

Review & Consideration of Barry Gore Scope of Services Proposal – 3/16/2010
Funding for an Economic Development Director/Coordinator Position – referred to Finance Committee 4/20/2010
Jefferson County Transportation Review – withdrawn 5/18/2010
Consideration Of Closing Out TIF #1 – withdrawn 6/15/2010
Promoting Waterloo – withdrawn 6/15/2010
2010 CDA Budget & Consideration Of Amendments – referred to Council 6/15/2010



Morton Hansen
Clerk/Treasurer


Community Development Authority Members: Hurley, Wiltzius, Cole, Sellnow, Forman and Van Holten with one vacancy
Posted, Mailed and E-mailed: August 11, 2010

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.

**CITY OF WATERLOO
COMMUNITY DEVELOPMENT AUTHORITY - MEETING MINUTES
WATERLOO MUNICIPAL BUILDING - 136 NORTH MONROE ST
Council Chambers
July 20, 2010**

1. **Call To Order & Roll Call.** Chairperson Hurley called the meeting to order at 6:00 p.m. Members present – Hurley, Van Holten, Keri Sellnow and Cole. Absent – Forman and Wiltzius with one vacancy. Others attending – Clerk/Treasurer Hansen.
2. **Approval Of The June 15, 2010 Meeting Minutes.** **Motion:** Moved by Sellnow, seconded by Van Holten to approve the June 15, 2010 meeting minutes as presented. **Voice Vote:** Motion carried with Forman abstaining.
3. **Citizen Input.** None.
4. **Miscellaneous Business And Communications.**
 - a. **Community Development Authority Fund 600 Budget As Approved By The Council & Mayor.** Noted.
 - b. **Tax Incremental Financing Presentation To Council by Phil Cossen of Ehler's & Associates, August 5, 2010.** Noted.
5. **Unfinished Business**
 - a. **Bylaws & Operating Procedures (Hurley).** No action taken.
 - b. **Maunasha Business Center Action Plan**
 - i. **Building Work Group – Action Plan (Sellnow & Forman).** **Discussion:** Hansen reported that he has received verbal work from EDA in Chicago that additional funds would be awarded. He said the addition was the culmination of a several month process of communication. Hurley and Sellnow advocated for doing all that can be done to include local businesses in on the project. Hansen outlined options put forward by Marty Sell of MSA for implementing the project with a general contractor or going with multiple sub-contractors. No action taken.
 - ii. **Training Work Group – Action Plan (Wiltzius).** **Discussion:** In Wiltzius' absence, Hansen said he would forward and update to her. No action taken.
 - c. **Reassessing CDA Project Priorities (Cole).** **Discussion:** In reply to a Cole question, Hansen said the Parks Commission had placed the Glacial Heritage Area project on its agenda as a standing item. Cole expressed interest in reserving this agenda item for maintaining a list of potential future projects. Cole suggested that the list be developed more and prioritized. No action taken.
 - d. **South Monroe Street (Van Holten).** **Discussion:** Van Holten reiterated concerns and interests stated in June about improving South Monroe Street, redeveloping the Community Building to serve an arts or theatrical purpose and creating a 2nd tax incremental finance district. No action taken.
 - i. **Community Building**
 - ii. **Consideration of Tax Incremental District #2**
 - e. **Freight Warehousing & Rail Based Economic Development (Van Holten).** **Discussion:** Van Holten noted rail freight opportunities. Cole suggested deferring any discussion on rail until after the November elections. Van Holten suggested being pro-active. **By Consensus:** It was determined to keep ideas on a list. No further action taken.
6. **New Business.** None.
7. **Future Agenda Items And Announcements.** None.
8. **Adjournment.** **Motion:** Motion by Van Holten, seconded by Sellnow to adjourn. **Voice Vote:** Motion carried. The time was approximately 7:30 p.m.

Attest:



Morton Hansen
Clerk/Treasurer

Basic Economic Development Course Offered Again November 8 - 11, 2010

The WI Basic Economic Development Course is being offered again this November in Madison. This exciting and interactive introductory course is especially beneficial for new professionals entering the field of economic development. It's also a great overview for municipal and county staff, elected officials, bankers, village and city administrators, and other individuals involved in economic development. The course will be held at the high-tech Pyle Center located in Madison, Wisconsin beginning Monday afternoon, November 8, 2010, and runs through Thursday, November 11, 2010. Cost: \$595 (early rate) through September 15, 2010; \$625 after September 15. Due to high interest, course enrollment has been closed by the early bird registration date in each of the last two years, so early registration is recommended. To register go to: www.uwex.edu/CES/cced/economies/bedc.cfm

Previous attendees have said this about the course:

"I like the realistic emphasis"..."great case studies"

"Excellent material, panels, resources"

"I would definitely recommend this course to others in the field"

The Wisconsin Basic Economic Development Course fulfills one of the introductory prerequisites for professional economic developers who wish to pursue the Certified Economic Developer (CEcD) designation through the International Economic Development Council (IEDC). The main objective of the course is to provide a quality introduction to the field of economic development, including instruction in nine core competencies considered fundamental to the field. Sessions are offered on the following topics. Each topic is taught in an interactive manner and features small group exercises and projects to challenge participants.

:

- Business Retention and Expansion
- Managing an Economic Development Organization
- Strategic Planning
- Workforce Development
- Economic Development Finance
- Real Estate Development and Reuse
- Community and Neighborhood Development
- Small Business and Entrepreneurship
- Attraction and Marketing

The course is sponsored by the UW-Extension Center for Community and Economic Development, the Wisconsin Economic Development Association (WEDA) and the International Economic Development Council (IEDC). Other partners include the Wisconsin Bankers Association, the Wisconsin Technical College System, the Local Government Institute of Wisconsin, and the Wisconsin Department of Commerce and Department of Workforce Development.



Policy & Research: Best Practices

Thrive's Best Practice Series: Tax Incremental Financing (Using TIF)

When: Thursday, September 16, 1--6PM
(Presentations & Panel Discussion, 1-- 4:40 PM; Tour of Middleton TIF district and networking, 4:40 -- 6 PM)

Where: Middleton City Hall -- Council Chambers

Who: Presented by Thrive and Vandewalle & Associates. Designed for municipal leaders, planners, economic development professionals developers.

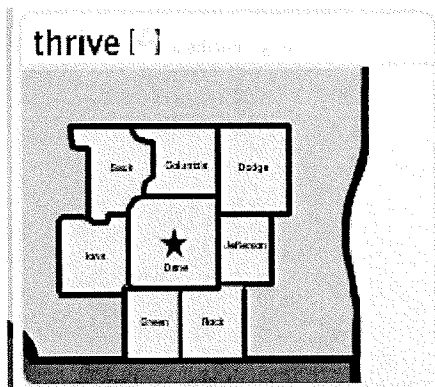
Join us for an afternoon to explore the power and effectiveness of Tax Increment Financing (TIF) as a tool for redevelopment in challengir

Sessions will include:

- History of TIF in Wisconsin
- TIF 101, including recent legislative changes
- Best Practices: Using TIF as a redevelopment/economic development tool
- TIF Roundtable: Panel of local communities share their experiences
- Walking tour of Middleton's Downtown TIF District

To Register: \$15 per person includes seminar materials. Register online today!

*Thrive's Best Practices series is designed to provide objective information, case studies and interactive learning and discussion on best pi
common economic development tools for regional business and community leaders.*



615 E. Washington Ave., P.O. Box 71 Madison WI 53701 608-443-1960 info@thrivehere.org
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