

**JOINT COMMUNITY DEVELOPMENT AUTHORITY
AND
COMMUNITY DEVELOPMENT COMMITTEE
MINUTES
SEPTEMBER 23, 2014**

1. **Roll Call and Call to Order.** Strasser called the meeting to order at 6:10 p.m. after all members of both committees introduced themselves. Members present from CDA: Strasser, Stinnett, Norton, Freund, Thurnbauer, Hermanson and Ziaja. Absent: none. Members present from CDC: Ziaja, Reynolds and Thomas. Others attending: Interim Clerk/Treasurer Baird and Eric Seidl.
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. **Motion:** Moved by Stinnett, seconded by Freund to approve the minutes as listed. Voice vote: Motion carried.
 - b. Community Development Committee – August 21, 2014. **Motion:** Moved by Thomas, seconded by Reynolds to table the minutes. Voice vote: Motion carried.
3. **Citizen Input.** None.
4. **Review and Consideration of Rules and Proceedings for Joint Meetings.**

Strasser asked if anyone had any questions or concerns regarding the rules and proceedings of a joint meeting to which there were none.
5. **New Business for Joint Consideration**
 - a. 203 East Madison Street – Concept Planning With McKay Nursery

Eric Seidl of McKay Nursery presented two concept drawings to link the property at 203 E. Madison Street to Youker Park and then further to Firemen's Park. The idea is to make the property into more than a gravel parking lot. There were questions and comments from the committee members that Seidl addressed. Seidl explained that the project would be called a trailhead project to enable applying for grant dollars. It was suggested to combine the trailhead and the trailhead trail as one project. Trails are extremely beneficial to all urban areas. Plantings are suggested throughout with signage explaining the plantings and what animals may be utilizing them. The amphitheater would be a great thing to have downtown. Thomas mentioned one of the biggest complaints from the businesses downtown was no downtown parking, which was not totally true. Reynolds wondered about the snow removal of the area. Seidl thought it could be pushed to the back of the lot. The next step would be to put together a concept and meet with the DNR asking if this met their criteria. They were very helpful with the Trailhead Facility, they mentioned to do certain things in order to get more funding. Seidl said once a concept is accepted then a cost estimate could be appraised. The joint committee was pleased with the concepts that Seidl presented. The joint committee further discussed the concepts. Some members were not concerned about adding additional parking and thought that further education and awareness to the public is needed to make them aware of the parking that is available to them. Questions were raised about utilizing Mill Street, which is very narrow, or St Paul's Lutheran Church parking lot. Stinnett mentioned that Mill Street is to be redone in the near future. Thomas mentioned that the old city hall, Jim's Cheese building has no parking at all, only on-street parking. They were talking about making the building into an antique mall, but without ample on-street parking, it was not feasible. He also said that St Paul's parking lot could not be used for overflow. Thomas felt there is a need for parking. The committee further discussed the two concepts after Seidl left the meeting. The committee decided that a public hearing would be advantageous along with having a couple more drawings and cost estimates to find out what the economic impact is going to have on the community. Does the plan need to be described as a "Trailhead". Stinnett felt that there were numerous people in the community that had negative feelings about the Trailhead Facility on McKay Way. Thomas stated people are going to ask where the trail is going. He stated that there needs to be a VISION. It was suggested to get a drawing of the two areas, this Trailhead and the Youker Park area connection so people can see the whole picture. It was suggested that the joint committee request three more drawings, 1) maximize the parking plan, 2) maximize the amphitheater plan and 3) a compromise plan. The property owners should be involved with the project. Al Kegler should be asked to the next meeting for his input in the connection of the two plans, the Trailhead and Youker Park and to hold a public meeting to invite property owners involved.

Thomas explained the problems with the parking lot located off of S. Monroe Street, the cul de sac located at the end of S. Monroe Street and the small parking lot to the east of the cul de sac, which is privately owned. The committee discussed Van Buren Street with the bridge that was to be erected at one time. Thomas informed them that there was to be a walk bridge erected at one time. There was discussion of joining S. Monroe Street over the river, but that was dismissed when the high speed rail was going to come through Waterloo. The bridges would have to be tall enough to enable trains to pass under.

The discussion returned to the topic of Kayaking. It was asked if the river would need to be dredged. Since the kayak launch is on the plan, the river needs to be usable for kayaking. Ziaja informed the joint committee that in the spring the river is fast flowing and if there was a kayak park at the end of the river there would be a lot of people that would use it. It would need to be dredged and obstacles would need to be placed in the river. The Parks Commission talked about putting a kayak launch and park in the location of the former pickle factory on W. Madison Street that was torn down, but the monument from downtown is to be relocated there. So many people coming into town have mentioned getting rid of the blight in that area. The committee concluded the decision was to ask for three more drawings, one to connect with the landscape drawing, maximize parking, maximize the amphitheater, and a drawing with compromising the amphitheater and a few more stalls. They decided to continue with joint meetings until projects have been prioritized.

Changing the logo was discussed. There were comments that people were upset with the present Welcome to Waterloo logo. There are several logos being used at this time. It was suggested to invite Eric Seidl back and Al Kegler to the next meeting.

Linda Norton commented that one major thing that is missing is artists. There are a lot of people in the community who are artists. She felt that the artists have a way to get community involvement. Laurie Freund mentioned hosting an Art Fair. Strasser said it was a good suggestion but someone would have to run the event.

Strasser said we need a better web page. There were several that mentioned that the city website was being redone. Strasser mentioned that the shared use plaza was a great idea, but it would be an enormous endeavor to undertake. Strasser pulled out attractive ideas that were listed in the handout, which were to host local events, create a committee on community identity, attract and retain businesses (a number of incentive programs and funding sources), improve accessibility of information for starting a business on the website (such as demographics, income, TIF Districts), loyalty card (buy in this town you receive points), kayak park and camping facilities. Thomas mentioned that the Chamber of Commerce should be a very active part of this program. He mentioned the numerous activities that the Marshall Area Business Association host each year. Strasser mentioned he didn't know how to go about prioritizing but he thought putting them in the mix of programs that are already in motion.

The Gauthier property came up for discussion. Stinnett informed the committee that the estate was in currently in probate.

Strasser said the committees have to decide what project or projects would be the least expensive but the most beneficial to the community. The CDA is charged with blighted properties and the CDC is charged with economic development. Strasser mentioned that the two committees should choose projects that have an economic impact and resolve blighted properties. He thought the discussion for next month should be about which project or projects we really want to zero in on and do we want to have a sub-committee for the Find Your Path Here 2.0. He mentioned that Roxanne Witte, Jefferson County Economic Development, stressed some of the programs that are available when she attended the last meeting. The programs she mentioned were based on income so we would be facilitating people who need the program with those programs. The realtors and the bankers are the key to these programs. These programs need to be advertised so people in the community know that there are opportunities for them to improve their homes affordably such as cable access channel, newspapers, mailings, council meetings. The Find Your Path Here 2.0 project will be incorporated into the list of priorities.

Thomas brought up the logo again. He mentioned that he thought the Chamber designed the Welcome to Waterloo signs, with help from McKay. They were then adopted by the city as the city logo. The new way finding signs will be the size of a speed limit sign. The sandwich board will be removed on the corner of Jefferson Street and E. Madison Street. The committees discussed the history of the logos and the way finding signs. Strasser felt if there is a change the Chamber of Commerce should be involved.

- b. Considering Find Your Path Here 2.0.
Tabled, create a sub-committee
- 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.

The next meeting will be October 20, 2014 at 6:00 p.m.

7. Reference Material

- a. Community Development Committee April 16, 2014 Planning Outline

8. Adjournment. Motion: Moved by Stinnett, seconded by Thomas to adjourn. Voice Vote: Motion carried. Time was approximately 8:02 p.m.

Attest:

Lois A.M. Baird
Interim Clerk/Treasurer