

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: September 20, 2016**

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 6:00 p.m. in the Council Chambers of the Municipal Building. CDA Members present: Ziaja, Hermanson, Stinnett, Tuttle, Moe and Reynolds. Absent: Norton. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Diane Graff of the Courier and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: August 16, 2016. MOTION: Moved by Hermanson, seconded by Thomas to table approval of meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. PROJECT UPDATES & REPORTS
  - a. Downtown Sub-Committee
    - i. April Storefront Initiative. DISCUSSION: Moe said twelve pieces of artwork were being displayed at the Courier office storefront. She said Maureen Giese was having difficulty reaching Nick Sharrow, and a third exhibitor was checking out locations. Tuttle said she has reached out to artist groups she knows regarding display interest. No action taken.
  - b. 203 East Madison Street - Reuse Concept
    - i. Funding Update & Site Sign. DISCUSSION: Hansen said a DNR Steward Fund grant application was turned down and a DNR Municipal Flood Control application was pending with further approvals in the works. He said the grant was a 50% match and would have to be limited to the riparian area along the river banks. In reply to a Petts question, Hansen said a 30" x 30" sign for the site needed to be completed & installed. Tuttle requested crowdfunding to pay for site improvements. No formal take action.
  - c. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study. DISCUSSION: Hansen said Gisela Helder Sanchez-Lopez had started the internship; a UW-Whitewater advisor (Prof. Kashian) was meeting weekly with her; Hansen is checking-in weekly; and a finalized scope of work was in the meeting material. Hansen said the group would review a final work product before intern compensation would be issued. No action taken.
  - d. Downtown Waterloo Street Market Initiative. DISCUSSION: Hansen said no submittals had been received; a letter was sent to 35 downtown stakeholders; Shannon Koele, Kris Paape, a woman selling at the Lake Mills market and others were contacted. Petts suggested at-home moms might be a target group from which to recruit a manager. Tuttle suggested inserts at the library. Moe and others suggested inserts at the grocery store. Thomas mentioned a conversation with Tammy McIntosh and Melanie Degler. Reynolds said Anna Maenner may have food producer contacts. Hansen said he has yet to follow-up with the UW-Extension contact on outreach to other markets. Petts said the subcommittee was going to next meet once a submittal was received. No action taken.
  - e. Fund 600 - Monthly Financial Review. DISCUSSION: Hansen said the rental rates at the Mauneshia Business Center had been reduced, the phone and internet terminated; and contact made with Dave Zastrow at the Food Pantry on reducing equipment energy usage. He said WEDC had ruled out grant funding previously included as part of the 2017 budget submittal totaling \$50,000. No action taken.
5. NEW BUSINESS
  - a. Draft Economic Development Plan, Plan Support Phase. DISCUSSION: Hansen said Kelli Mountford had conveyed prior to W&K Day that the Chamber of Commerce Board was not interested in a Chamber business director hire as called out in the plan. Hansen said the communication was short as the Board was focused on its September event. He said Mountford was stepping down from the Board with the library taking on the event button and welcome packets projects. Petts, Thomas and others noted that no public acknowledgment of a new photography business had occurred. Petts asked that an acknowledgement task be added to the plan and that the business be formally welcomed. Ziaja said the Mayor would be the best person to welcome businesses. Moe said one-on-one personal welcomes would be beneficial. Prior Chamber photos run in the newspaper for similar acknowledgments were remembered. Tuttle said the CDA could do the acknowledgment. The general consensus was to work with all to arrive at a single method for welcoming businesses. Petts suggested naming and sending a CDA-CDC liaison to the Chamber of Commerce meetings. Tuttle volunteered. Tuttle asked if the plan needs further refinement? Thomas noted that many tasks listed had been started. Petts suggested Council plan approval was needed, but rather could be brought in as specific items evolved to an

implementation point requiring Council action. Tuttle and others called for a document useful for tracking progress. Ziaja said he would give monthly CDA-CDC Progress Reports to the Council. Petts said repeatedly reporting would encourage support. Thomas asked if a moratorium on fees to encourage new home construction was something worth considering? Reynolds said using the Find Your Path Here label would help promote the idea. Hansen suggested "Find Your Path Here" and "2017." Waiving both impact fees and building permit fees was discussed. MOTION: Moved by Hermanson seconded by Tuttle to recommend to Council the waiving of impact fees and building permit fees for single family new home construction for at least the 2017 calendar year with an annual performance review. VOICE VOTE: Motion passed unanimously. MOTION: Moved by Petts, second by multiple members to name Nicole Tuttle as the CDA-CDC liaison to the Waterloo Chamber of Commerce. VOICE VOTE: Motion carried.

- b. "You Are Here" Kiosks. DISCUSSION: Stinnett said the 4-H group doesn't have time to produce the kiosks brought to the group's attention on August 16<sup>th</sup> before winter snow cover; a quote from McKay Nursery could be provided, but the question was what is the project budget? Hansen asked if a general request for donated work could be put out to the public? A high school shop class was mentioned as a possible candidate. General interest was mentioned for advertising the opportunity for constructing and donation the kiosks. Stinnett offered to identify plans. Petts said wood specifications could be included in the plans. Stinnett said the 4-H may revisit the project is it is spring of 2017. BY CONSENSUS: The matter was tabled with an update on options for construction of the kiosks to take place at the next meeting.

6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. ## Petts asked for follow-up on a WEDC DCI grant opportunity.

7. ADJOURNMENT. By unanimous consent the meeting adjourned. Approximate time: 7:30 pm.

Attest:



Mo Hansen  
Clerk/Treasurer