

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY
AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: January 19, 2016**

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 5:30 p.m. in room 136 at the Waterloo High School. CDA Members present: Ziaja, Stinnett, Freund, Norton, Hermanson and Tuttle. Absent: Moe. CDC Members present: Thomas, Reynolds and Ziaja. Absent: none. Others present: Gabriel Elder and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: NOVEMBER 16, 2015 AND DECEMBER 21, 2015 (CANCELLED). MOTION: Moved by Ziaja, seconded by Freund to table approval of the November 16, 2015 meeting minutes noting that the December 21, 2015 meeting was cancelled. VOICE VOTE: Motion carried.
3. PUBLIC COMMENT. None.
4. PROJECT UPDATES AND FINANCIAL REPORTS
 - a. 203 East Madison Street - Reuse Concept, Funding Update. Hansen provided a handout dated 1/19/2016. He asked for approval to proceed with a grant application to the Wisconsin Department of Natural Resources. He said the DNR is looking for a citywide picture of how trails are to come together as part of the submittal. He said May 1 is the submittal. DISCUSSION: Ziaja said drawing up a comprehensive path route area was feasible. MOTION: By unanimous consent the body added to Unfinished Business: "Discussion and action on applying for a grant for 203 East Madison Street."
 - b. Economic Development Strategic Planning Community Workshop, 1/19/2016 at 6:30 p.m. Hansen said the CDA-CDC can fully engage in, and drive the strategic planning process if it so chose to do so. DISCUSSION: Thomas asked if the workshop was only for the public. Hansen said participants didn't have to act in an official capacity, but could engage in the ideas generating workshop.
 - c. Connect Communities Program – Hansen asked if all are receiving the program information as they wished.
 - d. Monthly Financial Review & 2016 Budget Update. DISCUSSION: Hansen presented a printed handout. Ziaja asked if the CDA needs to generate revenues to balance the fund 600 budget. Hansen said the Finance Committee has increased the rental payments at the Maunsha Business Center as part of the 2016 budget which addressed most of the deficit issue.
5. UNFINISHED BUSINESS
 - a. Added by unanimous consent, see above: Discussion And Action On Applying For A Grant For 203 East Madison Street. MOTION: Moved by Hermanson, seconded by Freund to recommend to Council directing staff to apply for a DNR Stewardship grant which would fund among other things the next phase of work at 203 East Madison Street. VOICE VOTE: Motion carried.
 - b. Project Consensus & Identifying Project Partners. DISCUSSION: Hansen said the items i. – vi. below represented the collection of November meeting thoughts expressed by attendees. Items listed below were reviewed. Ziaja said priorities were important. In reply to a Thomas question about the TID #2 façade/interior build out grant program, Hansen said the Finance Committee was reviewing the program and reported that roughly \$80,000 had been awarded and matched by downtown property owners for qualifying improvements. Hansen asked if the CDA should be taking the lead with tax incremental finance questions or should another body? Tuttle reported that she was compiling information to get the ball rolling towards prioritized actions. Norton provided an example from the County Arts Council saying art in vacant store fronts was one example of a step forward. Freund supported the idea. Hansen said the Historical Society has research on the histories of the downtown buildings. Norton said the downtown is aesthetically unpleasing needing a cleaning with a hose. Reynolds and Freund spoke in favor of downtown clean up. Tuttle said her involvement in Columbus included a downtown event which reinforced comments from Norton and others. Norton said it is important to bring together building owners with others in the community. Norton said she get anonymous letters suggesting ideas, but actual help is limited. Hermanson reviewed strengths & weaknesses referencing: the downtown, Firemen's Park, special education at the school, the trailhead facility. He suggest a Regus business incubation concept. The weaknesses he said included racial bias, lack of amenities, and he had a longer list of weaknesses. Ziaja encouraged further discussion of Strengths, Weaknesses and Opportunities and Threats for the next agenda. No action taken.

- i. Much to be done, many opportunities with downtown storefronts {Matt Z}
 - ii. Put out call to fight blight, get property owners OK to improve properties {Nicole T.}
 - iii. Attract and Retain Businesses {Nicole T.}
 - iv. Pull ideas from previous Errin Welty list {Matt Z.}
 - v. Overcome toxic atmosphere {Mike H.}
 - vi. Carryout SWOT analysis [Strengths, Weaknesses, Opportunities and Threats] {Mike H.}
- c. 2015 CDA Report To The City Council. MOTION: By unanimous consent the item was tabled

6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Next Meeting – By consensus the next meeting was set for 2/16/2016 at 6 pm.

7. ADJOURNMENT. MOTION. Moved by Hermanson, seconded by Norton to adjourn. VOICE VOTE: Motion carried. Approximate time was 6:30 pm.

Attest:



Mo Hansen
Clerk/Treasurer