



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
Fax: (920) 478-2021
www.waterloowi.us

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE - AGENDA**

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

Date: February 19, 2019
Time: 6:00 p.m.
Location: Municipal Building, 136 North Monroe Street (room to be determined)

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: December 18, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. School District Liaison
 - b. Citizen Engagement/Outreach – Volunteer Development
 - c. Economic Development Plan Implementation Progress
 - d. Fund 600 Monthly Financials
 - e. Grant Tracking
5. UNFINISHED BUSINESS
 - a. Discussion/Action - Identifying A Chamber Of Commerce Liaison
 - b. Discussion/Recommendation - 333 Portland Road Redevelopment Recommendation To Council
 - c. Use Of 2019 Funding For Professional Services
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURNMENT

Mo Hansen
Mo Hansen
Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Reynolds, Lewandowski, Osborn and two vacancies
Community Development Committee: Petts, Thomas & Osborn
School District Superintendent Brian Henning as School District liaison

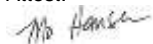
Posted, Mailed and E-mailed: 02/15/2019

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.

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE
MEETING MINUTES: December 18, 2018**

1. ROLL CALL AND CALL TO ORDER. The joint meeting was called to order at 6:00 p.m. in the Municipal Building Council Chambers. CDA members present: Stinnett, Reynolds, Lewandowski and Osborn. Absent: Hermanson with two vacancies. CDC members present: Petts, Osborn and Thomas. Absent: none. Others present: Clerk/Treasurer Hansen arriving late.
2. MEETING MINUTES APPROVAL: November 20, 2018. By consensus the body approved the minutes as presented. VOICE VOTE: Motion carried
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. School District Liaison. Noted.
 - b. Citizen Engagement/Outreach – Volunteer Development. DISCUSSION: Lewandowski provided an activity update.
 - c. Economic Development Plan Implementation Progress. Noted.
 - d. Fund 600 Monthly Financials. Noted.
 - e. Grant Tracking. Noted.
5. UNFINISHED BUSINESS
 - a. Discussion/Action - Identifying A Chamber Of Commerce Liaison. DISCUSSION: Petts asked if identification could be rolled into the overall citizen engagement activities. Lewandowski replied affirmatively. No action taken.
 - b. Discussion/Recommendation - 333 Portland Road Redevelopment Recommendation To Council. DISCUSSION: Hansen said the Griffins were made aware of a defined area surveyed in a preliminary manner by Kunkel Engineering Group and the price per acre resulting from a prior CDA-CDC meeting. Thomas said the ball was in the Griffin's court. Lewandowski wanted to ensure future STH 19 driveway access to the remaining 16+ acres. No action taken.
6. NEW BUSINESS
 - a. Use Of 2019 Funding For Professional Services. DISCUSSION: Petts described a \$25,000 Fund 600 budgeted amount as a 2019 transfer from a tax incremental finance district to the CDA for professional services. Hansen described a concept of hiring a professional to specifically market 333 Portland Road, generating potential site end-users for the CDA to consider and recommend to the City Council. Hansen further described a method of compensating the professional as \$20,000 based on the achievement of defined milestones; and a defined percentage of the resulting new tax increment generated, paid out in the future years when new increment was received from the future end-user. Using Ab E Discovery as an example, with a 7+ year breakeven point, Lewandowski said professional services dollars should generate a net return sooner, suggested grant writing. Thomas said, post- Errin Welty, working with Vierbicher & Associates was unsuccessful. Thomas spoke for using the dollars to hire a professional to address multiple municipal development needs rather than one (with a focus on 333 Portland Rd) – similar to the past Errin Welty activities. Hansen summarized the Welty activities as contracts funded by tax incremental finance districts without an actual project generating the revenue to fund the contract costs. Hansen said the tax incremental financing tool typically has long payback/break-even periods. Petts reviewed the history of County support with Dennis Heling, Genevieve Coady and now Vicki Pratt. Hansen said local business retention visits were not happening. Lewandowski, citing housing development, sought attention to the question: what exciting items would bring people to Waterloo who don't live here. Petts broadened the reach of a services list to those things encompassing community. Hansen said he would produce an RFP in advance of the next meeting. No formal action taken.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS.
 - a. Thomas expressed interest in facilitating development of the bare ground agricultural field south of Lexington Way and north of Firemen's Park. As a follow-on Hansen referenced the concept of converting park space to residential lots. Lewandowski spoke in favor of preserving park space. [NOTE: These were impromptu statements listed for future reference only.]
8. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Lewandowski to adjourn. VOICE VOTE: Motion carried. Time: estimated at 6:45 p.m.

Attest:



Mo Hansen
Clerk/Treasurer

City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 2/16/2019 12:37 PM

FOCUS: Industrial & Commercial

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
IC1	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018		2016 site research; 2017 remediation; 2018 marketing
	Task	Status	Due Date	Assignee	Notes
	Acquire Site	Completed		Clerk/Treasurer	
	EPA Site Rediation	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Funding	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Contractor Bidding	Completed	6/7/2018	Clerk/Treasurer	
	Site Demo	Completed	6/8/2018	Contractor	Council may award demo contract 7/19/18
	Close Out Open DNR/EPA Files	In Progress	5/1/2019	EPA / DNR contractor	
	Ready 17 acre industrial site (333 Portland Rd) for reuse	In Progress	5/1/2019	DPW & Waterloo Utilities	Barry & Chad sizing water & sewer details
	Publish Site Reuse RFP	Completed	10/12/2018	Clerk/Treasurer	
	Get eyes on Reuse RFP	In Progress	4/1/2019	Clerk/Treasurer	
	CDA / Council Pick Developer	Not Started	TBD	CDA / City Council	
	Execute Developer Agreement	Not Started	TBD	Clerk/Treasurer / Attorney	

FOCUS: Downtown Commercial Activity

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO1	Draw customers downtown with creative business signage	Continue matching façade grant program	One location per calendar year		2016-2020
	Task	Status	Due Date	Assignee	Notes
	103 N. Monroe Awarded	Completed	1/15/2018	Clerk/Treasurer	Improvements all interior nothing sign related

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO3	Fill vacant downtown spaces with interim phase art work in windows	work with existing property owners	90% occupancy	4/2017 occupancy @ 85%	2016-2020
	Task	Status	Due Date	Assignee	Notes
	Property owner outreach	Completed	1/1/2018	Sue Moe	

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO4	Recruit a full-service restaurant as anchor draw	develop 3 concepts for building reuse as restaurants	Business recruited	Approved Concept	2017-2020
	Task	Status	Due Date	Assignee	Notes
	Property owner outreach	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
DO5	Define downtown as a family-friendly commercial destination	Establish Street Market	ID leadership; facilitate launch	Municipal seed money forwarded to VirtuMarket	2017-2020
	Task	Status	Due Date	Assignee	Notes
	ID Leadership	Aborted	1/1/2018	Nicole Tuttle	relationship terminated
	Provide relaunch support	In Progress	Park Coordinator Conducting Survey	Parks Coordinator	Request for return of disbursed funds

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

2/16/2019 12:37 PM

FOCUS: Promotion

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO1	Coordinated external advertising	Coordinate local businesses advertising	Measurable retail sales increases linked to ad campaign	Approved Concept	2017-2020
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO2	Marketing databases & outreach to market area	PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities	12 creative digital/social media outreach efforts	Data assembly task outsourced to Gabriel Elder (4/15)	2019-2020
	Task	Status	Due Date	Assignee	Notes
	Concept review	Completed		Working Group	Stressed need for opt-in
	Set-up sign-up box	Completed		Clerk/Treasurer	Used at elections; utility commission and other locations'
	Assemble public data	Completed	4/10/2018	Clerk/Treasurer	Voters, property owners, dog owners, others
	Create outreach communications	Completed	4/30/2018	Clerk/Treasurer	Mill / Cleveland contacts; Street Market; Park Events
	Create outreach communications 2019-2020	In Progress	04/31/2019	Clerk/Treasurer	Need skilled data processing assistance to maximize results

FOCUS: Aesthetics & Infrastructure

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES1	Community wide Spring Clean-up	Promote a coordinated two weekend Spring clean-up period	40 volunteer hrs. for public spaces; less than 5 blight causing properties post event	Approved Concept	First two April weekends
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES2	Improve downtown aesthetics & pedestrian amenities	Adopt a pot planter program on bridges and Veterans Park	Five additional planters in each of the next 4 yrs.	Approved Concept	2017 = 5; 2018=10; 2019 = 15; 2020 20
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES3	Implement planned bike connections from local & regional connectivity plans	Fund parks development plans for paths	One path segment each year	Approved Concept	2016 - Riverwalk Dev; 2018 Trek to downtown
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
AES4	Offer free garden space, surplus produce to food pantry	Re-establish seasonal public community garden space	Make available ten garden plots each March	Approved Concept	2017 - 2020
	Task	Status	Due Date	Assignee	Notes
	No action	Deferred			

City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 2/16/2019 12:37 PM

FOCUS: Communication & Organizational Capacity

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG1	Engage residents with expanded online presence	Expand social media with focus on new residents		2,000 FB likes by August 2018	As of 4/18 FB likes: City=870; WRT+676; Parks 644	2016-2020
	Task	Status	Due Date	Assignee	Notes	
	Weekly use of FB	On Going	On-going	Mo, Gabe, Kelli	DP & Library page also exists; all purposefully not coordinated.	
	Promote use of Waterloo Events Button	On Going	8/1/2018	Kelli, Mo	Asked Chamber (7/10/18) to assist. Task: invite other sites to use/promote community calendar	
	Repair former High School sign and Install Downtown To Promote Events	Hold pending funding		???	Signage purchased from the School District is in storage	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG2	Make available New Resident Welcome Packet	Annually update digital and printed welcome material		100% of new residents reached by August 2018		2016-2020
	Task	Status	Due Date	Assignee	Notes	
	2017 Packets Assembled & Distributed	Completed	12/31/2017	Library Staff	Approximately 50 packets distributed	
	2018 Packets Assembled & Distributed	Completed	12/31/2018	Library Staff	Material from a variety of sources	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG3	Maintain community market data for businesses on City website	Quarterly update of information		3000 page views annually	Page views less than goal	Quarterly
	Task	Status	Due Date	Assignee	Notes	
	Update econ. dev. webpage	Completed	12/31/2017	Clerk-Treas Staff		
	Update econ. dev. webpage	On-going	12/31/2018	Clerk-Treas Staff	LocationOne Link on Municipal Page; need to implement WEDC recommendations	

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG4	Broaden funding sources for economic development capacity	Explore funding options		New support dollars source in 2017, 2018 and 2019		One new funding source each year
	Task	Status	Due Date	Assignee	Notes	
	2017 discussions	Completed	12/31/2017	Clerk-Treasurer	No from Junginger Foundation	
	2019 discussions	On-going	2/19/2019	Clerk-Treasurer	RFP for consulting services	

FOCUS: Housing

ITEM	GOAL	ACTION		GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU1	Incentivize new home construction	Waive all fees for new home construction		Development agreement(s) with residential builder/developers	Approved Concept	2019-2020
	Task	Status	Due Date	Assignee	Notes	
	Consider continuing for 2019	Completed	12/31/2018	City Council		
	2018 outreach efforts	Completed	3/31/2018	Sue Moe	Flyer to real estate agents	

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

2/16/2019 12:37 PM

2019-2020 Outreach	On-going	12/31/2020	Clerk/Treasurer	Need private sector partners
--------------------	----------	------------	-----------------	------------------------------

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU2	Increase investment in improving existing housing stock focused along state highways	Market existing programs directly to property owners in targeted areas along state highways.	10% annual increase in residential projects per permitting application		2016-2020
	Task	Status	Due Date	Assignee	Notes
	No action	Not Started			

FOCUS: Fostering Entrepreneurial Opportunity

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT1	Provide easy access to locally based information for those starting, expanding or relocating a business	Create a "Doing Business in Waterloo" information set with charts describing ease of local development	500 page views per year	Approved Concept	2016-2020
	Task	Status	Due Date	Assignee	Notes
	No action	Not Started			

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ENT2	Encourage business creation with annual opportunity for pop-up store fronts in empty storefront	Spring pop-up store with graduated rental rents	three pop-up stores each Spring until vacancy rates limit storefront options	Approved Concept	Four quarter 2016 program planning; Spring 2017 pop-up launch
	Task	Status	Due Date	Assignee	Notes
	No action	Not Started			

FOCUS: 203 East Madison Street Redevelopment

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
2016A	Construct 2015 CDA-CDC concept plan for 203 East Madison Street	Construct concept plan in phases	Riparian area completed by May 1, 2016	Riparian area completed 2017	
	Task	Status	Due Date	Assignee	Notes
	Contractor riparian area improvements	Completed	1/1/2017	Clerk-Treasurer	need to close out DNR grant for this phase
	Install Permanent wooden fence for safety purposes	Waiting For Spring Thaw	3/15/2019	Public Works Dept.	CDA-CDC votes at Nov 2018 meeting to proceed
	Seek funding for remaining build-out per approved concept plan	Not Started	1/1/2019	Clerk-Treasurer	Ayala's Market seeking project completion; Wisconsin DNR is lead funding target

FOCUS: Foreign Trade Zone #41 Feasibility Study

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
2016B	Conduct feasibility study IDing how Waterloo benefits	UW-Whitewater grad student conducting study.	Review study to determine "Go, No Go" status	Draft available April 2018	
	Task	Status	Due Date	Assignee	Notes
	Conduct feasibility study for how Waterloo can benefit from Foreign Trade Zone 41	Aborted	11/1/2017	Clerk-Treasurer	Project ended. Report only minimally helpful in advancing concept

CITY OF WATERLOO

BALANCE SHEET
JANUARY 31, 2019

600-COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	12,503.39	
	TOTAL ASSETS		<u>12,503.39</u>

LIABILITIES AND EQUITY

FUND EQUITY

600-34300	FUND BALANCE	12,681.05	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	(177.66)	
	TOTAL FUND EQUITY		<u>12,503.39</u>
	TOTAL LIABILITIES AND EQUITY		<u>12,503.39</u>

CITY OF WATERLOO

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 1 MONTHS ENDING JANUARY 31, 2019

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	.00	.00	1,500.00	1,500.00 .0
600-51-5162-222	MAUNESHA BUSINESS HEAT	177.66	177.66	900.00	722.34 19.7
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	.00	.00	500.00	500.00 .0
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	200.00	200.00	750.00	550.00 26.7
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	.00	.00	750.00	750.00 .0
	TOTAL MAUNESHA BUSINESS CENTER	377.66	377.66	4,400.00	4,022.34 8.6
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	.00	.00	22,800.00	22,800.00 .0
	TOTAL PLANNING AND CONSERVATION	.00	.00	22,800.00	22,800.00 .0
	TOTAL FUND EXPENDITURES	377.66	377.66	27,200.00	26,822.34 1.4
	NET REVENUE OVER(UNDER) EXPENDITURES	(177.66)	(177.66)	.00	

City of Waterloo Grant Tracking

2/16/2019 1:14 PM

by Clerk/Treas.

Oversight	Grant Name	Award (Y/N)	Funding What Project(s)	Application Submitted?	Award Date	Award Amt	Est. Close Out	Local Match?	Next Admin Action	Project Status
???	Public Service Comm. Energy Innovation Grant	Y	Electric lights and fixtures upgrades in City Hall, Fire Dept., Public Works bldg., Firemen's Park and Library	completed	9/27/2018	\$50,000 + \$10,000 in Focus on Energy incentives	12/13/2019	26,033	City Council accepts grant award; sign contact with electrical installer	Waiting on Public Service Commission grant contract
???	WEDC Site Assessment Grant	Y	333 Portland Rd site assessment phase 2	Submitted 5/1	TBD	The ask amount is \$113,333	12/31/2018	50% local; may need special resolution to document this	Confirm answers to underwriter are aproved	Jason Scott is saying award has been made even though underwriter has questions
Council	Idle Site Industrial Grant	Y	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	4/3/2014	\$584,000	12/31/2019	Private investment	URGENT Identify developer for Phase 2 work @ 333 W. Madison Street	Grant contract extended by WEDC; motivating developer to begin construction
Public Works & Property Comm	DNR Recycling	Y	General Fund contracted recycling expense & some compost site activities	10/01/2017	TBD	\$11,737	annual	no match	Submit future year grant app by May 1	Funded; recurring annual application and award
Public Works & Property Comm	County Bridge/Culvert Aid	Y	Mill/Cleveland Reconstruct	5/1/2018	2020	smaller than needed for 2018 budget	2020	none	Figure out budget gap for project and set up next year receivable	Formally request aid after project done in 2020 using actual costs
Public Works & Property Comm	DNR Private Lead Service Line Program	Y	Private lead water system 2016-2019	June 2016	10/19/2016	\$300,000 -no daycares means foregoing 30k	12/31/2019	no match	Prompt action from Mill Street / Cleveland Street non-compliers.	Program active; coordinating with Waterloo Utilities to ensure public water lines updated along with private side
Waterloo Utilities	WPPI Annual Community Development Grant \$1000	N	TBD		2018 determined by Waterloo Utilities	\$1,000	annual	no match	forward project award ideas to Barry Sorenson for Utility consideration	2017 awarded to Chamber of Commerce
???	USDA loan & grant, multi-year storm water improvements		Potential funding for storm water improvements for 333 Portland Rd; Edison St; Adams St	TBD	TBD	TBD	TBD	Yes. Likely 80% loan 20% muni grant	Phone call with Tammy at Kunkel Engineering Group	Consulting with Tammy at Kunkel Engineerign Group on advisability of submitting.

AGENDA ITEM 5C

Use of 2019 Funding For Professional Services

RFP for review not available at this time. Being prepared for distribution in advance of 2/19/2019 meeting.