



Whitewater CDA

MINUTES - Draft

Monday, January 25, 2010
4:30 PM – CDA Board of Directors
2nd Floor – Lakefront Conference Room
Whitewater Municipal Building
312 W. Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

Tom Miller called the meeting to order at 4:33PM

Present: Jim Allen, Jeff Knight, Alan Marshall, Tom Miller, Jim Stewart, Marilyn Kienbaum

Absent: Stanek

Others: Doug Saubert, Mary Nimm, Kevin Brunner

2. Approval of the Agenda

Jim Allen motioned to approve the agenda. Marshall seconded.

Ayes: Allen, Knight, Marshall, Miller, Stewart, Kienbaum

Nays: None

Absent: Stanek

The motion to approve the agenda passed on a voice vote.

3. 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.*

No Citizen Comments

4. Approval of the December 15, 2009 Minutes

Jim Allen motioned to approve the December 15, 2009 Minutes. Marshall seconded.

Ayes: Allen, Knight, Marshall, Miller, Stewart, Kienbaum

Nays: None

Absent: Stanek

The motion to approve the December 15 minutes passed on a voice vote.

5. Receipt and Filing of the November and December 2009 Financials

Saubert noted nothing new in the financials and loan payments are current. Saubert also highlighted that something has to be done by year end, December, 2010 for funding the CDA operations in future years. Brunner noted we will have to look into the TID districts for options for continued financing.

Jim Allen motioned to approve the November and December 2009 Financial Reports. Marshall seconded.

Ayes: Allen, Knight, Marshall, Miller, Stanek, Stewart, Kienbaum

Nays: None

Absent: None

The motion to approve the December 15 minutes passed on a voice vote.

6. Discussion and Possible Action on 2010 Goals and Objectives

1. Conduct two (2) First-Time Homebuyers education programs.
2. Execute agreement with Keller for spec building construction-Approved in October 2009.
3. Complete design/bid process for Technology Park development: (1) Starin Road extension; (2) Park infrastructure improvements; and (3) Innovation Center by June 10th.
4. Begin construction of all Technology Park projects by June 11th (completion dates will vary based on schedule).
5. With Tech Park Board, implement marketing plan for Innovation Center and Park by July 1st.
6. Perform as lead agency and comply with all EDA grant requirements as contained in Grant Agreement.
7. Complete Dark Fiber extension to Technology Park and other municipal/school buildings as needed by year end.
8. Facilitate retail recruitment efforts with community business stakeholder groups.

9. Facilitate development of a Whitewater Shop Local Campaign with community business stakeholder groups.
10. Conduct 8-10 business retention visits (two-year cycle for program).
11. Investigate/apply for outside funding to acquire/rehab foreclosed homes for single-family use (on-going).
12. Facilitate with Chamber of Commerce quarterly meetings of Whitewater community groups to foster enhanced communication and cooperation.
13. Continue to promote all three (3) CDA loan programs.
14. Develop long-term funding plan/agreement for CDA continuance by May 1st.
15. Complete site assessment process/pursue redevelopment of Five Points and Eastgate areas.

Marshall questioned #10 – does this include the large businesses in Whitewater or only business park businesses?

Kienbaum questioned #1 – should we do this if no one signed up for the last two that were offered?

Stewart – not much on TID....

Brunner – TID 6 involved in #14, could include an item #16 ***“pursue distressed TID designation for TID 4 and conduct appropriate follow-up actions”***.

Knight – housing prices disparity – can we work with the University to look at what causes the disparity – what is driving the higher price for homes in Whitewater and is there something we can do to help change this perhaps help change the market? Can we add an item #17 ***“Housing market analysis to determine disparity in home prices”***.

7. Approval of Lease with CESA 2 as Tenant in the Whitewater Innovation Center

Brunner – lease has been signed by CESA and was largely negotiated by Bud Gayhart, Bruner and McDonnell were also involved. 9,000 sq ft, looking for additional 1,100 sq feet, this would be an amendment to this lease as an addendum. Rents will escalate through the 10 year lease. Common areas will be available for use by CESA. The lease is written so that CESA may use the common area spaces up to 4x/month. CESA will have to pay additional fees if use is over the approved 4x a month. CESA will bring approx 30 employees, they offer training for over 70 school districts in the region and serve up to 100 people a day for training. The Tech Park Board unanimously recommends this to the CDA.

Knight – would like the economic profiler/multiplier on this lease to demonstrate the economic benefit for the community.

Caldwell – is there and what is the PILOT?

Brunner – answered the PILOT is estimated to be \$92,500 yearly – the CESA lease is expected to cover the PILOT. There is still risk in rest of the building and we must work to pre-lease the additional spaces.

Caldwell – will there be a total financial presentation to the CDA on expenses and incomes to find needs for required lease rates on the remaining spaces?

Brunner – can bring sources and uses statement at next CDA agenda.

Al Marshall motioned to approve the lease with CESA subject to EDA approval. Jim Allen seconded.

Ayes: Allen, Knight, Marshall, Miller, Stanek, Stewart, Kienbaum

Nays: None

The motion to approve the Lease passed unanimously on a roll-call vote.

8. Approval of Financial Accounting Agreement with Whitewater University Technology Board for Whitewater University Tech Park and Whitewater Innovation Center

Brunner – The Tech Park Board talked about the flow of money as it relates to the Innovation Center and the Technology Park. The Innovation Center will be owned by the CDA and the finances should also run through the CDA. The Tech Park Board has been incorporated and will be going through 501c3 but revenues and expenses will have to flow through the CDA. Since the project beginning one year ago, no agreements have been executed to date. Agreements need to be executed so everyone is on the same page. This agreement set’s forward the understanding of the relationship of the Tech Park Board and the CDA. TPB & CDA should define roles by virtue of state Statues.

Memorandum of Understanding

This memorandum of understanding made this 1st day of February, 2010 by and between the Whitewater University Technology Park Board of Directors, hereinafter called Tech Park Board, and the Whitewater Community Development Authority, hereinafter called CDA.

Witnesseth:

The Tech Park Board and the CDA have enjoyed a positive working relationship during the past year as the two organizations have jointly developed the Whitewater University Technology Park and Whitewater Innovation Center. The Tech Park Board has been established by the City of Whitewater and the University of Wisconsin-Whitewater to develop the Whitewater University Technology Park through a close alignment of the University's research and educational competencies and the resources of the City. The CDA has been established pursuant to Wisconsin State Statutes 66.1335 by the City for the purpose of carrying out blight elimination, urban renewal programs and projects and housing projects. In addition, the CDA has been charged by the City to act as the agent of the City in planning and carrying out community development programs and activities approved by the City Council under the federal housing and community development act of 1974 as well as to act as agent of the City to carry out the tax increment financing (TIF) planning and programming activities of the City with final approval of TIF budgets and plans by the City Council.

The Tech Park Board and CDA hereby agree to the following:

1. The Tech Park Board and CDA will continue to work collaboratively on the development and construction of the Whitewater Innovation Center as well as public infrastructure improvements needed for the further development of the Whitewater University Technology Park.
2. The CDA will serve as lead agency on the U.S. Economic Development Administration grant that has been awarded to the City for partial financing of the Whitewater University Technology Park infrastructure improvements and construction of the Whitewater Innovation Center. The Tech Park Board and City are co-partners with the CDA on these projects. The CDA will be the owner of the Whitewater innovation Center.
3. The CDA will serve as the fiscal agent for all finances related to the Whitewater University Technology Park and Whitewater Innovation Center project. The Tech Park Board will serve as the lead agency in the planning, organization and marketing for the Whitewater University Technology Park and Whitewater Innovation Center.
4. It is the intent of both the CDA and Tech Park Board that the Tech Park Board will be responsible for the management of the Whitewater Innovation Center, however, the terms and conditions of those responsibilities will be subject to a future agreement between the CDA and Tech Park Board.

Agreed to this 1st day of February, 2010.

Whitewater University Technology Park
Board of Directors

Whitewater Community
Development Authority

Dr. Richard Telfer, President

Thomas Miller, Chair

Kevin M. Brunner, Secretary

Alan Marshall, Vice Chair

Brunner – this is an initial agreement and there will be a need for much more detailed agreements. We need to do strategic planning on who's doing what, and how and what are the reporting agreements.

Stanek – the MOU perhaps need some wordsmithing. #4 – “take care of everything later”. Need clean delineation as to roles of each organization.

Stewart – the board had discussed having a staff person and had a date for the start however financing of that person has not yet been decided upon.

Brunner – this agreement sets the tone that the CDA is the lead agency.

Al Stanek motioned to approve the lease with CESA subject to EDA approval. Jeff Knight seconded.

Ayes: Allen, Knight, Marshall, Miller, Stanek, Stewart, Kienbaum

Nays: None

The motion to approve the Lease passed unanimously on a roll-call vote.

9. Discussion and Possible Action on TID Benefit PowerPoint

Nimm – stated there was a request by the board to have a PowerPoint illustrating the benefit of the TID(s) to the community. She noted that she and Brunner put together the slide show and that Brunner gave the presentation at a chamber luncheon and had a positive response from those in attendance.

Knight – add value to school district and community to slides?

10. Discussion and Possible Action on Contract with Equity Commercial Real Estate

Nimm noted that she is bringing back to the board the listing contract with Equity Commercial. The form has changed since the first edition in December so some of the language changed and she is asking for the board's approval on this version.

Caldwell – please add **“commission due only on completion of a sale or closing”** at line 261. Correct Typo on line 260.

Stanek – initial line 139 - designated agency gives best representation for both buyer and seller

Caldwell – initial line 140 - line 140 gives you a broader exposure

Knight – motioned to approve the listing contract with Equity Commercial Real Estate to include the changes listed above to line 260, correction of typo on line 260 and selecting line 140.

Marshall seconded.

Ayes: Allen, Knight, Marshall, Miller, Stanek, Kienbaum

Nays: Stewart

Absent: None

The motion to approve the listing contract with the changes as noted passed on a 6-1 roll-call vote.

11. Website Review

Nimm was prepared to review the website with the board. Allen suggested, that in the essence of time, the board review the website at home and bring suggestions for change to the next meeting.

12. CDA Coordinator

- a. **Site Search Request(s)** – Nimm reported that there were no searches requests since the last meeting
- b. **Buy Local** – Nimm reported that she is working with a group to start a buy local campaign. She noted that they have met monthly, have had two meetings, and that at the last meeting they met with Richard Brooks from the Dane County Buy Local program.
- c. **The Retail Coach** – Nimm reported that at the start of the Buy Local Campaign meetings she contacted the retail coach searching for statistics as they relate to \$1 spent locally versus \$1 spent in a “big box”. The Retail Coach didn't have an answer to that question, but did offer to do an in-depth study on the retail potential for the Downtown Whitewater district. The study has been completed, but Nimm feels it is missing a few elements and would like those included prior to sharing the information with the community.

13. Future Agenda Items

Tech park/CDA relationship

14. 2010 Meeting Schedule

January 25, 2010	July 26, 2010
February 22, 2010	August 23, 2010
March 22, 2010	September 27, 2010
April 26, 2010	October 25, 2010
May 24, 2010	November 15, 2010
June 28, 2010	December 20, 2010

15. Adjourn to closed session at approximately 5:30PM to reconvene at approximately 5:45PM Per Wisconsin Statute 19.85 (1)(e). Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session

- a. **East Main Street Property Acquisition as it Relates to Brownfield's and the Site Assessment Grant Application(s)**

Tom Miller motioned to adjourn to closed session at 6:05PM. Allen seconded.

Present: Allen, Knight, Marshall, Miller, Stanek, Stewart, Kienbaum

Absent: None

Others: Mary Nimm, Kevin Brunner

16. Reconvene

Jim Allen motioned to reconvene at 6:18PM. Marshall seconded.

Present: Allen, Knight, Marshall, Miller, Stanek, Stewart, Kienbaum

Absent: None

Others: Mary Nimm, Kevin Brunner

17. Discussion and Possible Action on East Main Street Property Acquisition as it Relates to Brownfield's and the Site Assessment Grant Application(s)

NO action taken

18. Adjourn

Tom Miller motioned to adjourn at 6:19PM. Stewart seconded.

Respectfully Submitted,

*Mary S Nimm
Coordinator*