

136 N. MONROE STREET, WATERLOO, WI 53594  
PHONE (920) 478-3025  
EMAIL [cityhall@waterloowi.us](mailto:cityhall@waterloowi.us)  
FAX (920) 478-2021

**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 19, 2014 TIME: 6:00 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 MAY 15, 2014 MEETING MINUTES
3. CITIZEN INPUT
4. UNFINISHED BUSINESS
  - a. Mission Statement Draft
5. NEW BUSINESS
  - a. Review Of UW-Milwaukee Applied Planning Workshop Partnership: 2014 Final Work Product
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. 2014 Calendar and Planning Outline
7. ADJOURN

*Morton Hansen*  
Morton Hansen  
Clerk/Treasurer

\*\*\* See Council Packet

Committee Members: Ziaja, Reynolds and Thomas

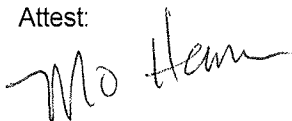
Posted, Emailed & Distributed: June 16, 2014

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.

**CITY OF WATERLOO COMMUNITY DEVELOPMENT COMMITTEE MINUTES  
THE MUNICIPAL BUILDING - 136 NORTH MONROE ST  
May 15, 2014**

1. **CALL TO ORDER & ROLL CALL.** Alderperson Reynolds called the meeting to order at 6:00 p.m. in the Police Training Room. Alderpersons present – Reynolds, Ziaja and Thomas. Absent – none. Others attending – Ron Griffin and Clerk/Treasurer Hansen.
2. **APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES.** **Motion:** Moved by Ziaja, seconded by Reynolds to approve the January 16, 2014; February 20, 2014; March 20, 2014; April 16, 2014 and April 17, 2014 meeting minutes. **Voice Vote:** Motion carried with Thomas abstaining.
3. **CITIZEN INPUT.** Ziaja said the Kestrel Ridge Golf Course was interested in bringing Waterloo residents to Columbus for events. He said they were offering incentives and annual membership discounts.
4. **NEW BUSINESS.**
  - a. **Mission Statement, UW Extension Professor Steve Grabow Invited (Ziaja).** **Discussion:** The committee reviewed meeting packet information on mission statements along with written information from Professor Steve Grabow. Ziaja said he would draft a statement for the next meeting.
  - b. **Update Calendar As Needed.** No action taken.
  - c. **Review And Realign Progress Measures As Needed.** No action taken.
5. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS.**
  - a. **Maunsha River Alliance – May 17, Clean-up At Firemen's Park.** Noted.
  - b. **Review Of UW-Milwaukee Applied Planning Workshop Partnership: 2014 Final Work Product.** Noted.
6. **ADJOURNMENT.** **Motion:** Moved by Thomas, seconded by Ziaja to adjourn. Motion carried. Approximate time: 6:30 p.m.

Attest:



Morton Hansen  
Clerk/Treasurer

**TO:** COMMUNITY DEVELOPMENT COMMITTEE  
**FROM:** CLERK/TREASURER  
**SUBJECT:** MISSION STATEMENT EXAMPLES  
**DATE:** MAY 12, 2014

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## MISSION STATEMENT EXAMPLES

**1. See attached for City of Waterloo text from adopted Comprehensive Plan. This purpose of this document is to serve as a planning and project guide for the City of Waterloo.**

**2. Other examples below:**

**ROME GEORGIA**

Our goal is to improve the quality of life for our citizens through innovative programs in the areas of housing, economic development and public facilities by partnering with federal and state funding sources to augment local public and private equity.

**SOUTH HOLLAND MICHIGAN**

Provide recommendations to the Community Development Committee for the promotion and advancement of Economic Development within the Village of South Holland.

**BEAVER COUNTY PENNSYLVANIA**

The primary focus of the Community Development Program is to improve housing conditions; improve public facilities; and improve and enhance the quality of life for Beaver County residents. The Community Development Program utilizes Community Development Block Grant (CDBG), Home Investment Partnership (HOME) and Emergency Shelter Grant (ESG) funds, as well as other federal and state sources in order to accomplish its goals.

**VISALIA CALIFORNIA**

Together, with our diverse community, the department is committed to enhancing the present and future quality of life by: ensuring an attractive, safe and environmentally-conscious community; constructing public infrastructure; promoting active citizen participation in community affairs; exercising stewardship through technical excellence, innovation and fiscal responsibility; creating a positive climate for residents, business community, and working partners.


## The City of Waterloo: A *Green and Healthy* Community

The City of Waterloo intends to become a *Green and Healthy* Community. Being a *Green and Healthy* community means taking a system-wide perspective for resolving community issues and promoting community growth and health. The color green is symbolic of growth. The following components of a *Green and Healthy* community are addressed and reinforced throughout this *Comprehensive Plan*. Advancing each of these components will be a long-term and on-going endeavor.




### ***Environmental Health***

Waterloo's viability relies on the health of its natural systems. The quality of the water we drink and the air we breathe as well as the integrity of the soil, natural areas, and wildlife populations provide the essential foundation for economic, social, and personal health. In Waterloo, environmental health also helps to define the community's sense of place. The City is defined, linked, and bounded by natural features like the wetlands, the Maunesha River, natural and wildlife areas, and wooded drumlins. Paying attention to how growth and development affects these resources, and how these resources are an asset to community growth, will contribute significantly to the achievement of Waterloo's future vision.

Throughout this *Plan*, the  symbol will identify policies, programs, recommendations, and strategies that specifically advance environmental health.

### ***Economic Health***

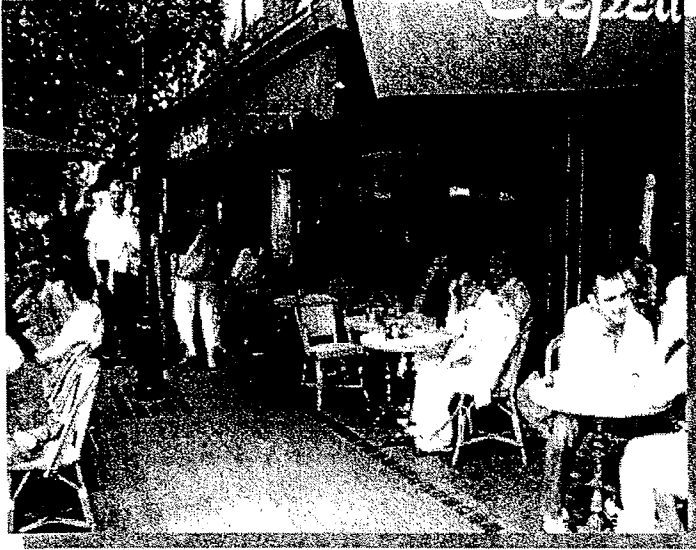
Economic health in Waterloo is defined by the availability of opportunities for residents to efficiently meet their day-to-day employment, service, shopping, and entertainment demands within the community. Economic health in Waterloo depends on successfully fostering the growth of existing businesses in appropriate locations and encouraging the establishment of new, community-compatible businesses to broaden the tax base and provide reliable, good-paying jobs for residents. A successful approach to achieving economic health depends on building the economy around local and regional assets, strengths, and partnerships, and on promoting a compact and efficient pattern of development that allows Waterloo to effectively provide services at reasonable costs to tax payers.

Throughout this *Plan*, the  symbol will identify policies, programs, recommendations, and strategies that specifically advance economic health.



## Social Health

For Waterloo to be a socially healthy community, the fundamental needs of human interaction and activity will need to be met. This includes access to a range of affordable housing types, quality



education, decent jobs, a variety of transportation options, and healthy and affordable food. A socially healthy community is one that celebrates its local culture and fosters community interaction and involvement. To facilitate interaction, Waterloo and each of its neighborhoods will be oriented around community facilities such as churches and parks, and residents should have a sense of pride and belonging as both relate to their neighborhoods and the City as a whole.

Throughout this *Plan*, the † †† symbol will identify policies, programs, recommendations, and strategies that specifically advance social health.

## Personal Health

Waterloo will foster an environment that facilitates a healthy lifestyle for residents. Studies have indicated that a person's living environment can have dramatic effects on personal health. Increased physical activity, social interaction, and exposure and access to natural resources have also been shown to improve mental health.

The City plays an important role in influencing these factors. Central to this effort, the City will strive to increase opportunities for outdoor activities, community events, and meeting daily needs without using a car. Community and neighborhood design techniques such as mixing compatible land uses, decreasing distances between jobs and housing, and promoting safe and fun walking and cycling environments will be emphasized.

Throughout this *Plan*, the † symbol will identify policies, programs, recommendations, and strategies that specifically advance personal health.

## Principles of Implementation

Keeping three principles in mind will enhance the likelihood that Waterloo will advance as a *Green and Healthy* community. These principles - Connectedness, Diversity, and Adaptability - will be apparent throughout the *Comprehensive Plan*:



**Connectedness** refers to the notion that all aspects of a community are and should be thought of as connected. A community can not advance economic and social health without thinking about environmental health, and vice versa. Identifying and building upon these connections will help advance the City's long-term goals and help Waterloo achieve success in each of the four areas of health described above.

**Diversity** refers to the idea that a healthy community relies on variety in all things. For example, providing only one or two different types and sizes of housing would mean that many people will either be unable or unwilling to live in Waterloo. The diversity concept also applies to the provision of a diversity of business types, land uses, jobs, transportation options, design features, natural resources, and recreational opportunities.

**Adaptability** relates to the idea that the City's ability to change and adapt over time will positively contribute to overall community health. This can mean being able to consider and adopt new strategies for solving community issues, revising and amending local ordinances to facilitate the achievement of certain goals, or redeveloping and revitalizing specific areas of the community to serve new or improved functions. Adaptability will help Waterloo avoid becoming stagnant and will allow for the City to overcome new challenges.

Now, we invite you to explore the City's *Comprehensive Plan* to learn for yourself how the City of Waterloo endeavors to become a *Green and Healthy* community.

# Table of Contents

<b>Acknowledgements .....</b>	<b>v</b>
<b>Table of Contents .....</b>	<b>1</b>
<b>Introduction .....</b>	<b>5</b>
<b>A. Purpose of this <i>Plan</i>.....</b>	<b>5</b>
<b>B. Planning Process .....</b>	<b>6</b>
<b>C. General Regional Context .....</b>	<b>6</b>
<b>D. Selection of the Planning Area .....</b>	<b>7</b>
<b>E. Regional Planning Effort.....</b>	<b>7</b>
Map 1: Jurisdictional Boundaries .....	9
 <b>Chapter One: Issues and Opportunities .....</b>	 <b>11</b>
<b>A. Population Trends and Forecasts.....</b>	<b>11</b>
Figure 1.1: Population Trends .....	11
Figure 1.2: City of Waterloo Population Projection Scenarios .....	12
<b>B. Demographic Trends.....</b>	<b>13</b>
Figure 1.3: Age and Gender Distribution, 2000 .....	13
Figure 1.4: Household Characteristics Comparison.....	14
Figure 1.5: Housing Occupancy Characteristics Comparison, 2000 .....	15
Figure 1.6: Household Projections, 2005-2030.....	15
<b>C. Issues Raised Through Public Participation.....</b>	<b>16</b>
<b>D. Regional Influences .....</b>	<b>23</b>
<b>E. City of Waterloo Vision Statement.....</b>	<b>24</b>
Map 2: Jefferson County Regional Influences .....	25
Map 3: Waterloo Area Opportunities.....	27
Waterloo Vision Statement 2030.....	29
<b>F. Goals, Objectives, Policies, Programs, and Recommendations .....</b>	<b>31</b>
 <b>Chapter Two: Economic Development.....</b>	 <b>33</b>
<b>A. Existing Economic Development Framework.....</b>	<b>33</b>
Figure 2.1: Occupational Groups, 2000.....	34
Figure 2.2: Jefferson County Employment Projections by Sector, 2006-2030.....	35
Figure 2.3: Educational Attainment, 2000 .....	36
Figure 2.4: Income Comparisons .....	36
Figure 2.5: Major Private Sector Employers .....	37
<b>B. Assessment of Desired Economic Development Focus.....</b>	<b>38</b>
Figure 2.6: Strengths and Weaknesses for Economic Development .....	39
<b>C. Waterloo Downtown Market Analysis .....</b>	<b>39</b>
<b>D. Economic Development Goals, Objectives, and Policies .....</b>	<b>41</b>

## City Hall

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**From:** Steve Grabow [SteveG@jeffersoncountywi.gov]  
**Sent:** Monday, May 12, 2014 4:05 PM  
**To:** City Hall  
**Subject:** RE: A request of Waterloo's Community Development Committee  
**Attachments:** 09\_Dev\_Mission.ppt

Hi Mo...looks like the group is doing some important planning and thinking...I will be in Dubuque on Thursday evening and will not be able to call in...I am glad that the committee is trying to get clarity on its purpose and mission...If I were there, I would give them a briefing on the definition of purpose/mission and describe how important it is to get agreement on the committees fundamental purpose...I have attached a presentation that provides some definitions and distinctions about the purpose/mission (these terms are often used interchangeably since they are so close in meaning). Some examples are also included in this presentation. (You will note

I might also have each member of the committee answer questions that can help them think critically about their mission purpose (they would each take 10 minutes and draft their individual responses to these questions)...then they would share their answers and see if there is some common thinking...I would lead them in an exercise to try to come up with an agreed-upon Community Development Committee purpose/mission statement (less than 25 words that describe WHAT they aim to do as Committee). Here are some questions to consider prior to developing a committee mission statement:

1. Who are we? What is our fundamental purpose? What business are we in?
2. What is our philosophy, core values and culture?
3. What makes us distinct or unique?
4. What do our key stakeholders value, and what might we do to create value for these key stakeholders?
5. In general, what are the basic and political needs we exist to fill? Or What are the basic social or political problems we exist to address?
6. What do we want to do to recognize or anticipate and respond to these needs or problems?

After the sharing of responses to these questions, I would have each of the committee member draft their own mission statement for the Community Development Committee. Then they would look at and discuss common concepts and attempt to come up with an initial working mission statement.



**City of Waterloo - Community Development Committee  
2014 Calendar**

<b>JANUARY</b> -monitor Progress Measures
<b>FEBRUARY</b> - notify Mayor of reappointment interest
<b>MARCH</b> - notify Mayor of reappointment interest
<b>APRIL</b> - Mayoral appointments - review and realign Progress Measures as needed
<b>MAY</b> - update annual calendar - review and realign Progress Measures as needed
<b>JUNE</b>
<b>JULY</b> - future year budget planning and requests
<b>AUGUST</b> - future year budget submittal
<b>SEPTEMBER</b>
<b>OCTOBER</b>
<b>NOVEMBER</b>
<b>DECEMBER</b>

**COMMUNITY DEVELOPMENT COMMITTEE**  
**PLANNING OUTLINE**  
**April 16, 2014**

**1. DRAFT MISSION STATEMENT**

**2. COLLECTION OF 4/16/2014 IDEAS**

**BUSINESS CONNECTION**

- » Next Gen Social Network
- » Waterloo Chamber of Commerce
- » Business Council (major employers)
- » Merchant Working Group
- » Coordination with local businesses

**COMMUNITY CONNECTION**

- » Education
  - Responsible pet ownership (partner with Watertown Humane Society)
  - Solid waste disposal
- » Establishing special recurring meeting designed to receive citizen input

**PROJECT DEVELOPMENT**

- » Maunsha River Clean-Up
- » Fostering Responsible Disposal of Chemicals and Hazardous Materials
- » Create a fund to allow low-income citizens to repair & maintain their house

**INFORMATION DISTRIBUTION**

- » Establishing a easily accessible community calendar or blog-like opportunity (tie-in school age children)
- » Promoting events

**OTHER**

- » Items from Errin Welty's reports
- » WEDC Capacity Building Grant
- » WEDC Connect Communities program