



136 N. MONROE STREET, WATERLOO, WI 53594
PHONE (920) 478-3025
EMAIL 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, July 17, 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 JUNE 19, 2014 MEETING MINUTES
3. CITIZEN INPUT
4. UNFINISHED BUSINESS
 - a. Mission Statement Draft (reference materials from previous meetings)
 - b. Ranking Of UW-Milwaukee Applied Planning Workshop Recommendations (reference materials from previous meetings)
5. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. 2014 Calendar and Planning Outline
6. ADJOURN


Morton Hansen
Clerk/Treasurer

*** See Council Packet

Committee Members: Ziaja, Reynolds and Thomas

Posted, Emailed & Distributed: July 14, 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
June 19, 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 MAY 15, 2014 MEETING MINUTES.** **Motion:** Moved by Ziaja, seconded by Thomas to approve the May 15, 2014 meeting minutes as submitted. **Voice Vote:** Motion carried.
3. **CITIZEN INPUT.** None.
4. **UNFINISHED BUSINESS**
 - a. **Mission Statement Draft.** **Motion:** Moved by Ziaja, seconded by Thomas to table the agenda item until a future meeting. **Voice Vote:** Motion carried.
5. **NEW BUSINESS**
 - a. **Review Of UW-Milwaukee Applied Planning Workshop Partnership: 2014 Final Work Product.**
Discussion: Hansen reviewed recommendations. The body discussed methods for ranking the recommendations. Ziaja called for citizen involvement in a prioritization process. Ziaja called for the Committee to rank the recommendations. Hansen said he would send out ranking information to committee members. No action taken.
6. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS**
 - a. **2014 Calendar and Planning Outline.** Noted.
7. **ADJOURNMENT.** **Motion:** Moved by Ziaja, seconded by Reynolds to adjourn. Motion carried. Approximate time: 6:35 p.m.

Attest:



Morton Hansen
Clerk/Treasurer

Community Development Committee:

Disregard what I emailed to you previously regarding ranking the UW-Milwaukee Applied Planning Workshop Report. The free subscription for that application emailed previously has already expired. I've simplified the process below.

Please complete the information below by indicating a scoring preference and then sending the completed email back. Refer to the document "Encouraging a Thriving Future for Waterloo, WI" for detailed descriptions for each of the strategies listed below. Please score each Strategy Section choice listed with a point score. Scores will be tabulated for the July 17, 2014 Community Development meeting.

1. IMMEDIATE GOALS -- ENHANCE WATERLOO'S IDENTITY (Rank 1-6 with SIX the highest priority and ONE the lowest priority)

- 1.1 Create a Committee on Community Identity:
- 1.2 Design a Logo to Represent Waterloo:
- 1.3 Update City Signs/Documents to Promote Identity:
- 1.4 Develop More User-Friendly Website:
- 1.5 Create Social Media Presence:
- 1.6 Host Local Events:

2. SHORT-TERM GOALS -- ATTRACT AND RETAIN BUSINESSES (Rank 1-4 with FOUR the highest priority and ONE the lowest priority)

- 2.1 Development Incentives for New Businesses:
- 2.2 Urge Greater Community and Regional Collaboration:
- 2.3 Improve Accessibility of Information for interested businesses:
- 2.4 Loyalty Card:

3. LONG-TERM GOALS --PROMOTE OUTDOOR RECREATION (Rank 1-3 with THREE the highest priority and ONE the lowest priority)

- 3.1 Kayak Park:
- 3.2 Campaign Facility:
- 3.3 Shared-use Plaza, a.k.a. "Woonerf":

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

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

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

- » Maunasha 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