

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: May 18, 2021

Digital audio files are archived with these written minutes additionally serving as the official record.

1. ROLL CALL AND CALL TO ORDER. CDA Vice-Chair Weihert called the meeting to order at 6:00 p.m. attended in-person & remotely. Members present: Sharpe, O'Connell, Petts, Kuhl, Weihert and Woods with one vacancy. Absent: non-voting member Henning. Others present: Richard Korth, Maureen Giese, Don Nell and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: April 20, 2021. MOTION: Moved by Petts, seconded by Woods to approve the minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. School District Liaison. No report.
 - b. Grant Tracking. A \$100,000 grant from the Greater Watertown Community Health Foundation to the Parks Department for path development was reported by Hansen. The in-hand WisDOT \$450,000 grant was also referenced. Weihert was interested in moving forward with hiring an engineer for the WisDOT grant. Petts said grant use timing had not established, but not letting time pass was important.
 - c. Treyburn Farms. Hansen said Lot #2 was available. Weihert called for a letter to Busche terminating the raffle award. Petts called for Lot #2 to be posted to social media and marketed.
 - d. Economic Development Plan Implementation Progress
 - i. 333 Portland Road Development. Hansen said Ben Filkouski's firm was marketing the site.
 - e. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600. Noted.
 - f. Initial Development Interest 50+ Acres Of Buildable Land South Of Oak Hill Cemetery. Hansen briefed attendees on United Cooperative interest in acres south of the cemetery.
 - g. 575 West Madison Street. Hansen said the new owner was looking for lease or sale ideas.
 - h. Hawthorn & Stone Development Agreement. Hansen said Hawthorn & Stone was past due on 2020 tax increment payments. He said negotiations to modify the existing agreement had not let to an agreement, and the Mayor was looking for Hawthorn & Stone to negotiate a private arrangement for the development of market-rate dwellings as part of Phase 2.
 - i. Developer Agreement, City of Waterloo And JGP Land Development LLC, DeYoung Farm Subdivision (Remainder). Hansen said the City was waiting on a final signature from the developer. O'Connell said most of the lots currently being built were marked "contingent" meaning earnest money or similar was in-place. O'Connell said the community should watch out for current residents; trash was everywhere and a common problem. Woods added it was as if the building contractors did not have a dumpster, saying trash was thrown everywhere. She said pedestrian access was also a concern. Sharpe said the same developer acted in the same manner on Bluegrass Trail. Kuhl shared his experience with the reconstruction of Cleveland Street.
5. UNFINISHED BUSINESS
 - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up. Hansen asked for another month, saying he was doing out-reach based on the April concept raised by O'Connell. Petts suggested reaching out to large construction firms, engineering firms and the City of Madison staff. No action taken.
6. NEW BUSINESS
 - a. Election Of Chair and Vice-Chair. Petts nominated Weihert for Chair. The nomination was seconded by multiple attendees. O'Connell was nominated for Vice-Chair by Kuhl and seconded by Weihert. By acclamation, the body elected Weihert for Chair and O'Connell for Vice-Chair.
 - b. Comprehensive Plan Update Items. DISCUSSION: Maureen Giese outlined suggested Update changes. Noting the importance of reflecting community character, she said Spanish language communications should be incorporated into municipal business. She emphasized City Seal use. She asked for the adopted Update to be amended taking her changes into consideration. Petts said community character is important adding 30% of the school district is Hispanic. She called for diversity and creating leadership roles for those not engaged in municipal government. Kuhl said the list should be kept short. Gaining traction on blight removal was listed. He said welcome packets, community gardens and other items had come off the list over time. Petts asked, is the CDA's role to plan or to market? She raised the idea of a community assessment. Woods said asking people what their needs are, is a necessary step. She recommended using surveys, social media and other low-cost means. Petts and Kuhl expressed interest in an intern working on CDA action items. Petts said that those leading the new business association should be invited for the June meeting, with a brain-storming session top of the agenda. Hansen said Samantha Hensler had asked for a

municipal loan to fund the business association Weiner & Kraut Day activities. Several attendees said they would attend in-person at the next meeting for this meeting topic and the others. No action taken.

- c. Evaluate CDA Progress Measures. See above in addition to these discussion notes.
 - i. Petts called for an assessment process.
 - ii. Woods called for surveys.
 - iii. O'Connell called for web-based welcome packet consisting for map & business directory.
 - iv. Kuhl called for making accessible information on the CDA google drive.
 - v. Kuhl and Petts expressed interest in having a liaison person from the new business association.
 - vi. Petts called for a general invitation to the new business association to attend the next meeting.
 - vii. Petts called for Hansen to present an overview on Tax Incremental Finance for the CDA.

7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Annual Calendar. Noted.
- b. Future Agenda Item: Stating the Pledge of Allegiance at each meeting [Weihert]
- c. Hansen invited all to the municipal facility tour May 27 from 4-6 pm.

- 8. ADJOURNMENT. MOTION: Moved by Petts, seconded by Weihert to adjourned. VOICE VOTE: Motion carried. Approximate time was approximately 7:40 p.m.

Attest:



Mo Hansen
Clerk/Treasurer