

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: April 17, 2018**

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, Moe, Hermanson Reynolds, Lewandowski and Ziaja. Absent: Tuttle. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Ron Griffin; Tama Griffin; Michelle Soter; Diane Graff; Lee Fiedorowicz; Chris Fiedorowicz; Cassie Poehnel; Shari Baumann; Dayton Bronkhorst; Luke Fiedorowicz; Samantha Sherman; Alyssa Baumann and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: February 20 & March 20. MOTION: Moved by Thomas, seconded Stinnett to approve the March meeting minutes and to table the February minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. Chamber of Commerce Liaison. Chamber Member Michelle Soter said the Friends of the Library were working on a run/walk; Wiener & Kraut Day planning was taking place and two \$500 scholarships were planned.
  - b. Fund 600 - Monthly Financials
    - i. Project Aluminum Expenses. Hansen said expense for a site selection process, Project Aluminum, were being allocated to fund 600, but may later need to be moved.
  - c. Grant Tracking. Noted.
  - d. Downtown Commercial Space Report. Noted.
  - e. 117 East Madison Street, Maunsha Business Center. Action necessary to complete meter installation.
    - i. 2<sup>nd</sup> Electric Meter
    - ii. Sign-Kiosk Installations
  - f. 333 Portland Road, Phase 3 – Demolition. Motion: Moved by Petts, seconded by Ziaja to table the matter until such time as EPA and other environmental remediation is complete. Motion carried.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. WORK GROUP PROGRESS REPORT
    - i. Project Neighbor (Building Contact Database). Progress noted.
    - ii. Street Market Launch. No update.
    - iii. Brand Waterloo "Green Healthy." No new information.
    - iv. Preferred Use(s) - 333 Portland Rd To Aid/Focus Parcel Marketing Efforts. See motion above
      1. New business / Business Expansion Documents [Andrew Lewandowski]
      2. Attracting & Retaining Young People Follow-up [Andrew Lewandowski]
      3. Proposal: A Phased Approach For Reuse Of 333 Portland Road [Clerk/Treasurer]
        - a. Lewandowski followed up at this time on FlipGrid request of members to test out. Items 1-3 tabled by consensus.
  - b. April - May Implementation List. Noted.
6. NEW BUSINESS
  - a. "Local Businesses Day" Petition. DISCUSSION: Alyssa Baumann, Samantha Sherman, Luke Fiedorowicz and Dayton Bronkhorst presented 101 petition signatures calling for an annual Local Business Day. Petts suggested a monthly event. Michelle Soter suggested the 2<sup>nd</sup> Saturday of each month to tie into Wiener & Kraut Day. Petts suggested a flyer or methods of marketing the idea. The students envisioned encourage others to stay local and buy local. Thomas asked if petition should be routed to City Council or Chamber of Commerce. MOTION: Moved by Stinnett, seconded by Petts to recommend to the City Council the creation of Local Business Day, the 2<sup>nd</sup> Saturday of every month. VOICE VOTE: Motion carried.
  - b. Foreign Trade Zone #41 Graduate Student Draft Review. Hansen said the work product from the graduate student was poor; that he had talked with the UW-Whitewater professor and he said to end the project. MOTION: Moved by Stinnett, seconded by Lewandowski to direct the sending of a letter of explanation to Gisela Helder Sanchez-Lopez explaining that the work product was unsatisfactory and the no stipend or compensation would be forwarded. VOICE VOTE: Motion carried.
  - c. Connect Communities - Pop Up Shop Presentation. DISCUSSION: Sue Moe reviewed a presentation she and Michelle Soter heard recently in Cambridge at a WEDC event. It featured the success of

Viroqua.

- d. Acquisition Of Parcel For Future Residential Development PIN 290-0813-0544-089 (217 Maple Drive, Waterloo). MOTION: Moved by Stinnett, seconded by Lewandowski to recommend the acquisition. VOICE VOTE: Motion carried.
- e. Bingo. Sue Moe reported Bingo events being were huge draws. Adding Reeseville and Columbus both hold bingo 1 day per week, sell food and have a bar for 3 hours. Last week in Reeseville 178 people attended. She added that Bingo along with a Sunday market would be a huge draw.

7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Next Agenda - Bingo and Pop-ups
- b. Sue Moe announced she was resigning from the CDA.
- c. Andrew Lewandowski covered using Google folders as a means of improving communication.

8. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Lewandowski to adjourn. Motion carried.  
Approximate time: 7:58 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer