

**Community Development Authority of the City of Whitewater, Wisconsin
Meeting Minutes - Board of Directors
April 25, 2019**

1. Call to order and roll call.

The meeting was called to order by Larry Kachel (Chair) at 5:30 p.m. at the Innovation Center, Room 105, located at 1221 Innovation Drive, Whitewater, WI 53190.

Present: Kachel, Parker, Stanek, Meyer, Allen, Henry

Absent: Singer

Staff Present: Dave Carlson (CDA Executive Director); Bonnie Miller (CDA Executive Assistant)

2. HEARING OF CITIZEN COMMENTS. *No formal CDA action will be taken during this meeting, although issues raised may become a part of a future agenda. Items on the agenda may not be discussed at this time.*

None.

3. Approval of Agenda.

Motion to approve Amended Agenda (with addition of closed session item).

Allen (1); Parker (2)

Aye: All by voice vote (6)

Nay: None.

4. Approval of Minutes.

Motion to approve March 28, 2019 Minutes (as corrected at Item 10).

Allen (1); Henry (2)

Aye: All by voice vote (6)

Nay: None

5. Acceptance of Financial Statements (March, 2019).

Carlson provided a brief review of Financial Statements.

Motion to approve March 2019 financial statements.

Allen (1); Henry (2)

Aye: All by voice vote (6)

Nay: None

Old Business:

6. Update regarding status of grocery store recruitment.

Carlson reported that active discussions are continuing on three separate and distinct proposals, which would include a grocery store. Representatives of the City recently met with Bear Development to discuss a proposal to construct a multi-use facility to include library space and potential retail/grocery store.

New Business:

7. Go WW Now (Jeff Knight).

Jeff Knight and Alex Salas (Knight Public Affairs) presented a review of the status of the Go WW Now Facebook page after their first year of operations and their goals for moving forward to build on their base and improve marketing outreach to the ten counties immediately surrounding Whitewater through other social media outlets such as Instagram, including a request for second-year funding assistance from the CDA. Carlson stated that he has begun to see some positive results over the first year and is in full support of continuing support from the CDA through a grant.

Motion to approve \$2,916.00 of UDAG funds for Go WW Now.

Allen (1); Henry (2)

Aye: Kachel, Henry, Allen (3)

Nay: Meyer, Stanek, Parker (3)

Motion failed.

8. Brad Marquardt, Director of Public Works, presented maps representing official DOT maps with recommended rerouting of truck traffic during the 2019 portion of the Milwaukee Street reconstruction project, including outreach to the business community to keep them updated on progress and any rerouting issues. Marquardt fielded questions from the Board regarding problems caused by the rerouting of truck traffic through residential areas/streets in the community.

9. Carlson facilitated discussion with regard to extension of existing Listing Contracts for the commercial lots located in the Business Park and Technology Park.

Motion to approve extension of the existing Listing Contracts with regard to sale of City-owned commercial lots in the Business Park and Technology Park on the same terms and conditions for another three (3) month period.

Parker (1); Stanek (2)

Aye: Henry, Stanek, Kachel, Parker, Meyer, Allen (6)

Nay: None.

10. **CDA Director Update on Development Activities.**

At the last meeting of the Jefferson County Economic Development Consortium (JCEDC), Dave Carlson was elected to serve as Vice Chairman.

In cooperation with Downtown Whitewater, Dave Carlson (representing the CDA) and Kristin Mickelson (representing Downtown Whitewater) will be participating in monthly programming on *Talk Wisconsin* on TVW-Madison television, including a 6-minute monthly appearance and 30-second advertisements.

Carlson continues to work with developers showing interest in a grocery store project in Whitewater.

11. **Motion to adjourn to closed session per Wisconsin State Statutes 19.85(1)(e) “Deliberating or negotiating the purchase of public property, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.”**

A. Consider request for assistance from Blue Line Battery.

Motion to adjourn to closed session.

Kachel (1); Allen (2)

Aye: Allen, Henry, Stanek, Kachel, Parker, Meyer (6)
Nay: None

12. Motion to reconvene into open session to take action on closed session items as needed.

Allen (1); Parker (2)

Aye: Allen, Parker, Stanek, Kachel, Henry, Meyer.

Nay: None

Motion to authorize Carlson and the CDA Chair to execute and deliver a Secured Promissory Note in the sum of \$36,000 as a Capital Catalyst loan to Blue Line Battery for a term of four (4) years at a rate of interest of four percent (4.0%) per annum.

Allen (1), Henry (2).

Aye: Henry, Kachel, Parker, Stanek, Meyer, Allen (6)

Nay: None.

13. Future Agenda Referrals:

- Go WW Now request for funding.

Motion to adjourn at 7:50 p.m.

Henry (1); Kachel (2)

Aye: All by voice vote (6)

Nay: None

Minutes approved at Board Meeting on May 23, 2019

Respectfully submitted,

Bonnie L. Miller, Recorder