



136 North Monroe Street, Waterloo, Wisconsin 53594-1198  
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**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: FINANCE, INSURANCE & PERSONNEL COMMITTEE**

**DATE: September 18, 2014 TIME: 5:30 p.m.**

**LOCATION: Council Chamber of the Municipal Building  
136 N. Monroe Street**

to consider the following:

1. CALL TO ORDER AND ROLL CALL
2. CITIZEN INPUT
3. UNFINISHED BUSINESS
  - a. 2015 Budget – Review Police Department Submittal, Fire Department Budget Re-submittals And All Other Portions Of The Municipal Budget
4. NEW BUSINESS
  - a. Payroll for July – \$57,995.02 \*\*\*
  - b. Pay Vouchers – August 22, 2014 Through September 18, 2014 \*\*\*
  - c. Treasurer's Report & Budget Reports For August 2014 \*\*\*
  - d. Police Department Request – 2014 Budget Transfer From Salary/Wages To Defibrillator Equipment Purchase
  - e. Resolution #2014-40 Building Inspection Service Fee Increase
  - f. Request For Proposal – Building Inspection Services
  - g. Economic Development Consulting Services
5. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. 2015 Budget Schedule And Organizational Calendar
6. ADJOURNMENT

Mo Hansen  
Clerk/Treasurer

Committee Members: Springer, Quimby and Griffin

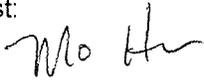
Posted, Emailed & Distributed: September 15, 2014

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.

**CITY OF WATERLOO -- FINANCE, INSURANCE & PERSONNEL COMMITTEE MINUTES**  
**WATERLOO MUNICIPAL BUILDING - COUNCIL CHAMBER**  
**June 19, 2014 6:30 p.m.**

1. **CALL TO ORDER AND ROLL CALL.** Alderperson Quimby called the meeting to order at 6:30 p.m. Members present: Quimby and Griffin. Absent – Springer. Others present: Mayor Robert Thompson and Clerk/Treasurer Hansen.
2. **APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES.** **Motion:** Moved by Quimby, seconded by Griffin to approve all minutes presented from January. **Voice vote:** Motion carried.
3. **NEW BUSINESS**
  - a. **Payroll for May - \$87,389.41.** **Motion:** Moved by Quimby, seconded by Griffin to table previously unapproved meeting minutes at which time they are ready. **Voice vote:** Motion carried.
  - b. **Pay Vouchers – May 16, 2014 Through June 19, 2014.** **Motion:** Moved by Quimby, seconded by Griffin to table previously unapproved meeting minutes at which time they are ready. **Voice vote:** Motion carried.
  - c. **Treasurer’s Report & Budget Reports For May 2014.** **Motion:** Moved by Quimby, seconded by Griffin to table previously unapproved meeting minutes at which time they are ready. **Voice vote:** Motion carried.
  - d. **Revaluation Assessment Services, Clerk-Treasurer Recommendation.** Note. No action taken.
  - e. **Economic Development Consulting Services.** Note. No action taken.
  - f. **Experience Works Staffing Opportunity** Note. No action taken.
4. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS**
  - a. **Finance, Insurance & Personnel Organizational Calendar.** Noted.
  - b. **Request For Proposal – Building Inspection Services.** Noted.
  - c. **Review of 2013 Audit Review.** Noted.
5. **ADJOURNMENT.** **Motion:** Moved by Quimby, seconded by Griffin to adjourn. **Voice Vote:** Motion passed.  
Time: 6:50 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

**CITY OF WATERLOO -- FINANCE, INSURANCE & PERSONNEL COMMITTEE MINUTES**  
**WATERLOO MUNICIPAL BUILDING - COUNCIL CHAMBER**  
August 7, 2014 6:00 p.m.

1. **CALL TO ORDER AND ROLL CALL.** Alderperson Springer called the meeting to order at 6:00 p.m. Members present: Springer, Quimby and Griffin. Absent – none. Others present: Mayor Thompson, Police Chief Sorenson, Wes Benisch, Kurt Dornacker, Art Biermaier and Clerk/Treasurer Hansen.
2. **APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES.** Motion: Moved by Quimby, seconded by Griffin to table previously unapproved meeting minutes at which time they are ready. **Voice vote:** Motion carried.
3. **CITIZEN INPUT.** None.
4. **UNFINISHED BUSINESS**
  - a. **Economic Development Consulting Services – Approval Of Request For Proposal.** Discussion: The memo was reviewed. Hansen said he needed more time to complete. No action taken.
5. **NEW BUSINESS**
  - a. **Payroll for June - \$66,297.75.** Motion: Moved by Quimby, seconded by Griffin to approve. Motion carried unanimously.
  - b. **Pay Vouchers – June 20, 2014 Through July 17, 2014.** Motion: Moved by Quimby, seconded by Griffin to approve. Motion carried unanimously.
  - c. **Treasurer's Report & Budget Reports For June 2014.** Motion: Moved by Quimby, seconded by Griffin to approve. Motion carried unanimously.
  - d. **Wisconsin League Of Municipalities Annual Conference, October 15-17, Middleton WI.** Motion: Moved by Springer, seconded by Quimby to refer to Council. **Voice vote:** Motion carried.
  - e. **2015 Cleaning Contract, D & D Cleaning Service.** No action taken.
  - f. **2015 Budget Schedule And Organizational Calendar.** No action taken.
6. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS**
  - a. **Request For Proposal – Building Inspection Services.** Noted.
7. **ADJOURNMENT.** Motion: Moved by Quimby, seconded by Griffin to adjourn. **Voice Vote:** Motion passed.  
Time: 6:35 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

CITY OF WATERLOO -- FINANCE, INSURANCE & PERSONNEL COMMITTEE MINUTES  
WATERLOO MUNICIPAL BUILDING - COUNCIL CHAMBER  
August 21, 2014 6:00 p.m.

1. **CALL TO ORDER AND ROLL CALL.** Alderperson Springer called the meeting to order at 6:00 p.m. Members present: Springer, Quimby and Griffin. Absent – none. Others present: Mayor Thompson, Police Chief Sorenson, Wes Benisch, Kurt Dornacker, Art Biermaier and Clerk/Treasurer Hansen.
2. **APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES.** **Motion:** Moved by Quimby, seconded by Griffin to table previously unapproved meeting minutes at which time they are ready. **Voice vote:** Motion carried.
3. **NEW BUSINESS**
  - a. **Payroll for July – \$58,571.04.** **Motion:** Moved by Quimby seconded by Springer. **Roll call vote:** Motion passed unanimously.
  - b. **Pay Vouchers – July 18, 2014 Through August 21, 2014.** **Motion:** Moved by Quimby seconded by Springer. **Roll call vote:** Motion passed unanimously.
  - c. **Treasurer's Report & Budget Reports For July 2014.** **Motion:** Moved by Quimby seconded by Springer. **Roll call vote:** Motion passed unanimously.
  - d. **2015 Budget Schedule And Organizational Calendar.** **Motion:** Moved by Quimby seconded by Springer. **Roll call vote:** Motion passed unanimously.
  - e. **Consideration Of A 2015 Budget Recommendations.** **Discussion:** Springer, Griffin and Quimby reviewed handouts. The Fire Department was prioritized as first in line for review to assist the Towns with their budget planning. No formal action taken.
    - i. **Review Of Submittals**
    - ii. **Waterloo Fire Department**
    - iii. **2015 Cleaning Contract, D & D Cleaning Service.** **Discussion:** Quimby said a communication is to be forward to Venden about reducing a day if manageable. No action taken.
4. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS.** No action.
5. **ADJOURNMENT.** **Motion:** Moved by Quimby, seconded by Griffin to adjourn. **Voice Vote:** Motion passed.  
Time: 7:00 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

**CITY OF WATERLOO -- FINANCE, INSURANCE & PERSONNEL COMMITTEE MINUTES**  
**WATERLOO MUNICIPAL BUILDING - COUNCIL CHAMBER**  
**SEPTEMBER 4, 2014 3:00 p.m.**

1. **CALL TO ORDER AND ROLL CALL.** Alderperson Springer called the meeting to order at 3:00 p.m. Members present: Springer, Quimby and Griffin. Absent – none. Others present: Police Chief Sorenson, Wes Benisch, Kurt Dornacker, Art Biermaier and Clerk/Treasurer Hansen.
2. **APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES.** **Motion:** Moved by Quimby, seconded by Griffin to table previously unapproved meeting minutes until such time as they are ready. **Voice vote:** Motion carried.
3. **CITIZEN INPUT.** None.
4. **UNFINISHED BUSINESS**
  - a. **2015 Budget - Consideration Of A 2015 Budget Recommendations.** **Discussion:** Springer, Griffin and Quimby inquired about details of the Waterloo Fire Department submittal. Thompson suggested doing inspections in-house. Springer noted several line items which on a percentage basis were greater than the prior year. Hansen reviewed a handout about setting the taxing jurisdiction appropriation. **Motion:** Moved by Quimby, seconded by Springer to approve the tax appropriations distribution and directed the Fire Department to resubmit. **Voice vote:** Motion carried.
5. **NEW BUSINESS**
  - a. **Clerk/Treasurer Position.** **Discussion:** A draft job description was reviewed. By consensus an October 3, 2014 application submittal deadline was set.
6. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS.** No action.
7. **ADJOURNMENT.** **Motion:** Moved by Quimby, seconded by Griffin to adjourn. **Voice Vote:** Motion passed.  
Time: 4:20 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

**TO:** FINANCE, INSURANCE & PERSONNEL COMMITTEE & CITY COUNCIL MEMBERS  
**FROM:** CLERK/TREASURER, MO HANSEN  
**SUBJECT:** MAYOR'S INTEREST IN ECONOMIC DEVELOPMENT SERVICES  
**DATE:** JUNE 16, 2014

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## ECONOMIC DEVELOPMENT SERVICES

Mayor Thompson has expressed an interest in moving forward in acquiring economic development services. He has directed that the matter be taken up by the Finance, Insurance & Personnel Committee. Key elements related to this are:

- What is the scope of work for services sought?
- What are the municipal economic development priorities?
- How will the services be funded? What are our 2014 expenditure expectation?
- What might be budgeted through TIF or other sources to fund services?

### BACKGROUND:

A contract for economic development services with Vierbicher & Associates was last renewed June 20, 2013 for six months. It expired in December of 2013. The City had paid the firm \$3,700 per month during the renewal period (or \$44,000 annually) with the expense charged to Tax Incremental District #2.

### DECEMBER 2013 RECOMMENDATION

Last December I recommended that the contract be allowed to expire, and for the next several months various committees, commissions and boards:

- Evaluate activity to date
- Set priorities,
- Identify specific needs/skills needs to move forward on economic development
- Forward recommendations to the Council

From this process a five-year 2014-2018 Economic Development Action Plan can be considered and adopted by the Council to drive economic development activity going forward.

The prioritization process was jumbled and generated very little interest or attention to priority setting.

### JUNE 2014 RECOMMENDATION

Below is a prioritized list to start the discussion of what a scope of work might be for economic development services. After visiting with Mayor Thompson on this topic, I am recommending that the following three projects concepts be given prioritization, and a scope of work document drafted for the Committee and the Council to consider on July 17, 2014.

1. 700-800 Commercial Ave -- Industrial development of 15 acres north of MetalWorx and Regius Rubber.
2. 333 Portland Road -- Industrial redevelopment of 17.87 acres.
3. 200-300 West Madison Street -- Commercial redevelopment, northern portion of the 200 & 300 blocks.

Site visuals and background information attached.