

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: October 17, 2017**

1. ROLL CALL AND CALL TO ORDER. CDA Chair Hermanson called the joint meeting to order at 6:00 p.m. in the Municipal Building Council Chambers. CDA members present: Stinnett, Tuttle, Moe & Hermanson. Absent: Reynolds and Ziaja. CDC members present: Petts and Thomas. Absent: Ziaja. Others present: Deputy Clerk/Treasurer Mike Kawula and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: June 20, 2017; July 18, 2017 and August & September (no meetings). Motion: Moved by Thomas, seconded by Petts to approve the June 20, 2017 meeting minutes as presented. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. Discussion: Tuttle reported that Wiener & Kraut was hugely successful in Firemen's Park; positive comments were received. She said the sense was to keep the event in the park. Petts said downtown businesses want it back. Tuttle said a park location means no traffic challenges and the partnership with the Parks Coordinator was positive. Moe relayed comments she heard that a park location "just killed us downtown." Tuttle said the Chamber was planning to welcome the new clothing store downtown. Tuttle said she reached out to 20-30 downtown stakeholders saying they were amenable to a downtown listening session – brainstorming session.
  - b. Fund 600 - Monthly Financials. Noted.
  - c. Grant Tracking. Noted.
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING
  - a. "Next 28 Days Checklist" (hand out at meeting). DISCUSSION: Hansen noted a slow pace of implementation.
  - b. How Do We Improve Project Implementation? DISCUSSION: Hansen said more resources generally were needed for implementation.
6. UNFINISHED BUSINESS
  - a. "You Are Here" Kiosks, Does Mobile Kiosk Meet The Need?. DISCUSSION: A plastic A-frame designed for a recent Trek event and paid out of Clerk office funds was displayed. Petts and Stinnett discussed how the display could be used. Moe said custom inserts could be prepared.
  - b. Street Market Initiative, Recruiting A Market Manager. DISCUSSION: Tuttle expressed interest in being the Market Manager. It was noted that the review committee should convene. One-time 2017 municipal funding was discussed. Thomas suggested carrying forward the funding concept as funds were not used in 2017. Tuttle did as well. Stinnett suggested Haberkorn. Thomas spoke in opposition of a municipal employee being given the task. Moe said another task for Haberkorn would limit what he was already doing with the parks. MOTION: By Consensus, the body recommended to the City Council that it carry forward the street market seed money concept into 2018. Motion carried by informal consensus.
7. NEW BUSINESS
  - a. 2018 Budget Submittal. DISCUSSION: Hermanson reviewed the submittal. Petts called for marketing 117 East Madison Street as permanent rental. No action taken.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Next Meeting: November 21, 2017 at 6 p.m.
9. ADJOURNMENT. MOTION: Moved by Thomas, seconded by multiple to adjourn. Motion carried. Approximate time: 7:21 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer