

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: February 21, 2017**

1. ROLL CALL AND CALL TO ORDER. The joint meeting was called to order at 6:00 p.m. in the Council Chambers of the Municipal Building. CDA Members present: Hermanson, Stinnett, Norton, Tuttle and Moe. Absent: Ziaja & Reynolds. CDC members present: Petts and Thomas. Absent: Ziaja. Others present: Diane Graff, Michelle Weihert and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: January 17, 2017. MOTION: Moved by Thomas, seconded by Petts to approve the meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. DISCUSSION: Tuttle said kiosks were discussed and the Chamber board was ready to cooperate; confusion existing by what was meant. Tuttle said they were considering doing welcome gifts but took no final action. Thomas said it was unbelievable that it was talking so long to decide to welcome a new business. He asked if the CDA-CDC could do something. Further discussion took place on an interim plan to welcome known new businesses. MOTION: Moved by Stinnett, seconded by Tuttle to authorize the purchase of five welcome to Waterloo plants, each not to exceed \$25 for presentation to the business new business owners. VOICE VOTE: Motion carried.
  - b. Fund 600 - Monthly Financial Review. DISCUSSION: Hansen noted limited January activity. No action.
  - c. 2016 Grant Tracking Report. DISCUSSION: A handout was reviewed. No action.
  - d. Renting Maunasha Business Center. DISCUSSION: Hansen said the Parks Coordinator would take responsibility for renting the Maunasha Business Center at 117 East Madison Street
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING (includes 2016 project initiatives)
  - a. Status Updates. Noted.
  - b. Clerk/Treasurer's "Next 28 Days Checklist." A review of a meeting handout occurred.
6. UNFINISHED BUSINESS
  - a. "You Are Here" Kiosks. DISCUSSION: Stinnett asked for time to visit with the High School wood working department. No action taken.
  - b. Street Market Initiative, Recruiting Manager Candidates. DISCUSSION: Michelle Weihert introduced herself as a market manager candidate; described her experience with Kelly Sullivan working on similar events held in Waterloo; said she was available Tuesdays and Wednesdays for a summer street market; further described the type of market she envisioned; and said advertising was key. Stinnett said Wednesdays would compete with Lake Mills. Hermanson suggested a Chamber booth. Weihert added saying no direct sales but a producer only market. Linda Norton liked the juried market concept Weihert described. Responding to a Petts question Weihert said she did not have a sellers permit and hadn't organized a market with food. Subcommittee members were interested in meeting further with Michelle Weihert. MOTION: Moved by Stinnett, seconded by Norton to table the matter to the next meeting. Voice Vote: Motion carried.
7. NEW BUSINESS
  - a. Considering A Council Recommendation To Authorize Submittal Of A Wisconsin Department Of Administration READI Grant Application With The Northwest Regional Planning Commission Serving As The Community Development Organization Partner. DISCUSSION: Hansen described grant concepts for items 7a & 7b saying the Council authorization was needed. MOTION: Moved by Stinnett, seconded by Norton to recommend to Council that both a READI grant and a USDA grant be submitted. VOICE VOTE: Motion carried.
  - b. Considering A Council Recommendation Authorizing The Submittal Of A USDA Rural Business Development Grant. See above.
  - c. Annual Election of Community Development Officers (Chair & Vice-Chair). DISCUSSION: Stinnett said Ziaja likely would not be interested in serving further as chair. Nominations for first chair and then vice-chair were accepted. By unanimous acclamation Michael Hermanson was elected chair and Angie Stinnett elected vice-chair.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS.

- a. Petts shared student interest from Ms. Kopp's eighth grade class and the Waterloo Petition Fair. She handed out an event flyer.
- b. Next Meeting: March 21, 2017 at 6 p.m. Noted.

9. ADJOURNMENT. MOTION: By consensus the body adjourned. Approximate time: 7:29 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer