



136 N. MONROE STREET, WATERLOO, WI 53594  
PHONE (920) 478-3025  
EMAIL [cityhall@waterloowi.us](mailto:cityhall@waterloowi.us)  
FAX (920) 478-2021

## PUBLIC NOTICE OF A COMMITTEE MEETING OF THE COMMON COUNCIL OF THE CITY OF WATERLOO

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that the following meeting will be held:

**COMMITTEE:** COMMUNITY DEVELOPMENT COMMITTEE

**DATE:** Thursday, February 21, 2013 **TIME:** 6:00 p.m.

**LOCATION:** Municipal Building - 136 N. Monroe Street, Police Training Room

to consider the following:

1. CALL TO ORDER & ROLL CALL
2. APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES
3. CITIZEN INPUT
4. UNFINISHED BUSINESS
  - a. Waterloo Economic Development Program Update – Errin Welty, Vierbicher & Associates (Written Report)
  - b. 720 West Madison Street – Demolition Fuel Contamination Site Investigation Update
  - c. Maunsha River Clean-up – May 11, 2013
  - d. Railroad Bridge Mural
  - e. Matching Funds For Civic Group Fundraising
5. NEW BUSINESS
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURN

Morton Hansen  
Clerk/Treasurer

\*\*\* See Council Packet

Committee Members: Van Holten, Ziaja and Reynolds

Posted, Emailed & Distributed: February 18, 2013

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

# Waterloo Economic Development Program Update 2/15/13

## Business Prospecting

- Outreach to developers potentially able to assist with logistics development.
- Scheduled meetings with property owners/businesses potentially interested in logistics operations in Waterloo.
- Attended meeting at Trek with representatives from Free Trade Zone recently expanded to include Jefferson County.
- Ongoing conversations with developer interested in building industrial incubator/multi-tenant building on 1.4 acres in industrial park.
- Created apartment market opportunity summary for outreach to developers/retailers. Also exploring potential to provide Trek workforce profile to interested developers/retailers to target development planning.

## Infill/Redevelopment Planning

- Drafted CDBG grant application for demolition funding for Donnelley facilities.
- Multiple meetings with Hawthorn and Stone regarding project financials and timeline.
- Outreach to businesses/brokers regarding potential availability of warehouse facilities.
- Scheduling tour of community hall to determine viability of historic preservation credits for potential project.
- W Madison Street planning on hold pending Manufacturing site timing/process.

## Program Development/Implementation

### Community Engagement

- Planning for May river cleanup event.
- Submitted grant to Wi arts board for rail bridge project funding. Secured support from school districts, and identified potential mural artists.
- Speaking at Chamber annual dinner regarding Waterloo economic development initiatives.

### Residential Recruitment

- First photo shoot completed, additional press on new residents received.
- Working with student to produce short testimonial video for youtube.
- Hosting Path program summit February 21<sup>st</sup> to discuss 2013 initiatives.
- Exploring additional marketing opportunities – parade, Community open house, home builder matching programs, etc.

### Business Council

- February meeting scheduled. Guest speaker from WEDC export program on available training. Followup on previous topics including school to work program, Sustain Dane and free use of Business Strategy Assessment available through Innovation Center.
- 2013 sponsorship of Wisconsin Business Plan Contest secured.

### Merchant Council

- Impact of arts in Jefferson County video uploaded to youtube (including waterloo images): <http://www.youtube.com/watch?v=UF1vSlzqCqg>
- Scheduling council meeting for April to discuss summer 2013 initiatives: potential workforce event?