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-- PUBLIC MEETING NOTICE --  
**A JOINT MEETING OF THE  
COMMUNITY DEVELOPMENT AUTHORITY  
AND  
COMMUNITY DEVELOPMENT COMMITTEE**

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: September 23, 2014 TIME: 6:00 p.m.**

**LOCATION: Municipal Building, 136 N. Monroe Street – Police Training Room**

1. Roll Call and Call to Order
2. Approval of the Following Meeting Minutes:
  - a. Community Development Authority – January 21, 2014, February 18, 2014, April 15, 2014, June 4, 2014, June 26, 2014, July 15, 2014 and August 19, 2014
  - b. Community Development Committee – August 21, 2014
3. Citizen Input
4. Review and Consideration of Rules and Proceedings for Joint Meetings
5. New Business for Joint Consideration
  - a. 203 East Madison Street – Concept Planning With McKay Nursery
  - b. Considering Find Your Path Here 2.0
  - c. Ranking Of UW-Milwaukee Applied Planning Report Recommendations (please notify City Hall if printed copy is needed)
    - i. [Document Link to UW-Milwaukee Report](#)
6. Future Agenda Items and Announcements
7. Reference Material
  - a. Community Development Committee April 16, 2014 Planning Outline
8. Adjournment

Lois A. M. Baird  
Interim Clerk/Treasurer

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

Community Development Authority: Stinnett, Ziaja, Freund, Strasser, Thurnbauer, Norton and Hermanson

Committee Development Committee: Ziaja, Reynolds and Thomas

Posted, Mailed and E-mailed: September 17, 2014

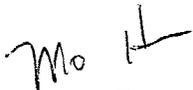
Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable 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.

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

JANUARY 21, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

1. **Roll Call And Call To Order.** Sellnow called the meeting to order at 6:00 p.m. Members present: Sellnow, Norton, Freund, Stinnett, Strasser, Thurnbauer and Ziaja. Absent: none. Others attending: Laura Cotting, Clerk/Treasurer Hansen, Paul Mattson, Sharon Burbach and other citizens.
2. **Approval Of The Past Unapproved Meeting Minutes.** **Motion:** Moved by Stinnett, seconded by Freund to table approval of minutes until such time as they are available. **Voice vote:** Motion carried.
3. **Citizen Input.** None.
4. **Recurring Reports - Informational**
  - a. **Budget Report.** Noted. Laura Cotting suggested putting together an APP of the Interactive Map for cell phones as a source of revenue for the CDA. There was discussion to include in the WLOO CATV RFP as an addendum. No action taken.
  - b. **Find Your Path Here Program.** Clerk/Treasurer Hansen informed the committee of the ending of the program. There may be a few more before the end of the month and there were two that already pulled permits for new homes. Outreach has been accomplished to realtors that the program ends January 31. A Thank You celebration was planned for February 22, invitations by e-vite for participants.
  - c. **Review Of 2014 Budget As Adopted.** There were some questions and comments referencing the budgeted numbers.
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.** Clerk/Treasurer Hansen updated the committee of the CDA's progress with the Gauthier sites.
  - b. **Lighting Find Your Path Here Welcome Signs.** Sellnow informed the committee that the lighting will have to be placed on hold. It was discussed to pass the lighting issue on to the Chamber of Commerce.
  - c. **120 West Madison Street – Demolition Proposal Requests.** Clerk/Treasurer Hansen updated the committee of the progress of the demolition proposal request. Paul Mattson asked why the city wanted to tear the building down. Sharon Burbach told the committee that she was not informed of certain processes with the building which she was supposed to be informed about and was not. There was extensive discussion regarding the issue. Hansen was given direction to prepare and send out the Demolition Proposal RFP. Cotting offered to announce, at the next Council meeting, that 120 W. Madison Street is being offered for sale to the public.
  - d. **Project Prioritization Exercise.**
6. **New Business**
  - a. **Annual Calendar Outline.** Clerk/Treasurer Hansen circulated a calendar for members to enter recurring items for the new members and the public to see what activities the committee will be reviewing annually.
  - b. **Identifying & Assembling The Community Development Authority Toolkit.**
7. **Future Agenda Items And Announcements.** None.
8. **Adjourn.** **Motion:** By consensus the body adjourned. Time was approximately 7:40 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

FEBRUARY 18, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

1. **Roll Call And Call To Order.** Sellnow called the meeting to order at 6:00 p.m. Members present: Sellnow, Stinnett, Strasser, Thurnbauer and Ziaja. Absent: Norton and Freund. Others attending: Paul Mattson and Clerk/Treasurer Hansen.
2. **Approval Of The Past Unapproved Meeting Minutes.** **Motion:** Moved by Ziaja, seconded by Stinnett to table approval of minutes until such time as they are available. **Voice vote:** Motion carried.
3. **Citizen Input.** None.
4. **Recurring Reports - Informational**
  - a. **Budget Report.** Noted.
  - b. **Find Your Path Here Program – Final Report, Event And Possible Future Program.** Noted.
5. **Unfinished Business**
  - a. **Project Prioritization Exercise.** The members hashed out a prioritization list for the coming months.
6. **New Business**
  - a. **Annual Calendar Outline.** Noted.
  - b. **Identifying & Assembling The Community Development Authority Toolkit.** No action taken.
7. **Future Agenda Items And Announcements.** None.
8. **Adjourn.** **Motion:** By consensus the body adjourned. Time was approximately 6:45 p.m.

Attest:



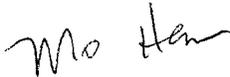
Mo Hansen, Clerk/Treasurer

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

APRIL 15, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

1. **Roll Call And Call To Order.** Sellnow called the meeting to order at 6:00 p.m. Members present: Sellnow, Norton, Freund, Stinnett, Strasser and Ziaja. Absent: Thurnbauer. Others attending: Clerk/Treasurer Hansen.
2. **Approval Of The Past Unapproved Meeting Minutes. Motion:** Moved by Ziaja, seconded by Stinnett to approve the March 18, 2014 meeting minutes. **Voice vote:** Motion carried.
3. **Citizen Input.** None.
4. **Reports - Informational**
  - a. **Budget Report.** Noted. No action taken.
5. **Unfinished Business**
  - a. **120 West Madison Street – Offer Building For Sale. Motion:** Moved by Norton, seconded Freund to convene to closed session. **Voice vote:** Motion carried. After completed the closed session, the body reconvened to open session. **Motion:** Moved by Ziaja, seconded Norton to direct the Clerk/Treasurer to formally offer the building for sale for a 45 day period with an asking price of \$20,000. **Voice vote:** Motion carried.
  - b. **203 East Madison Street – Concept Design / Update. Motion:** Moved by Norton, seconded by Stinnett to request from the Finance, Insurance & Personnel Committee, \$600 from the General Fund to fund a concept design. **Voice vote:** Motion carried.
  - c. **Proposal To Diane Gauthier Regarding Four Waterloo Properties.** No action taken.
  - d. **Find Your Path Here / Additional Discussion. Motion:** Moved by Ziaja, seconded by Stinnett to table the item until a future meeting. **Voice vote:** Motion carried.
  - e. **Mobile Apps Documentation. Discussion:** Strasser reviewed handouts he provided. No action taken.
6. **Future Agenda Items And Announcements.**
  - a. **Community Development Authority Organizational Calendar.** Noted.
7. **Adjourn. Motion:** By consensus the body adjourned. Time was approximately 7:15 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

June 4, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

1. **Roll Call And Call To Order.** Strasser called the meeting to order at 6:01 p.m. Members present: Strasser, Norton, Sellnow, Freund, Stinnett, Thurnbauer and Ziaja. Absent: none. Others attending: Clerk/Treasurer Hansen.
2. **Approval Of The Past Unapproved Meeting Minutes. Motion:** Moved by Stinnett, seconded by Sellnow to approve the May 20, 2014 minutes. **Voice vote:** Motion carried.
3. **Citizen Input.** None.

## 4. Unfinished Business

- a. **120 West Madison Street – Building Offered For Sale, June 4, 2014 Offer Deadline. Motion:** Moved by Stinnett, seconded by Freund to convene in closed session. **Voice vote:** Motion carried.  
NOTE: The Community Development Authority convened to closed session. The statutory exception for the closed session being Wis. Statute 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons requires a closed session." An additional statutory exception for the closed session being Wis. Statute 19.85(1)(g) conferring "... with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved."

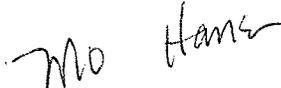
Upon conclusion of the closed session the Community Development Authority reconvened in open session. **Motion:** Moved by Ziaja, seconded by Stinnett to direct the Clerk/Treasurer to forward a CDA recommendation to the Council at any stage in which an affirmative response is received from a bidder in the following sequence of communications: Step 1. Communicate to Michelle Weihert fully disclosing to her the letter from Sharon Burbach's attorney; reaffirming that the building would be sold as-is and reaffirming her bid price. Allow a maximum of five days for an affirmative response. If unsuccessful in step 1, proceed to step 2. Step 2. Communicate to Todd Strauss fully disclosing to him the letter from Sharon Burbach's attorney; reaffirming that the building would be sold as-is and reaffirming his bid price. Allow a maximum of five days for an affirmative response. **Roll call vote:** Ayes: Strasser, Thurnbauer, Norton, Freund, Stinnett and Ziaja. Noes: Sellnow. Motion carried.

- b. **Find Your Path Here 2.0 / Additional Discussion. Motion:** Moved by Sellnow, seconded by Ziaja to table the item until a future meeting. **Voice vote:** Motion carried.

## 5. Future Agenda Items And Announcements. None.

6. **Adjournment. Motion:** By consensus the body adjourned. Time was approximately 7:10 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

June 26, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

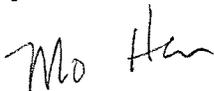
1. **Roll Call And Call To Order.** Strasser called the meeting to order at 7:00 p.m. Members present: Strasser, Norton, Freund, Thurnbauer and Ziaja. Absent: Sellnow and Stinnett. Others attending: Clerk/Treasurer Hansen.
2. **Approval Of The Past Unapproved Meeting Minutes. Motion:** Moved by Freund, seconded by Ziaja to table approval of past minutes until such time as they are completed. **Voice vote:** Motion carried.
3. **Citizen Input.** None.
4. **Unfinished Business**

- a. **120 West Madison Street – Building Offered For Sale, June 4, 2014 Offer Deadline. Motion:** Moved by Freund, seconded by Ziaja to convene in closed session. **Voice vote:** Motion carried.  
NOTE: The Community Development Authority convened to closed session. The statutory exception for the closed session being Wis. Statute 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons requires a closed session." An additional statutory exception for the closed session being Wis. Statute 19.85(1)(g) conferring "... with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved."

Upon conclusion of the closed session the Community Development Authority reconvened in open session. **Motion:** Moved by Strasser, seconded by Ziaja to recommend to Council that it accept a offer to purchase from Todd Strauss for \$100 contingent upon the passage of a background check, contingent upon an agreement in place ensuring that the building is brought up to code within one year of the purchase with return of grant dollars as a penalty, and contingent upon the building being sold as-is. **Roll call vote:** Ayes: Strasser, Thurnbauer, Norton, Freund and Ziaja. Noes: none with Sellnow and Stinnett absent. Motion carried.

5. **Future Agenda Items And Announcements.** Linda Norton spoke in opposition to the Enbridge pipeline expansion and offered to have a representative opposed to the project make a presentation at the next meeting. Strasser stated that the topic may be outside of the CDA's scope.
6. **Adjournment. Motion:** By consensus the body adjourned. Time was approximately 8:00 p.m.

Attest:



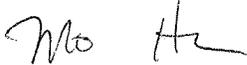
Mo Hansen, Clerk/Treasurer

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

July 15, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

1. **Roll Call And Call To Order.** Strasser called the meeting to order at 6:30 p.m. Members present: Strasser, Stinnett, Freund, and Ziaja. Absent: Norton and Thurnbauer. Others attending: Eric Seidl and Clerk/Treasurer Hansen.
2. **Approval Of The Past Unapproved Meeting Minutes.** **Motion:** Moved by Freund, seconded by Ziaja to table approval of July minutes until such time as they are completed. **Voice vote:** Motion carried.
3. **Citizen Input.** None.
4. **Unfinished Business**
  - a. **203 East Madison Street – Concept Planning With McKay Nursery.** **Discussion:** Eric Seidl from McKay Nursery outlined the project saying the purpose of the work was to generate a deliverable to aid in getting grant awards. No action taken.
  - b. **Find Your Path Here 2.0 / Additional Discussion.** **Discussion:** The attendees reviewed a Hansen handout. By consensus it was determined that RoxAnne Witte Administrative Assistant With The Jefferson County Economic Development Consortium was to be invited to the next meeting. No action taken.
5. **Future Agenda Items And Announcements.** Stinnett highlighted features of the UW-Milwaukee report; she said more use of Facebook should take place. Strasser offered to make available a prioritization matrix.
6. **Adjournment.** **Motion:** By consensus the body adjourned. Time was approximately 8:00 p.m.

Attest:



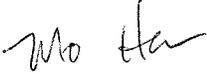
Mo Hansen, Clerk/Treasurer

# WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

August 19, 2014 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

1. **Roll Call And Call To Order.** Strasser called the meeting to order at 6:30 p.m. Members present: Strasser, Stinnett, Norton, Freund, Thurnbauer, Hermanson and Ziaja. Absent: none. Others attending: Clerk/Treasurer Hansen.
2. **Approval Of The Past Unapproved Meeting Minutes. Motion:** Moved by Freund, seconded by Ziaja to table approval of July minutes until such time as they are completed. **Voice vote:** Motion carried.
3. **Citizen Input.** None.
4. **Unfinished Business**
  - a. **203 East Madison Street – Concept Planning With McKay Nursery. Motion:** Moved by Stinnett and seconded by Norton to table the matter until a later meeting. **Voice vote:** Motion carried.
  - b. **Find Your Path Here 2.0 / Additional Discussion. Discussion:** RoxAnne Witte Administrative Assistant With The Jefferson County Economic Development Consortium briefed the CDA on county and regional housing programs, reviewing a hand out. No action taken.
5. **Future Agenda Items And Announcements.** Ziaja proposed that a joint meetings of the CDA and the CDA be held. By consensus it was determined that an invitation to the CDC members would be extended.
6. **Adjournment. Motion:** By consensus the body adjourned. Time was approximately 7:30 p.m.

Attest:



Mo Hansen, Clerk/Treasurer

**CITY OF WATERLOO COMMUNITY DEVELOPMENT COMMITTEE MINUTES  
THE MUNICIPAL BUILDING - 136 NORTH MONROE ST  
August 21, 2014**

1. **CALL TO ORDER & ROLL CALL.** Alderperson Reynolds called the meeting to order at 6:30 p.m. in the Police Training Room. Alderpersons present – Reynolds, Ziaja and Thomas. Absent – none. Others attending – Clerk/Treasurer Hansen for a portion of the meeting.
2. **APPROVAL OF JUNE 19, 2014 AND JULY 17, 2014 (no meeting) MEETING MINUTES.** By consensus the meeting minutes were approved as presented.
3. **CITIZEN INPUT.** None.
4. **UNFINISHED BUSINESS**
  - a. **Mission Statement Draft.** No action taken.
  - b. **Ranking Of UW-Milwaukee Applied Planning Workshop Recommendations.** Discussion: Each member reviewed items of interest from the report. No action taken.
  - c. **Consideration Of Joint Meetings With the Community Development Authority.** Discussion: The members reviewed hand outs and communications about a joint meeting. A September 23, 2014 meeting date was shared. No action taken.
    - i. **The CDA Has Invited The CDC To A September 11, 2014 Joint Meeting.** No action taken.
    - ii. **Considering The Adoption Of Meeting Rules And Procedures For Joint Meetings.** No action taken.
5. **FUTURE AGENDA ITEMS AND ANNOUNCEMENTS**
  - a. **2014 Calendar and Planning Outline**
6. **ADJOURNMENT. Motion:** Moved by Thomas, seconded by Ziaja to adjourn. Motion carried. Approximate time: 6:55 p.m.

Attest:



Morton Hansen  
Clerk/Treasurer

**TO:** INTERESTED PERSONS  
**FROM:** CLERK/TREASURER  
**SUBJECT:** CONSIDERING RULES AND PROCEDURES FOR JOINT MEETINGS  
**DATE:** AUGUST 18, 2014

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### CONSIDERING RULES AND PROCEDURES FOR JOINT MEETINGS

When considering holding joint meetings. Please consider establishing rules and procedures in advance of the joint meeting to ensure an orderly meeting. Below is an outline to consider.

#### **A. Who can call a joint meeting?**

PROCEDURE #1 – Joint meetings can be called with the unanimous agreement of the chairpersons of the participating Committee, Board or Commission.

#### **B. How is a joint meeting agenda assembled?**

PROCEDURE #2 – Agendas can be created in accordance with 30-4(L) of the municipal code as listed below: Items shall be placed on the agenda of any Council or standing committee meeting if requested by: the Mayor, any Alderperson, the City Clerk/Treasurer or any department head. Items may be placed on the agenda of any Council or standing committee meeting if requested by any other person, subject to the approval of the Mayor and/or the Committee Chairperson. The Council shall receive notice of any denial of a request to place an item on the Council or a standing committee agenda. Requests to place items on the agenda should comply with the notice requirements of the Wisconsin Open Meetings Law (§ 19.84, Wis. Stats.) and the policies and procedures of the Clerk/Treasurer's office. [Note: The CDA is not a standing committee. Therefore this authority rests with the CDA chairperson in consultation with CDA members.]

#### **C. Determining quorum?**

PROCEDURE #3 – Same as for regular meetings.

#### **D. Who chairs the meeting?**

PROCEDURE #4 – This is determined by the consensus of the chairpersons involved. Absent a consensus, the standing committee chair with the long length of continual service on the City Council would chair the initial meeting and then the chair would rotate thereafter between chairpersons involved.

#### **E. How does the chair accept motions from participants? How are motions acted upon?**

PROCEDURE #5 – A combined agenda would be prepared. PLEASE NOTE: Because of state statutes and municipal law, some matters would only go before one body and not both bodies. For jointly listed agenda items, the chair would recognize a participating member whose participating body has a quorum. The person would make a motion. A second from the same body would be needed for the motion. A concurrent motion and 2<sup>nd</sup> from the other body may be made at this time. A discussion germane to the motion takes place involving all participants. At the conclusion of the discussion, a vote on the motion occurs by first body. If a concurrent motion is on the table, a vote by the second body then also occurs.

# PACE Prioritization Matrix

## 1. **P** – Priority

- High benefit, low effort required
- Go for it!

## 2. **A** – Action

- Low hanging fruit; quick wins
- Small improvements add up

## 3. **C** – Challenge

- Maybe it's not as hard as we think?
- Strong payback trumps difficulty

## 4. **E** – Eliminate

- The Benefits not worth the effort
- We have bigger fish to fry!

	BIG Payback	SMALL Payback
EASY to do	<b>P</b>	<b>A</b>
HARD to do	<b>C</b>	<b>E</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

- » 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