

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: February 16, 2016
*** corrected 3/22/2016 *****

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 6:00 p.m. in the Municipal Building Police Training Room. CDA Members present: Ziaja, Stinnett, Freund, Norton, Hermanson, Moe and Tuttle. Absent: none. CDC Members present: Thomas and Ziaja. Absent: Reynolds and Hermanson. Others present: Keri Sellnow, Sharon Burbach, Genevieve Borich of the Jefferson County Economic Development Consortium, Shaun Wilson of Vierbicher & Associates and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: NOVEMBER 16, 2015 & JANUARY 19, 2016. MOTION: Moved by Thomas, seconded by Ziaja to approve 1/19/2016 minutes and to table approval for 11/16/2015. VOICE VOTE: Motion carried.
3. PUBLIC COMMENT. # Sharon Burbach asked the CDA-CDC to research and answer her questions about the owner at 120 West Madison Street being awarded a grant for improvements. Where proper inspections done? Where improvements done prior to the deadline? Hansen said he would reply.
4. PROJECT UPDATES AND FINANCIAL REPORTS
 - a. 203 East Madison Street - Reuse Concept, Funding Update. DISCUSSION: Hansen said a grant application was being drafted. No action taken.
 - b. Connect Communities Program – Identifying Worthy Activities & Best Practices. DISCUSSION: Hansen said he would ask WEDC to assist with Connect Communities access for Thomas.
 - c. Fund 600 - Monthly Financial Review. DISCUSSION: Meeting materials were presented in the packet. Ziaja asked Hansen to forward the question of why the CDA has responsibility for 117 East Madison Street to the Finance, Insurance & Personnel Committee.
5. UNFINISHED BUSINESS
 - a. Project Consensus & Identifying Project Partners: Continued Review Of Strengths, Weaknesses, Opportunities and Threats. DISCUSSION: Tuttle described the mapping of sites and photos as a jumping off point for action. A review of the photos occurred. Tuttle indicated that some buildings had no addresses. Some had weathered plywood. Various properties were for sale. Moe raised questions about picture #5 and the Gauthier estate. A broad discussion related to directions to be taken and downtown sites occurred. No action taken.
 - i. Nicole Tuttle Downtown Research
 1. Vacancy List
 2. Numbered Highlighted Map
 3. Pictures
 - ii. Interaction With Invited Guests: Shaun Wilson; Vierbicher and Genevieve Coady; Jefferson County Economic Development Consortium. DISCUSSION: Shaun Wilson reviewed a draft of a Waterloo Trade Area Retail Market Gap Analysis, summarizing that Waterloo's stronger retail sectors were grocery stores, gasoline stations and drinking places (alcoholic beverages). He said other retail sectors showed leakages of dollars to other communities. He said a sit down family restaurant was repeatedly mentioned. He posed the strategic proposition that the bigger challenge is housing – people have jobs, there is income but more roof tops are needed. Genevieve Coady said the process is critical to identify opportunities, saying even events and community functions can have a strong impact on economics. Wilson added that there is a lack of high end housing. Moe stressed the need for a family sit down restaurant. Norton said properties are not well kept. It was determined that a next step was to finish the Market Analysis and focusing on "low hanging fruit." Burbach commented that a prior prioritization process was being ignored.
 - b. 2015 CDA Report To The City Council. No action taken.
6. NEW BUSINESS. No action taken.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. By consensus the next meeting was set for third Tuesday of March at 6:30 pm

8. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Freund to adjourn. VOICE VOTE: Motion carried.
Approximate time was 7:33 pm.

Attest:



Mo Hansen
Clerk/Treasurer