

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: November 15, 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, Norton, Stinnett, Tuttle, Moe and Reynolds. Absent: none. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Mary Peschel, Diane Graff of the Courier and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: Prior unapproved meeting minutes. MOTION: Moved by Thomas, seconded by Stinnett to table approvals. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. PROJECT UPDATES & REPORTS
 - a. Chamber of Commerce Liaison. Nicole Tuttle said a Chamber meeting was postponed tonight. She said the group is not opposed to new projects. Details to follow after Thanksgiving.
 - b. Economic Development Strategic Plan -- Project Tracking
 - i. April Storefront Initiative. Sue Moe said a lady looking at Battenberg's as a display site declined because it was south facing. Maureen Giese was still trying to connect with Nick Sharrow.
 - ii. Downtown Street Market Initiative. See below.
 - iii. Find Your Path Here 2017. See below.
 1. 2016-2017 Additional Projects
 - a. 203 East Madison Street Reuse Concept – Municipal Flood Control Grant; Site Sign & Additional Grant Applications. Noted.
 - b. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study. Noted.
 - c. Fund 600 - Monthly Financial Review. The reduction of rent for Tucker's Driving Academy was noted. Ideas for greater rental activity were discussed. Ziaja asked that the matter of increased rental activity be a recurring agenda item.
5. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks. Discussion: Stinnett said the school was not interested; proposing it to the Marshall school, advertising for a builder, seeking donations and purchasing materials were all mentioned. Ziaja asked that it be mentioned on the website. Locations mentioned were by the toilets at Firemen' Park, downtown and 720 W. Madison St.
6. NEW BUSINESS
 - a. Find Your Path Here 2017 - Invited John Dewitt (DeYoung Farms Developer) and Mike & Jean Valent (Treyburn Farms Developers). DISCUSSION: An email from Valent was read. No reply was received from DeWitt. Hansen said the Council had approved the concept; that a focus on home builders and real estate agents would be the focus.
 - b. Downtown Street Market Initiative, Sub-Committee Recommendation
 - i. Awarding A CDA Contract To Mary Peschel. DISCUSSION: Mary Peschel introduced herself; answered questions from Ziaja and others; suggested creating an advisory council and noted that Tammy McIntosh expressed interest. In reply to a Stinnett question Peschel said a Saturday morning event and her contacts would make a difference. MOTION: Moved by Hermanson, seconded by Stinnett to recommend to Council that it enter into a services agreement with Mary Peschel to serve as Street Market Manager for the Downtown Street Market Initiative.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. 2016 Annual Report – Draft at December meeting. Noted.
 - b. New Business Info Sent To Chamber of Commerce. Noted.
 - i. Angela M. Slager, Prairie Girl Quilts, 840 Hiawatha Trail, www.prairiegirlquilts.com
 - ii. Martin Rowe & Debra Ehmann, Art Studio, 422 West Madison Street
8. ADJOURNMENT. By unanimous consent the meeting adjourned. Approximate time: 7:30 pm.

Attest:

A handwritten signature in black ink that reads "Mo Hansen". The signature is written in a cursive, slightly slanted style.

Mo Hansen
Clerk/Treasurer