

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: March 14, 2016**

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 6:30 p.m. in the Municipal Building Council Chambers. CDA Members present: Ziaja, Stinnett, Freund, Norton, Hermanson Moe and Tuttle. Absent: none. CDC Members present: Reynolds, Thomas and Ziaja. Absent: none. Also Invited – Members of the Economic Development Strategic Plan Steering Committee. Those present: Keri Sellnow, Erin Ziaja and Alan Coates. Absent: Bruce Dorn and Jeni Quimby. Others present: Genevieve Borich of the Jefferson County Economic Development Consortium, Gary Becker and Colin Punt both with Vierbicher & Associates and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: NOVEMBER 16, 2015 and FEBRUARY 16, 2016. MOTION: Moved by Hermanson, seconded by Laurie Freund to approve both minutes listed with the correction that Hermanson was not present in February. VOICE VOTE: Motion carried.
3. PUBLIC COMMENT. In reply to an inquiry about answers to Sharon Burbach's 2/16/2016 questions Hansen said answers were provided promptly after the meeting. He said the reply would be presented at the next meeting.
4. PROJECT UPDATES AND FINANCIAL REPORTS
 - a. 203 East Madison Street - Reuse Concept, Funding Update. DISCUSSION: Hansen said funding requests were being drafted. No action taken.
 - b. Fund 600 - Monthly Financial Review. DISCUSSION: Documents reviewed, fund balance deficit noted, Hansen said the Finance, Insurance & Personnel Committee would take up the CDA's request to answer the question why the CDA is responsible for the Maunasha Business Center. No action taken.
5. UNFINISHED BUSINESS
 - a. Strategic Planning Process
 - i. Vierbicher Market Analysis. DISCUSSION: Colin Punt spoke for a strategic plan that prioritized adding roof tops. He described the distribution of housing value as: very few high-end homes, a few more low-end homes, with a greater than typical amount bunched in the middle. He said a Market Analysis would be two weeks away. Punt said national trends show fewer square feet of commercial space for a typical business activity, and it is now tougher to absorb vacant commercial real estate. Referencing the trade area (defined more broadly than the municipal boundaries) he said roof tops equals more people; a need is a continued growth of attractive jobs and a range of housing options. Erin Ziaja said Sun Prairie and west Madison are booming such that people can't afford the housing. Linda Norton noted Waterloo negatives on Google searches. Genevieve Coady said housing developments that haven't built out calls for changing the housing dynamic by looking at different types of housing types. It was noted, 24 housing units came online 12/31/2015. The low number of single-family housing starts relative to surrounding communities was noted. Sellnow said a high number of existing homes were for sale. Coates questioned whether commercial space trends are voluntary or due to cost.

Gary Becker provided outlined themes from the questionnaire; identified quality of life attraction factors; identified business attraction factors; and presented a list of strategies to start a discussion, referencing handouts distributed at the meeting. He identified survey answers clustered around the themes of Programming, Communications and Underutilized Assets. Norton spoke for one-stop permitting. Reynolds said the state plays a role in ease of permitting. Coady said an inventory of available space with funding for catalytic projects was a need. Becker read from an ideas list. Some ideas include an annual report, a volunteer coordinator, outreach to lone eagles and numerous others on the written list. Becker spoke of WHEDA housing credits and allowing varied use spaces (housing and workspace). No action taken.
 - ii. Project Idea Review (Building On Nicole Tuttle's Downtown Research). Moe distributed a list of downtown ideas. Tuttle, reviewing info from February, said some structures didn't have building numbers. Norton spoke for creation of a subcommittee on the downtown. Erin Ziaja referenced the Easter Egg Hunt, seeking activities to add to the 3/26/2016 event. Discussion about Saturday (3/12/2016) street traffic due to a day-long pool tournament took place. Sellnow and Thomas spoke to the pros and cons of allowing chairs & tables in the public right-of-way. Stinnett said a many downtown list ideas came in from Facebook. MOTION: Moved by Stinnett, seconded by

Tuttle to form a sub-group to work on the downtown list and to communicate and coordinate with volunteers. VOICE VOTE: Motion carried. NOTE: By a show of hands the following volunteered for the sub-group: Sue Moe, Nicole Tuttle, Angie Stinnett, Matt Ziaja, Erin Ziaja, Linda Norton.

- iii. Next Steps. DISCUSSION: Gary Becker said information was presented and at the next meeting more consideration could take place.
- b. 2015 CDA Report To The City Council. Because page #2 was not in the packet no action taken.

6. NEW BUSINESS

- a. UW-Whitewater Graduate Student Internship Opportunity – Foreign Trade Zone #41. DISCUSSION: Hansen described the opportunity to have a UW-Whitewater student research Waterloo specific possibilities relating to Foreign Trade Zone #41. MOTION: By consensus the body encourage Hansen to further pursue the opportunity.

7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Next Meeting – Third Tuesday Of The Month, April 19, 2016 at 6:30 pm. Noted.

8. ADJOURNMENT. MOTION: Moved by Hermanson, seconded by others to adjourn. VOICE VOTE: Motion carried. Approximate time was 8:30 pm.

Attest:



Mo Hansen
Clerk/Treasurer