



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

## A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - 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: January 16, 2024  
Time: 6:00 p.m.  
Location: Municipal Building, 136 North Monroe Street

- 1) CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL
- 2) MEETING MINUTES APPROVAL: December 05, 2023
- 3) REPORTS AND PRESENTATIONS
  - a.) BID District Presentation
- 4) UPDATES & REPORTS
  - a) Mad Rep Update
  - b) Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600
  - c) Business Association Liaison Report,
  - d) School District Liaison
- 5) OLD BUSINESS
- 6) NEW BUSINESS
  - a) Façade Grant for 134 E Madison and 135 W Madison St.
- 7) CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS (3-minute time limit)
  - a) Annual Calendar
- 8) ADJOURNMENT

Jeanne Ritter, Clerk/Deputy Treasurer

**Community Development Authority:** Soter, C. Kuhl, A. Kuhl, Hudson, O'Connell, Zimmermann, Haseleu, and School District Superintendent Brian Henning as non-voting School District liaison  
Posted, Mailed and E-mailed: 01/10/2024.

Please note it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noted. 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 COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: December 5, 2023**

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

1. PLEDGE OF ALLEGIANCE, ROLL CALL AND CALL TO ORDER. CDA Chair O'Connell called the meeting to order at 6:00 p.m. Members present: A. Kuhl, C. Kuhl, O'Connell, Hudson, Soter, Zimmerman and Haseleu. Remote: none Absent: non-voting member from School District. Others in Attendance or remote: Mayor Quimby, Jason Fields E Butzine, Fredrick Flores, Craig Kettleson and Clerk Ritter.
2. MEETING MINUTES APPROVAL: November 14, 2023 [O'Connell/A.Kuhl] VOICE VOTE: Motion carried.
3. UPDATES & REPORTS.
  - a. Non-Metro Connections
  - b. Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600.
  - c. Blight Blue & White list
  - d. Business Association Liaison Report.
  - e. School District Liaison.
4. OLD BUSINESS
5. NEW BUSINESS
  - a. Power point from MadRep - informational
  - b. Rescinding Non-Metro Motion to dissolve as of December 31, 2023 [A.Kuhl/O'Connell] VOICE VOTE: Motion carried.
  - c. Reviewing Mad Rep Contract Motion to approve 1/1/24 [A.Kuhl/O'Connell] VOICE VOTE: Motion carried.
  - d. BID District Discussion – Butzine to work on presentation for next month.
6. CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Annual Calendar
7. ADJOURNMENT. MOTION: [J.Zimmerman/A.Kuhl] VOICE VOTE: Motion carried. Time: 7:20 pm.

Attest:

Jeanne Ritter  
Clerk/Deputy Treasurer

# CITY OF WATERLOO

BALANCE SHEET  
DECEMBER 31, 2023

## 600-COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	40,863.03	
600-15800	DUE FROM AGENCY FUND TAXES	587.80	
	TOTAL ASSETS		<u>41,450.83</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

600-26100	DEFERRED REVENUE	( 1,532.20)	
	TOTAL LIABILITIES		( 1,532.20)

#### FUND EQUITY

600-34300	FUND BALANCE	17,235.57	
600-34310	PROFESSIONAL SVCS CARRYOVER	25,000.00	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	747.46	
	TOTAL FUND EQUITY		<u>42,983.03</u>
	TOTAL LIABILITIES AND EQUITY		<u>41,450.83</u>

# CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2023

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	OVER(UNDER)	% OF
	<u>TAXES</u>					
600-41-4111-000	LOCAL TAX-GENERAL FUND	.00	1,532.20	2,120.00	( 587.80)	72.3
	TOTAL TAXES	.00	1,532.20	2,120.00	( 587.80)	72.3
	<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000	MBC BUILDING RENTAL	600.00	4,240.00	2,400.00	1,840.00	176.7
	TOTAL PUBLIC CHARGES FOR SERVICE	600.00	4,240.00	2,400.00	1,840.00	176.7
	TOTAL FUND REVENUE	600.00	5,772.20	4,520.00	1,252.20	127.7

# CITY OF WATERLOO

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2023

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>SPECIAL ACCTG COSTS</u>						
600-51-5151-399	SPECIAL ACCTNG COSTS - MISC	.00	52.00	300.00	248.00	17.3
	TOTAL SPECIAL ACCTG COSTS	.00	52.00	300.00	248.00	17.3
<u>MAUNESHA BUSINESS CENTER</u>						
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	31.08	530.36	1,000.00	469.64	53.0
600-51-5162-222	MAUNESHA BUSINESS HEAT	55.14	803.38	1,060.00	256.62	75.8
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	62.92	668.27	1,250.00	581.73	53.5
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	55.00	645.00	660.00	15.00	97.7
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	.00	463.23	250.00	( 213.23)	185.3
	TOTAL MAUNESHA BUSINESS CENTER	204.14	3,110.24	4,220.00	1,109.76	73.7
<u>ENGINEERING AND ADMINISTRATION</u>						
600-53-5310-215	ENG & ADMIN PROF FEES	542.50	1,862.50	.00	( 1,862.50)	.0
	TOTAL ENGINEERING AND ADMINISTRATION	542.50	1,862.50	.00	( 1,862.50)	.0
	TOTAL FUND EXPENDITURES	746.64	5,024.74	4,520.00	( 504.74)	111.2
	NET REVENUE OVER(UNDER) EXPENDITURES	( 146.64)	747.46	.00		

DEC 29 2023  
CITY OF WATERLOO

## **DOWNTOWN FACADE & COMMERCIAL INTERIOR BUILD-OUT GRANT PROGRAMS**

Revised/Updated March 8, 2017

### **SUMMARY**

This is a matching grant program for eligible property improvement projects. Matching grants are available to fund 50% of eligible project costs up to \$5,000 per project. The minimum total project size to be considered for a matching grant is \$1,000 (for a matching award of up to \$500).

## Downtown Facade & Commercial Interior Build-Out Grant Programs

**Who Is Eligible?** Property owners and current or prospective tenants located within Tax Increment District #2. Awards may be made no more frequently than every 36 months to an applicant, with a lifetime grant cap of \$15,000 from the program's inception for each applicant.

**The Opportunity.** This program offers a matching grant for eligible property improvement projects. Matching grants are available to fund 50% of eligible project costs up to \$5,000 per application. The minimum total project size to be considered for a matching grant is \$1,000 (for up to \$500 match). Total annual municipal award expenditures shall not exceed \$25,000.

**How to Apply.** Complete and return the application form to the Clerk/Treasurer's office during regular business hours. Applicants are encouraged to discuss the project with City staff prior to submission.

**The Program's Future is Not Guaranteed.** The annual municipal budgeting process will determine the lifespan of these programs. Future rounds of funding will be available on an annual basis as funds become available.

**Eligible Project Area.** Parcels located inside the TIF #2 boundaries illustrated on the map.



## General Program Guidelines:

- Property owner or tenant must apply for funds to be used within the Tax Increment District # 2.
- Applicant must be located in a building which contributes to Waterloo's property tax base.
- Projects that have already begun construction or which were completed in the past are not eligible to apply for funds.
- Applicant must be current on all mortgage, tax and utility payments, and tenant applicants must be current in lease payments to the property owner. Prospective businesses interested in opening in Waterloo are eligible to apply with approval from landlord and with a signed lease agreement in place (lease may be contingent upon project funding).
- Property owners may apply for both façade and tenant improvement program funds under separate applications and a tenant may apply for improvement funds even if the landlord has also applied for façade improvements. Each project will be judged on its own merits and no preference or penalty will be given for multiple projects.
- Eligible project costs include both hard costs (construction) as well as soft costs (design and engineering). However, the majority of total project cost should be hard costs.
- Preference will be given to projects which will leverage the most private investment for each dollar of public funds and provide the greatest public benefit.
- Work must be completed according to the approved plan within 120 days of approval of the grant unless a specific exemption is granted. Any changes to the work plan must be approved by the City in advance. Failure to do so may result forfeiture of grant money.
- Once the project is complete, applicant will notify the City, which will review final work to ensure that the results are comparable to the initial proposal. The building inspector will also review the property for code violations associated with the project area (i.e. in first floor space for a tenant improvement grant, or on the exterior of the building for a façade grant). Any identified violations must be corrected prior to project approval. Only after a project is inspected and approved will grant funds will be released to the applicant.

## Facade Improvement - Program Guidelines:

- Planned improvement must be compatible with historic zoning overlay district standards where applicable. Improvements should make an effort to preserve or restore the historic character of the building.
- Eligible projects include:
  - Window and door repairs/replacement
  - Brick tuck pointing or masonry repair
  - Storefront rehabilitation
  - Signage, shutters or awnings
  - Painting or siding, brick cleaning
  - Correction of exterior code violations
  - Exterior repairs (on façade only)
  - Energy efficiency upgrades
- Non-eligible costs include non-façade related improvements such as roof repair, rear or side wall improvements (unless a corner property), landscaping, paving or other property related improvements not associated with the façade of the building.



## **Commercial Interior Build-Out - Program Guidelines:**

- Eligible improvements include the following activities, as applies to the commercial storefront portion of the property.
  - Hazardous materials abatement, such as asbestos removal
  - Demolition and shell reconstruction
  - Plumbing, mechanical, electrical, cabling and HVAC improvements
  - New restaurant equipment (i.e. hoods, vents, etc.)
  - Americans with Disabilities Act (ADA) Compliance
  - Storefront Improvements
  - Historic restoration of interior features
- Non-eligible costs include non-permanent fixtures such as security systems, merchandise or display items, furniture or interior décor items. Costs associated with improvements to upper floors or basements are not eligible.

### **How to apply:**

- Applicant must submit a complete application packet by the deadline. A complete application includes the following:
  - Application form,
  - Planned project renderings (including colors and materials),
  - Photos of the existing façade/space which demonstrate the need for improvements,
  - Project cost estimate by a qualified, licensed contractor,
  - Applications for tenant improvement upgrades must also include signed lease agreement, and if application is submitted by tenant, a written letter of permission from the property owner approving the project.
- Complete applications will be considered and evaluated according to a set of weighted criteria. Based on available funding, grants will be awarded to qualified projects based on anticipated project impact.
- Applicants will be notified of grant awards in writing. The City reserves the right to offer a lesser dollar amount than requested if the amount of eligible projects exceeds allocated funding. Grant offers may also be made contingent on adjustments to proposed plan of work to better meet City goals and objectives. Applicants must accept or reject the grant funds in writing within 30 days of award.
- Projects must obtain all required building permits and follow all City, State and Federal regulations in regard to construction activities.
- Applicant must submit receipts upon completion of work, and work must be reviewed to ensure project reflects application materials. Following project approval, building inspection (if required) and submission of all applicable receipts, grant funds will be released to applicant.
- Participant shall display a sign (provided by the City) indicating participation in the program, either on the exterior or in the front window of the property during improvements and for a 30-day period following project completion.

# APPLICATION

## Downtown Facade & Commercial Interior Build-Out Grant Programs

Prior to submitting this application, please review the complete program guidelines regarding eligible projects and grant amounts. Contact the City of Waterloo at 920-478-3025 with questions or for additional clarification prior to submitting a project application. Incomplete applications will not be considered for funding. Completed applications should be submitted to City of Waterloo, 136 N Monroe St, Waterloo, WI 53595

Date: September 20, 2023

Applicant Name: Quality Control Solutions, LLC

Applicant is: (circle one): Property Owner      Business Tenant

Applicant mailing address: P.O.Box 8640 Madison, WI 53708

Daytime Phone: 608-575-9095

Email Address: roofguy835@gmail.com

Address of property for proposed improvement: 134 E. Madison St. Waterloo, WI

Property owner (if different than applicant): \_\_\_\_\_

Anticipated total project cost: \$8700.00

Grant request amount: \$4350.00

Describe project: (attach an additional sheet if necessary) Front facade repair and period specific historic color paint.

Start date: 9-8-23

Thank you for submitting your project for consideration. Don't forget to attach the following to this application before submitting:

- Photos of existing building/space to be improved. \_\_\_\_\_
- Project renderings, including materials and colors to be used \_\_\_\_\_
- Project estimates provided by qualified, licensed contractor \_\_\_\_\_
- Lease document (for tenant improvement projects)
- Project approval from landlord (if applicant is a business)



Russ's Painting  
P.O. Box 243  
Lake Mills, WI 53551  
920-723-2402

Invoice

To: QCS, LLC-Rental  
P.O. Box 8640  
Madison, WI 53708

September 19, 2023

Job Address: 134 E. Madison Street Waterloo, WI

Scope of work completed:

Prepare, caulk and paint the front exterior of the building. All paint from the Sherwin Williams Historic Victorian archive.

Apply three coats in various colors, caulking voids between coats. Includes all materials, labor and equipment charge.

Amount Due: \$8700.00

Thank you, Russ C.

Pd. Ch. # 2590 9/19/23

THE FACE OF THIS DOCUMENT HAS A COLORED BACKGROUND ON WHITE PAPER AND ORIGINAL DOCUMENT SECURITY SCREEN ON BACK WITH PAD LOCK SECURITY TAG ON

Quality Control Solutions, LLC  
Rental Account  
P.O. Box 8640  
Madison, WI 53708

79-804/0759

2590

PAY TO THE ORDER OF Russ's Painting DATE 9/19/23

8700 DOLLARS \$ 8700 DOLLARS

Nekoosa Port Edwards State Bank

MEMO 134 E. Madison St.

MADE WHEN HEAT APPLIED

AUTHORIZED SIGNATURE [Signature]

MP

Security features included. Details on back.

⑈002590⑈ ⑆075908043⑆ 10⑈ 172⑈ 908⑈

135

RECEIVED  
DEC 29 2023  
CITY OF WATERLOO



**DOWNTOWN FACADE & COMMERCIAL INTERIOR BUILD-OUT  
GRANT PROGRAMS**

Revised/Updated March 8, 2017

SUMMARY

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- Applicant must submit receipts upon completion of work, and work must be reviewed to ensure project reflects application materials. Following project approval, building inspection (if required) and submission of all applicable receipts, grant funds will be released to applicant.
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# APPLICATION

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Applicant is: (circle one): Property Owner      Business Tenant

Applicant mailing address: P.O.Box 8640 Madison, WI 53708

Daytime Phone: 608-575-9095

Email Address: roofguy835@gmail.com

Address of property for proposed improvement: 135 W.Madison Street Waterloo, WI

Property owner (if different than applicant): \_\_\_\_\_

Anticipated total project cost: \$5250.00

Grant request amount: \$2625.00

Describe project: (attach an additional sheet if necessary) Front facade repair and paint.  
Metal face repair and paint.

Start date: 9-8-23

Thank you for submitting your project for consideration. Don't forget to attach the following to this application before submitting:

- Photos of existing building/space to be improved. \_\_\_\_\_
- Project renderings, including materials and colors to be used \_\_\_\_\_
- Project estimates provided by qualified, licensed contractor \_\_\_\_\_
- Lease document (for tenant improvement projects)
- Project approval from landlord (if applicant is a business)



Russ's Painting  
P.O. Box 243  
Lake Mills, WI 53551  
920-723-2402

Invoice

To: QCS, LLC-Rental  
P.O. Box 8640  
Madison, WI 53708

September 19, 2023

Job Address: 135 W. Madison Street Waterloo, WI

Scope of work completed:

Prepare, caulk and paint the front exterior of the building. All paint from the Sherwin Williams Historic Victorian archive.


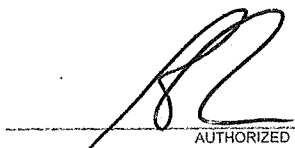
Apply three coats in various colors, caulking voids between coats. Includes all materials, labor and equipment charge.

Amount Due: \$5250.00

Thank you, Russ C.

Pd. Ch. # 2590 9/19/23

THE FACE OF THIS DOCUMENT HAS A COLORED BACKGROUND ON WHITE PAPER AND ORIGINAL DOCUMENT SECURITY SCREEN ON BACK WITH PADLOCK SECURITY ICON.

<b>Quality Control Solutions, LLC</b> Rental Account P.O. Box 8640 Madison, WI 53708	79-804/0759	2591
<b>PAY TO THE ORDER OF</b> <u>Russ's Painting</u>	<b>DATE</b> <u>9/19/23</u>	<b>\$</b> <u>5250<sup>-</sup></u>
<b>5250</b>		<b>DOLLARS</b>
Nekoosa Port Edwards State Bank		
<b>MEMO</b> <u>135 W. Madison</u>		 <b>AUTHORIZED SIGNATURE</b>
⑈002591⑈ ⑆075908043⑆ 10⑈172⑈908⑈		

Security features included. Details on back.

# Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3<sup>rd</sup> Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress;(2) Grant Application Tracking

<p>JANUARY</p> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li><li>- finalize prior year Annual Report</li></ul>
<p>FEBRUARY</p> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- align/modify CDA Progress Measures as needed</li><li>- submit Annual Report to City Council</li></ul>
<p>MARCH</p> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- Push to closeout incomplete prior year items</li></ul>
<p>APRIL</p> <ul style="list-style-type: none"><li>- Mayoral appointments</li><li>- Push to closeout incomplete prior year items</li></ul>
<p>MAY</p> <ul style="list-style-type: none"><li>- CDA election of Chair and Vice Chair</li><li>- evaluate CDA Progress Measures</li></ul>
<p>JUNE</p> <ul style="list-style-type: none"><li>- start future year budget submittal</li><li>- review of tax increment finance district progress</li></ul>
<p>JULY</p> <ul style="list-style-type: none"><li>- review of tax increment finance district progress</li><li>- future year budget planning</li><li>- align CDA Progress Measures with budget planning</li><li>- reaffirm or jettison all active programs and projects</li></ul>
<p>AUGUST</p> <ul style="list-style-type: none"><li>- future year budget submittal to Finance, Insurance &amp; Personnel Committee, including tax incremental finance funds</li></ul>
<p>SEPTEMBER</p> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li></ul>
<p>OCTOBER</p> <ul style="list-style-type: none"><li>- strength, weaknesses opportunities &amp; threats (SWOT) exercise</li></ul>
<p>NOVEMBER</p> <ul style="list-style-type: none"><li>- community outreach</li></ul>
<p>DECEMBER</p> <ul style="list-style-type: none"><li>- community outreach</li><li>- review staff draft, Annual Report to City Council</li><li>- update calendar</li></ul>