more people spend, the more they feel they get

Loyalty programs also support businesses by resulting in a return on investment. Typically the cost to businesses comes in what is being offered. A typical reward program will have a reward in the range 8% to 10% of the cost of the item. So a buy 10 get one free deal would provide a 10% reward. By keeping in mind how many people would use the program and how much they might spend, the costs for the

program be kept low and profits can come from increased business.

#### EXAMPLES

- Some examples of successful loyalty card programs that encourage local shopping habits.
- Austin, TX Area Loyalty Card Features:
- Local promotion in e-newsletters, travel guides, social media, and loyalty programs websites.
- A card that can be used at various locations to build up perks and rewards.

Madison, WI Area Belly Card Features:

- Local and regional promotion through email, social media pages, and loyalty programs websites.
- Promotion through local alerts on mobile applications
- Customized Rewards for customers

Examples of How Loyalty Cards Look:



#### STRATEGY 3. PROMOTE OUTDOOR RECREATION

In promoting Waterloo's outdoor, the city can attract visitors through several options. Each strategy looks at a different part of the overall problem and works to develop a solution that can be used in Waterloo. Several solutions are already present in Waterloo, those strategies work to better develop the options.

- Maunasha River - regional kayak destination
- Nearby State Natural Areas - hunting and fishing base camp
- Downtown Waterloo - place making, rejuvenation

Waterloo Community Development Authority  
Annual Calendar Year 2014  
revised: 04/10/14

JANUARY - evaluate defined CDA Progress Measures - review draft of Annual Report
FEBRUARY - notify Mayor of reappointment interest - review and realign CDA Progress Measures as needed - further review of Annual Report
MARCH - notify Mayor of reappointment interest - submit Annual Report to the City Council
APRIL - Mayoral appointments
MAY - CDA election of Chair and Vice Chair
JUNE future year budget submittal
JULY - future year budget planning
AUGUST - future year budget submittal
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER