

Monday, September 27, 2010
4:30 PM CDA Board of Directors September Meeting
312 W Whitewater Street
1st Floor Community Room
Whitewater, WI 53190

1. **Call to order and roll call**
2. **Approval of the Agenda**
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.*
4. **Approval of the August 23, 2010 Minutes**
5. **Discussion and Possible Action on Proposed 2011 Fund 900 Budget**
6. **Discussion and Possible Action on Dark Fiber/Broadband Project(s)**
7. **Discussion and Possible Action on Proposal for Small Business Consulting Services provided by the Small Business Development Center**
8. **Discussion and Possible Action on Possible Formation Housing Subcommittee**
9. **Discussion and Possible Action on Strategy for Assessing and Acquiring Foreclosed and Vacant Properties for Rehab**
10. **Whitewater Technology Park**
 - a. **Innovation Manager Search Update**
 - b. **Economic Development Administration Update**
 - c. **Infrastructure Updates**
 - i. **Starin Road Extension**
 - ii. **Tech Park Infrastructure**
11. **Update, Discussion and Possible Action on TID 4 Designation of TID 4 As a Distressed TID**
12. **Discussion and Possible Action on TID Presentation**
13. **CDA Coordinator Updates**
 - a. **Train Depot – Grant for Restoration**
 - b. **Site Search Request(s)**
 - c. **Retention Visits**
 - d. **25x2025 Planning Grant**
 - e. **CDBG Application for HUSCO International**
 - f. **ED Loan Application – Advantage Plastics**
 - g. **Wayfinding Signs**
 - h. **Show Me the Green**
 - i. **Build Wisconsin Awards Judging Panel**
 - j. **Buy Local**
14. **Adjourn to closed session at approximately 6:00PM to reconvene approximately 6:15PM per Wisconsin State Statutes 19.85 (1)(g). Conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.**
 - a. **Economic Development Loan 210 W Whitewater Street, Whitewater, WI**
15. **Future Agenda Items**
16. **October Meeting Update**
17. **Adjourn**

It is possible that a quorum of Common Council and Technology Park Board members may attend this meeting. Even if a quorum is present, no Common Council and/or Technology Park Board business will be conducted at this meeting. Anyone requiring special arrangements is asked to call the office of the City Manager/ City Clerk at least 24 hours prior to the meeting.



MEMORANDUM

DATE: 09/24/2010

TO: Whitewater CDA Board of Directors

FROM: Mary S. Nimm, Coordinator

RE: Notes on the September 27, 2010 Board of Directors Meeting

Discussion and Possible Action on Proposed 2011 Fund 900 Budget

Budget info is included in the packet for your review.

Discussion and Possible Action on Dark Fiber/Broadband Project(s)

There will be an update and discussion during the meeting.

Discussion and Possible Action on Proposal for Small Business Consulting Services provided by the Small Business Development Center

Bud Gayhart will be present to discuss.

Discussion and Possible Action on Strategy for Assessing and Acquiring Foreclosed and Vacant Properties for Rehab

A copy of the Janesville policy is attached as reference and perhaps a starting point for creating a policy for the City of Whitewater.

**Whitewater Technology Park
Innovation Manager Search Update**

Committee members will provide an update during the meeting.

Economic Development Administration Update

A letter was sent to the EDA requesting follow-up on several outstanding items related to our project. As a result, we have been assigned a new EDA Representative.

Starin Road Extension

Jefferson Street water and sewer is complete and some stormwater piping. The main contractor Mann Brothers does not have very much equipment on site as yet. Based on the original schedule, Mann's is 3 weeks behind. We are expecting a new schedule on Sept. 24. I expect Mann's will bring a significant amount of resources to the project in the next week.

Tech Park Infrastructure

Project is progressing fairly well. City was issued a notice of noncompliance for work done by the contractor. The contractor was dewatering without an approved plan by the DNR. DNR also felt that the contractor was working outside of the approved sequence. In a meeting with DNR, it was decided a new sequence would need to be written to be approved by DNR. The new sequence will divide the project into two phases. Phase one will include the construction of ponds A,B,C and all work east of those ponds which includes Greenway Court and Howard Road. Phase II will be pond D and East Main Court to be completed in 2011.

Update, Discussion and Possible Action on TID 4 Designation of TID 4 As a Distressed TID
See attached “draft” minutes of the Joint Review Board meeting of September 22 JRB meeting.

Discussion and Possible Action on TID Presentation

CDA Coordinator Updates

Train Depot – Grant for Restoration

Below are comments on the project as written in an email to the architects by our representative at DAAR engineering:

Based on your schedule below, you are anticipating that we will be receiving the draft package next week, correct? Will the City have had an opportunity to review it prior to us receiving it or will this be done concurrently? If done concurrently, then please be aware that a full re-review will be necessary prior to final submittal.

Also, please note that typical DAAR review time for a Request to advertise submittal is three weeks, so a final PS&E of October 15th based on submitting next week will probably not work as that would not give you guys any time for revisions.

To date, we have not received any submittals on this project besides the meeting minutes, so there may be a large number of coordination efforts that still need to take place prior to final PS&E. Some examples could be the following:

- Is Railroad coordination completed?
- The R/W w certificate has not yet been submitted (this needs to be approved prior to final PS&E)
- Is there grading in excess of an acre—if so, a WisDNR permit is needed. If not, then WisDNR concurrence that no endangered species are affected needs to be submitted.
- Section 106 has not been submitted nor does it appear that the project was submitted for the screening list for archeology. If a WisDNR permit is involved, then the screening list may not be necessary.
- When will the necessary state building permits be in place (or is it just local?)

Please do not hesitate to call or e-mail me with any further questions. IF you could revisit your schedule based on the comments I provided above, that would also be helpful.

Site Search Request(s)

Retention Visits

The Retention Visit Team has visited these businesses since our last meeting:

Whitewater Greenhouses

Generac

Schenk Accurate

25x2025 Planning Grant

The team is at the stage of assessing energy saving projects and in very early stages of project selections for the final plan.

CDBG Application for HUSCO International

I am working with HUSCO to complete a CDBG Application.

ED Loan Application – Advantage Plastics

I am working with Attorney Simon and Advantage Plastics on a potential ED Loan Application.

Wayfinding Signs

I am working with Chuck Nass to update our current Wayfinding signs.

Show Me the Green

Show Me the Green has been scheduled for October 27th. See program flyer.

Build Wisconsin Awards Judging Panel

I was invited by The Associated General Contractors of Wisconsin to participate as part of a panel of 5 to judge the entries for the 2010 Build Wisconsin Awards. I am not at liberty to discuss the entries; however I will say that I am honored to have been considered for the panel. The Panel is comprised of an Architect, a Professor, a Facilities Manager, a City Representative in Planning and Economic Development and an Engineer. I spent a full-day in Madison with the panel judging a number of entries and as part of the panel have been invited to attend the awards ceremony in Appleton on December 2.

Buy Local

Minutes from the 9/19/2010 meeting are included in the packet.



Monday, August 23, 2010
4:30 PM – CDA Board of Directors
1231 Innovation Drive – Project Trailer
Whitewater University Technology Park
Whitewater, WI 53190

1. Call to order and roll call

Tom Miller called the meeting to order at 4:32PM.

Present: Jeff Knight, Alan Marshall, Tom Miller, Al Stanek, Jim Stewart

Absent: Jim Allen, Patrick Singer

Others Present: Mary Nimm, Kevin Brunner, Bud Gayhart, Jim Caldwell, Mike Vandenbosh – WCEDA, Mike Kemp & Erika Glapinski – JP Cullen for Tours of Innovation Center

2. Approval of the Agenda

Al Marshall motioned to approve the agenda. Knight seconded.

Ayes: Knight, Marshall, Miller, Stanek, Stewart

Nays: None

Absent: Allen, Singer

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 MADE

4. Innovation Center Construction Site Tour and Discussion

Mike Kemp and Erika Glapinski took those present on a tour of the Innovation Center. *Photos of the tour at the end of the minutes.*

5. Approval of the July 26, 2010 Minutes

Alan Marshall motioned to approve the July 26, 2010 minutes. Stanek seconded.

Ayes: Knight, Marshall, Miller, Stanek, Stewart

Nays: None

Absent: Allen, Singer

The motion to approve the July 26, 2010 minutes passed on a voice vote.

6. Receipt and Filing of July, 2010 Financials

Saubert noted there is one payable Economic Development loan in past due status. Saubert also noted that there is a scheduled borrowing for TID 6, with a portion of that borrowing to pay-back CDA's costs incurred for the work done within in TID 6 as it was related to the initially proposed location of the Technology Park.

7. Review of Proposed Whitewater Transparency Enhancement Ordinance and Possible Discussion with Request for Feedback

Nimm started the conversation noting that this item is before the CDA by request of the Common Council. The Common Council is looking for committee feedback on the proposed ordinance. The CDA members stated that they are in favor of transparency and currently video tape meetings quarterly, but would like an assessment on the budgetary impacts of video and/or audio taping all meetings prior to making a final statement on the proposed ordinance.

8. Consideration and Possible Action on 2010 Water Fowl Program in Moraine View Park

Matt Amundson was present and noted (as stated in the memo dated August 18, 2010) "the waterfowl hunting program was approved by the Parks and Recreation Board on a 5-0 vote on Monday, August 9th and by the Whitewater Common Council on a 5-0 vote on Tuesday, August 17th provided that the CDA approve the hunting within Moraine View Park. Some concerns have been raised regarding public notification of the program and liability issues. The City Attorney has reviewed the program and feels that the hunting program allows for an extremely remote potential for liability on the city's part and that posting notice as a press release to the local media along with identification at the park entrance would serve as sufficient notice. I spoke with representatives of the Federal Fish & Wildlife Services, USDA Wildlife Service, and the Wisconsin DNR regarding management techniques. Both agencies have shared that it is an extensive process to have a round-up/cull. These round-up/cull efforts have been gaining significant opposition throughout the state and Midwest. These agencies agree that hunting is a significant management tool. This is consistent with previous conversations that I have had with the DNR. It has also been suggested that the City consider applying for an egg oiling permit

in the future. I am asking that the CDA approve Moraine View Park as a permitted area from November 13-December 16 on weekends only. Due to the 2008 construction of the detention pond within the park and the several additional ponds within the business park, I feel that we need to manage the geese population in this area. I realize that we may need to coordinate some details with JP Cullen and other construction crews in the area regarding this hunting program.”

CDA and Brunner expressed concerns about hunting during construction of the Innovation Center as well as construction of the Technology Park cul-de-sacs. In addition, the CDA stated they are aware that if the Goose and Duck populations are given an opportunity to establish themselves in the adjacent ponds they will be very difficult to control in the future and will potentially create unhealthy and contaminated park fields.

Tom Miller motioned to approve the Water Fowl Program in Moraine View Park for the 2010 season with a review of the program prior to approving the 2011 season. Marshall seconded.

Ayes: Knight, Marshall, Miller, Stanek, Stewart

Nays: None

Absent: Allen, Singer

The motion to approve the Water Fowl Program in Moraine View Park for the 2010 season passed on a voice vote.

9. Discussion and Possible Action on Crop Lease in Whitewater Business Park & Technology Park

Nimm noted that at the request of the CDA in 2008, the vacant property in the business park that is leased for cropping was put out for competitive bids for the 2009 season. In the years prior to the bidding process, lease rates were \$50.00 per acre and the property was divided into two “parts” and then leased to two local farmers.

In 2010, the high bidder paid \$140.00 per acre for the entire 73+/- acres. The farmer has since requested that the CDA consider changing the process and has asked if:

The CDA might consider extending his lease, that he may continue farming the property at the current bid (without the bid process for 2011). He has provided the high bid for the last two years, he has been very easy to work with and around during the re-grading of the Business Park in 2009 (where he saw a reduction in crop yields) and during the Technology Park construction in 2010. He would like to plant fall/winter crops but is unable to do so as the bidding and award for the crop leases comes after the fall planting season.

The crop lease schedule currently is:

Notice in October

Bids due in early November

Award letters sent in November

Contracts signed and payments due in March

In an attempt to ensure the CDA is receiving a competitive market rate lease rate for the property Nimm sent a request to the Walworth, Jefferson and Rock County UW-Extension offices and the City Manager’s Peer Assistance Recourse Center asking them to provide known lease rates for publicly owned properties that are leased for farming and cropping. Nimm found that the City of Whitewater lease rates are comparative to other lease rates, however found that other communities have lease terms of 3-4 years versus the 1 year lease term offered by the CDA.

Al Marshall motioned to extend the current crop lease from one year to three years. Stanek seconded.

Ayes: Knight, Marshall, Miller, Stanek, Stewart

Nays: None

Absent: Allen, Singer

The motion to extend the current crop lease passed on a roll-call vote.

10. Discussion and Possible Action on Housing Rehabilitation – CDBG Revolving Loan Fund Program

Nimm started the discussion requesting the CDA move forward in the process of hiring a 3rd Party Administrator for the City of Whitewater Housing Revolving Loan Fund providing, but not limited to these reasons:

1. Based on the small number of loans that are processed, it is very difficult to keep current on practices and HUD laws as they apply to the Housing Rehab program. In an effort to be sure that all laws are abided by, it is our suggestion that a 3rd Party Administrator, who does this for other communities and is familiar with the laws and processes be hired.
2. Based on the Department of Commerce Bureau of Housing’s expectations of time commitments during the rehab process, it is our suggestion that a 3rd Party Administrator be hired.
3. Based on new Lead and Asbestos Laws and the upcoming potential SAFE Act/RESPA it is our suggestion that a 3rd Party Administrator be hired.

Of note: the Housing RLF makes up to 15% of the RLF available for administration purposes related to the program. The 3rd Party Administrator will be paid through this source of funding. According to Commerce, there are cases there the consultants bid lower than 15%. Currently there is approximately \$100,000 available

for Housing Rehab. There is approximately \$175,000 in deferred payment loans due back to the RLF when the homes are no longer the primary residence of the borrower.

There was additional discussion on the role of the CDA and how it pertains to the CDA playing a role in maintaining the values and status of the current housing stock and neighborhoods, how to approach homes that are either vacant, or in foreclosure, or delinquent on water bills and/or tax bills.

Jim Stewart motioned to move forward with an RFP for a 3rd Party Administrator for the CDBG Housing RLF, to sponsor Seminars on foreclosure prevention and budgeting, to start the process of identifying vacant/foreclosed homes and getting property appraisals, and to recommend to the Common Council a more rigid code enforcement on abandoned properties. Marshall seconded.

Ayes: Knight, Marshall, Miller, Stanek, Stewart

Nays: None

Absent: Allen, Singer

The motion as noted above passed on a roll-call vote.

11. Whitewater Technology Park

a. Infrastructure Updates

i. Starin Road Extension

ii. Tech Park Infrastructure

Nimm noted Preconstruction meetings were held. Both projects shall be in the erosion control stages with construction to follow in the next few weeks.

12. CDA Coordinator Updates

a. Train Depot – Grant for Restoration

Nimm noted a public informational meeting was held on Monday, August 16th from 5pm-7pm. Jessie Powers, project manager/architect, Isthmus Architects, was present to answer questions about the proposed restoration project. Several members from the Whitewater Historical Society were also present to answer questions about the intended use after the restoration. Approximately 20 individuals were in attendance.

b. Site Search Request(s)

Nimm noted An inquiry was made regarding a space of approximately 3,000 sq ft for office and light manufacturing. Information was provided to the client with options for existing and new spaces. A follow-up phone call was made approximately a week after the inquiry and the response was given that the information has been provided to those higher in the chain of command and when a decision is made or a need for more information arises, we will be notified.

An inquiry was made about an existing facility for lease in our business park. There will be further discussion about the proposed use and how it fits within our zoning code.

c. Retention Visits

Nimm noted Universal Electronics was contacted in an attempt to schedule a retention visit. She is still waiting on a response confirming approval for the visit. She is also attempting to schedule a visit at the Whitewater Greenhouses. A date will be scheduled when confirmation of availability from both the retention visit team and the Greenhouses.

d. 25x2025 Planning Grant

Nimm provided this recap: The meeting started with a panel of representatives involved in alternative energy and energy usage reduction efforts.

Bill Mitchell, Waukesha County ED Corp, noted that the WCEDC has been developing sustainability strategies for Waukesha-based businesses. The partnership for sustainability, a mentor-mentee relationship between businesses was developed. The WCEDC is leveraging sustainability for business development.

Wisconsin Wind Works connects wind power companies to suppliers and vendors, an effort to cluster business opportunities around sustainability efforts as well as providing networking, match-making services, research, promotional and educational initiatives related to the wind industry.

Renewegy President, Jeff Ehlers, recently joined in the discussion regarding 2010 Energy Independent Community Pilots, understanding the importance of collaboration between public and private entities for clean energy purposes. Renewegy produces medium-sized residential/commercial wind turbines. Renewegy has brought big turbine technology, reliability and affordability into the light commercial market. They note that commercial, agricultural & municipal locations can now enjoy the same renewable energy that our utilities have been harnessing for years.

Chris Linn from Bassett Mechanical said that sustainability is an on-going process, it is a journey. Bassett Mechanical empowers their staff to come-up with energy improvement ideas remembering to

celebrate their successes, realizing that energy reduction is a process shared at all levels within an organization.

Russ Wanke from Thilmany, a Kaukauna-based paper company talked about their corporate commitment to sustainability. The company has 125 years of experience with biomass. Thilmany realizes that sustainability is where business meets responsibility and the environment plays an important role in sustainability. They are committed to using resources wisely; have a dedication to more efficient processes and products that strengthen their business, community and the connection they share with the world.

13. Future Agenda Items

- Knight – TID Presentation
- Caldwell – FIBER Update
- Knight – SBA Proposal/Outline for Small Business Budgeting Counseling
- Stewart – Innovation Manager Search Update

14. September Meeting Update – TUESDAY, September 28, 2010

15. Adjourn

Jeff Knight motioned to adjourn at 6:17PM.

Respectfully Submitted,

**Mary S Nimm
CDA Coordinator**

DRAFT



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DEPARTMENT – COMMUNITY DEVELOPMENT AUTHORITY

REVENUE BUDGET NARRATIVE

CODE	ITEM	AMOUNT
	INCOME	
49262	<u>Transfer-TID # 4--Administration</u> This represents approximately 1/4 of the cost of CDA function funded by the TID # 4	30,901
49270	<u>Transfer-Fund 910-CDA Program--Administration</u> This represents approximately 1/4 of the cost of CDA function funded by Fund 910-CDA Program.	30,901
49290	<u>City Transfer Income</u> This represents approximately 1/2 of the cost of CDA function funded by the General Fund.	61,803
49300	<u>Fund Balance Applied</u>	-

**CITY OF WHITEWATER
COMMUNITY DEVELOPMENT AUTHORITY
EXPENSES**

CDA GENERAL EXPENSES

SECTION NUMBER: 900.56500

	DESCRIPTION	#REF! ACTUAL	#REF! ACTUAL	#REF! BUDGET	#REF! YTD-JULY	#REF! ACT-EST	#REF! BUDGET
111	Salaries/Permanent	65,709	82,841	74,052	44,754	73,416	72,977
115	Internship Program-UWW	424	2,050	5,000	-	-	2,500
151	Fringe Benefits	12,159	14,212	23,488	8,563	22,000	22,328
154	Professional Development	1,843	801	920	507	920	1,075
212	Legal/Professional Services	1,495	5,370	1,500	90	1,500	1,500
219	Audit Fees	500	-	700	-	700	700
223	Marketing	18,055	19,900	16,500	4,385	10,000	10,000
224	County/Regional Econ Dev	11,210	11,210	11,210	11,210	11,210	5,755
225	Mobile Communications/Internet	53	731	850	227	600	850
310	Office Supplies	783	1,033	1,200	226	700	1,200
311	Postage	939	405	800	235	500	500
320	Dues	929	870	600	-	600	720
321	Subscriptions/Books	-	-	300	17	150	300
330	Travel Expenses	3,285	2,079	2,000	328	2,000	2,200
341	Miscellaneous Expenses	2,098	1,057	1,116	389	800	1,000
371	Depreciation-Equipment	1,169	1,169	-	-	-	-
Total CDA General Expenses		120,651	143,728	140,236	70,931	125,096	123,605

GRAND TOTAL		120,651	143,728	140,236	70,931	125,096	123,605
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DEPARTMENT – COMMUNITY DEVELOPMENT AUTHORITY

BUDGET NARRATIVE

CODE	ITEM	AMOUNT
	PERSONNEL	
111	<u>Salaries/Permanent</u>	72,977
	1.00 FTE CDA Coordinator (Nimm) 2,080 hrs	
	<u>0.20 FTE City Mgr. (Brunner)</u> 416 hrs	
	1.20 FTE TOTAL HOURS 2,496	
	Included in the total salaries is \$360 for car allowance for the City Manager.	
	Includes \$1,000 longevity payment for CDA Coordinator (Nimm)	
115	<u>Internship Program-UWW</u>	2,500
	250 hrs @ \$10/hr	
151	<u>Fringe Benefits</u>	22,328
	Retirement 8,423	
	Medicare 1,199	
	Social Security 5,126	
	Health Ins* 7,200	
	Workers Comp 207	
	Life Insurance 21	
	L/T Disability Ins 152	
	125 Plan 0	
	Total <u>22,328</u>	
	*Health Ins.-Includes 100% (\$6,000) of Family Buyout-Executive Asst., plus 20% (\$1,200) of Family Buyout-City Manager	
154	<u>Professional Development</u>	1,075
	Decreased \$1,538. (1,075 vs. 2,613)	
	Progress toward Economic Development certification	
	IEDC-CEcD Exam (2008 fees) 495	
	ICSC-Milwaukee Show 100	
	ICSC-Chicago Show 255	
	WEDA Annual Conference <u>225</u>	
	1,075	

DEPARTMENT – COMMUNITY DEVELOPMENT AUTHORITY

BUDGET NARRATIVE

CODE	ITEM	AMOUNT
	SUPPLIES and SERVICES	
212	<u>Legal/Professional Services</u> (No Change)	1,500
219	<u>Audit Fees</u> (No Change)	700
223	<u>Marketing</u> Decreased \$6,500. (10,000 vs. 16,500) Cost of printing brochures/website design/maintenance/ promotional marketing services.	10,000
224	<u>County/Regional Economic Development</u> Decreased \$5,455. (5,755 vs. 11,210) Walworth County EDC 5,755 Jefferson County EDC - <u>5,755</u>	5,755
225	<u>Mobile Communications/Internet</u> (No Change) Cell phone 300 Internet 500 Domain Host 50 Total <u>850</u>	850
310	<u>Office Supplies</u> (No Change)	1,200
311	<u>Postage</u> Decreased \$300. (500 vs. 800)	500
320	<u>Dues</u> Increased \$120. (720 vs. 600) International Economic Development Council(IEDC) 345 Internation Council of Shopping Centers(ICSC) 100 Wisconsin Land Information Association(WLIA) 50 Wisconsin Economic Development Association(WEDA) <u>225</u> <u>720</u>	720
321	<u>Subscriptions, Books</u> (No Change)	300
330	<u>Travel Expense</u> Increased \$200. (2,200 vs. 2,000)	2,200
341	<u>Miscellaneous Expenses</u> Decreased \$116. (1,000 vs. 1,116) Moved Internet and Domain Hosting to Mobile Communications/Internet-Acct. 225	1,000

Fort Atkinson Area Chamber of Commerce 2010 Lunch and Learn Business 101 Series

Presenter: Ronald "Bud" Gayhart, Director
Center for Innovation and Business Development, UW-Whitewater

Where: Madison Area Technical College, Fort Atkinson Campus

When: 3rd Tuesdays beginning July 20

Time: Noon – 1 pm

RSVP: Phone: 563-3210, Fax: 563-8946, Email: evp@fortchamber.com

2010 Series Titles

RSVP is required as space is limited, and we need to know how many will be in attendance for lunch. Register for one or all six, but it is important to register. RSVP by calling the Fort Atkinson Area Chamber of Commerce at (920) 563-3210, or you may mark which dates you plan to attend and return to the Fort Chamber at Fax number 920.563.8946.

Thank you to all the Lunch and Learn sponsors!

- | | | |
|--|----------|----------------------------------|
| <input type="checkbox"/> Business Plan | July 20 | Sponsored by Johnson Bank |
| <input type="checkbox"/> Entrepreneurs' Toolkit | Aug. 17 | Sponsored by Badger Bank |
| <input type="checkbox"/> Market Research for your business | Sept. 21 | Sponsored by Associated Bank |
| <input type="checkbox"/> Financial Tools & Benchmarks | Oct. 19 | Sponsored by Premier Bank |
| <input type="checkbox"/> Business Check Up | Nov. 16 | Fort Community Credit Union |
| <input type="checkbox"/> Mergers & Acquisitions | Dec. 21 | AWNWARD, LLC. Business Solutions |



The Center for Innovation and Business Development is funded in part through a cooperative agreement with the U.S. Small Business Administration. All programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made. Contact Kaia Fowler at 262-472-3217 to request accommodations.

Name: _____ Business: _____

Address: _____

Phone number: _____ E-mail address: _____

BUY, REHABILITATE, RESELL PROGRAM

PROGRAM MANUAL

**ADOPTED BY THE JANESVILLE COMMUNITY DEVELOPMENT AUTHORITY:
May 16, 2007**

BACKGROUND

The City of Janesville has a large stock of older homes located in the central city. Many of these homes are located on smaller lots in what might be characterized as a dense urban environment. As the City of Janesville has developed, many home owners have sold their homes in the central city and constructed new homes in the developing areas along the edges. This pattern of out-migration has resulted in a central city housing stock with the following characteristics:

- Many large older homes have been converted in 2-unit and sometimes 3-unit properties further increasing the density of the population.
- The percentage of rental properties in the central city exceeds the percentage city-wide
- Much of the “affordable” housing (both rental and owner-occupied) can be found in the central city.
- A high city-wide rental vacancy rate over the last 5 years (in excess of 12%) has reduced the cash-flow to rental property owners resulting in deferred property maintenance.

Many of the characteristics identified above present both challenges and opportunities for the City of Janesville. For the last several years there has been a renewed focus on the central city and the neighborhoods. The City of Janesville has facilitated the formation of neighborhood groups in the Look West and Historic Fourth Ward neighborhoods and has increased the enforcement of its property maintenance codes. These groups have identified housing as one of their major areas of concern – specifically the physical condition of some properties and the problems associated with some rental properties.

Most of the City of Janesville’s housing programs are targeted at these older residential areas of the community. The goals of these programs are four-fold:

- Stabilize the neighborhoods by increasing the number of owner-occupied properties
- Reduce the incidences of slum and blight by providing low/no interest loans to property owners to encourage appropriate rehabilitation.
- Maintain the quality of the affordable housing stock of the community
- Reduce the density of housing units within these neighborhoods

The housing programs offered by the City of Janesville are dependent upon the private sector to purchase and rehabilitate properties. There are some properties and situations, however, where it does not make economic sense for the private sector to get involved with a property. For example, it would be unlikely for a private entity to purchase a two (2) or three (3) unit property and convert it back to a single-family residence. In most situations, the cost to purchase and rehabilitate the property will exceed the fair market value of the property as a single-family residence, and thus investors will not pursue these projects. From the City’s perspective, however, these are exactly the types of projects that should be encouraged since they stabilize the neighborhood, reduce slum and blight, and reduce the density of the housing units. Therefore, the City of Janesville is embarking on a new initiative to purchase and rehabilitate properties in the central city.

PROGRAM ROLES

- The Neighborhood Services Director will identify properties for purchase and will be responsible for the day-to-day administration of the program.
- The Community Development Planner will complete all required activities consistent with state and federal law to relocate tenants from an acquired property, if necessary. In addition, the Community Development Planner may complete required reports consistent with the requirements of the funding source(s).
- The Housing Rehabilitation Specialist will complete an inspection of properties under consideration for purchase; prepare plans, specifications, and estimates for rehabilitation work; secure bids for the rehabilitation activities; oversee the construction process; and process requests for payment for approval by the Neighborhood Services Director.
- The Community Development Authority (CDA) is composed of seven (7) members appointed by the City Manager. The CDA sets the policies for and oversees all housing programs administered by the City of Janesville. The CDA will review and approve all policies related to the Buy, Rehab., Resell program, including this Program Manual. The CDA will also review all proposed property acquisitions, including the proposed scope of rehabilitation activities, and make a recommendation to the City Council
- The Plan Commission is composed of seven (7) members: two Council members and five appointed by the City Manager and approved by the City Council. The Plan Commission will review all proposed property acquisitions to determine their consistency with city plans.
- The Janesville City Council is composed of seven (7) members elected at large by the electors in the City of Janesville. The City Council will approve all property acquisitions.

PROPERTY SELECTION

1. All properties under consideration for inclusion in the Buy, Rehab., Resell program must be located within the “Target Area” as defined by the CDA (see attached map).
2. When the Neighborhood Services Director identifies a property or properties for consideration as a Buy, Rehab., Resell project, he/she shall bring those properties to the CDA for preliminary review in closed session. The purpose of this review is to determine which properties staff should prepare preliminary rehabilitation plans and costs estimates.
3. Project description, including scope of work and preliminary budget will meet the parameters set by the Community Development Authority.
4. If more than one property is being considered, criteria for selection shall include the following:
 - Appraisal and listing price analysis
 - Cost: purchase price, holding, and rehabilitation costs
 - Visibility
 - Impact on neighborhood
 - Suitability for energy efficiency improvements

- Assessor's estimate of after-improvement value
 - Long-term affordability of property
5. An offer will be made contingent on the following:
Community Development Authority review and recommendation, Plan Commission review and recommendation, and City Council review and approval in open session.

PROJECT WORK PROCEDURES

In general, the procedures outlined in the Home Improvement Program Manual will be followed. Building permits will be obtained as required and inspections made.

1. CDA reviews and approves project description including scope of work and preliminary budget.
2. Rehab Specialist prepares specifications and obtains three bids for each element of work.
3. Rehab specialist advises Neighborhood Services Director who makes final decision on contractor selection.
4. Neighborhood Services Director will act as owner and make all final decisions on work of the project such as materials to be used and paint colors.
5. Rehabilitation Specialist will supervise the contracts and inspect all work.

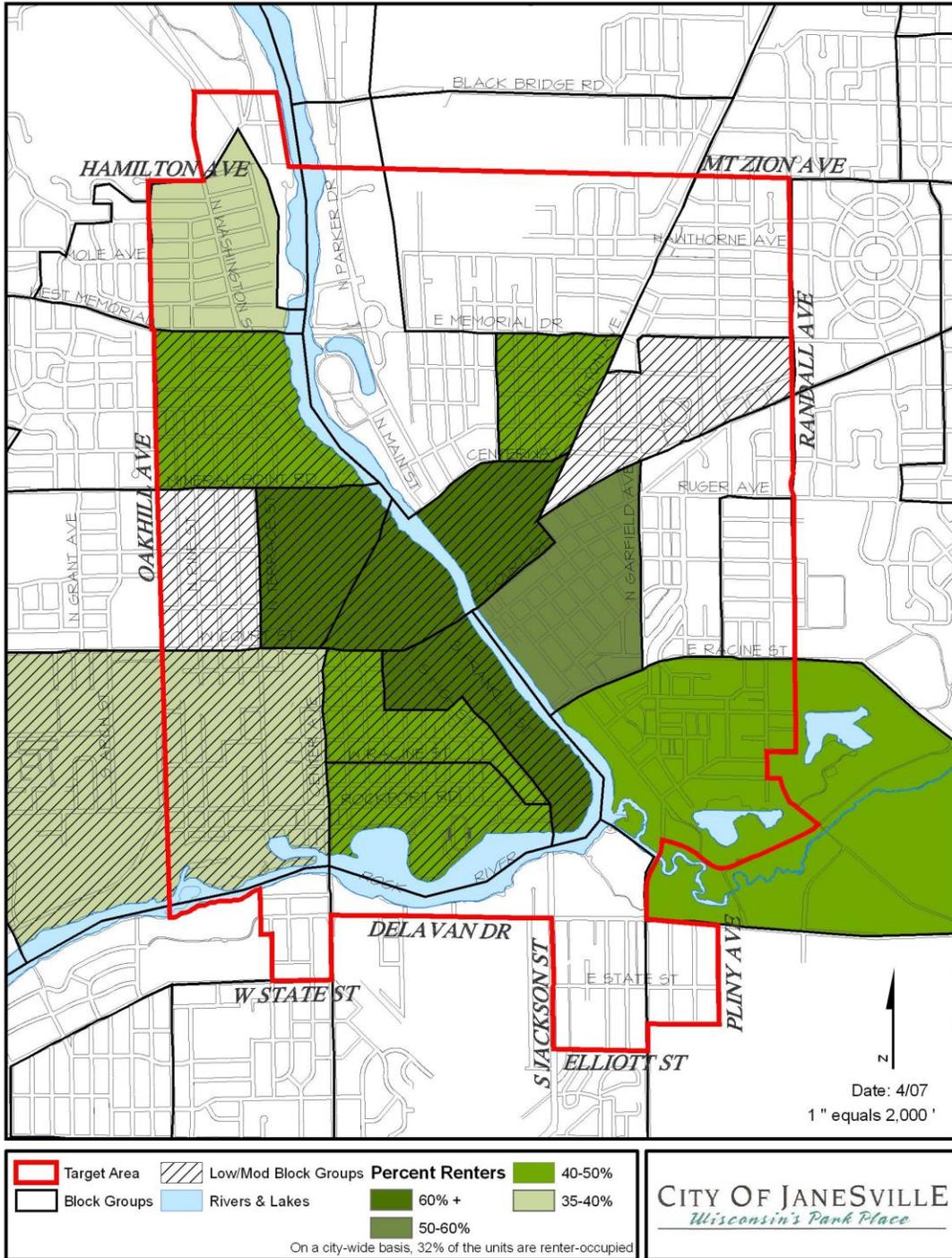
PROJECT COMPLETION AND SALE

Once all work is completed, a Certificate of Occupancy will be requested. Open Houses will be held as needed to showcase the project.

The completed project will be sold to an income eligible household (less than 80% of Rock County Median Income) to be owner occupied. Deed restrictions will be placed on the property requiring that it remain a single family, owner occupied property unless the restriction is waived by the City Council upon recommendation of the Community Development Authority.

Sale may be made by sealed bid or by listing with a local realtor.

Target Area Map



THINK WHITEWATER BUY LOCAL

9-16-10

minutes & notes

attendance: Ron Binning & Mary Nimm

Treasurer's Report:

Starting balance:	\$606.55	
Deposit 8/2:	90.00	
	\$696.55	
ck 1001	325.56	July 4 th Float signs & Buy Local Receipts
Ending Balance:	\$370.99	

Meeting Date & Time Set: 3rd Thursday – every month. 8:00am City Hall
2nd Floor – small conference room - place in your calendar

Publicity:

1. Whitewater Register: Ron talked with Pete Hansen, sales director, About placing the THINK WHITEWATER BUY LOCAL logo in Various spots throughout the paper when he has space. He said he Would do it. (9-13-2010)
2. Bumper Stickers: When can they be available? Cost?
3. TASTE OF WHITEWATER: Can we have our BANNER put up somewhere in Cravath Lakefront Park during the event? Ron has it. Any other ideas for promotion during that event? Discussed with Michelle – third bump out railing. Discuss with Tami. Ron is out of town that weekend however.
4. NEWSLETTER:
 - a. Challenged to Eat Local (9-3-2010)
 - b. Local Search (9-17-2010)
 - c. Other ideas for the newsletter?
5. Web Site: <http://www.whitewaterbuylocal.com/>
 - a. Eat Local has been added to the site.

Future Events:

1. Walk Abouts.....Nothing planned at this point.
2. Rick Brooks – October 27th – Next newsletter can be SHOW ME THE GREEN flier. Mary will get “copy” to Tami by 9-29-2010.
3. Campaign and slogan for the Christmas holidays – bring ideas to next meeting.

Other topics:

1. **Speakers Bureau – Service Clubs and other opportunities.**
2. **Banner across Main Street – Mary Nimm will check on availability.**

Registration Form

Name _____

Business/Org _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

No. of People Attending _____

X \$39 each = _____

Total enclosed

Fee covers continental breakfast, learning materials and breaks.

Return to:

City of Whitewater
Community Development Authority
312 W. Whitewater St.
Whitewater, WI 53190
mnimm@ci.whitewater.wi.us
473-0148

Hosted and co-sponsored by



In collaboration with



Show Me the Green Profitable Practices That Build on the Local Advantage

**A half-day workshop for
small businesses**

**Wednesday, October 27
8am-11:30am
Cravath Lakefront Center
341 S. Fremont St.,
Whitewater, WI**

Small towns and big cities alike are realizing the importance of their unique local character. Campaigns to “Buy Local” and “Think Local First” are appearing almost every month across the country.

We are realizing that **green** means more than just saving energy. It focuses on the **triple bottom line**.

Learn How to...

Earn more. Save more. Enhance your niche in the market. Have a safe, healthy workplace, products and services. Contribute to the quality of life in Whitewater and beyond. Help build momentum for supporting local and independent businesses.

Show Me the Green Profitable Practices That Build on the Local Advantage



Rick Brooks



Mark Stevens

Featured Speakers

Rick Brooks is the co-founder of the 450-member Dane Buy Local, Vice President of Wisconsin Partners for SustainAbility and Outreach Program Manager in Continuing Studies at UW-Madison. A former small business owner, he specializes in marketing community development, health and social change. Rick has taught in the UW Schools of Business, Human Ecology and Engineering as well as development agencies throughout the US and abroad.

Mark Stevens, PhD, is a community participation specialist with the Center for Community Stewardship. His expertise in dynamic facilitation, planning and sustainability plays a key role in the work of Wisconsin Partners for SustainAbility.

Local business leaders and expertise in finance, energy conservation, recycling, air and water quality and accounting will also be available.

Workshop Agenda:

7:30-8:00am Registration, networking and refreshments
8:00-11:30am **Show Me the Green** Training

Why Should You Attend?

These days, the word “green” shows up almost everywhere. But what does it mean to everyday commerce? Which products and services make sense for you, your customers and employees? How do all these issues fit together?

Show me the Green training helps small businesses to answer these questions by focusing on customer service and local knowledge.

Not Pie-in-the-Sky or Theory, but “Nuts and Bolts”

The focus is on real-world solutions that make sense in purchasing, facility management, printing, information technology and human resources. You will learn about techniques and tools to:

- Increase savings, profits & market share
- Reduce costs: energy, waste & water use
- New twists on marketing strategies with the “Think/Buy Local First” approach
- Get financial help, technical assistance and support through tax incentives, investments, grants and loans
- Identify new, creative approaches to co-promotion

Who Should Attend?

Business owners, managers, employees, and investors who have an interest in the “triple bottom line”-- profit that involves more than just dollars and cents.

Additional Benefits of Attending this Workshop:

- FREE listing on the soon-to-be-launched **Wisconsin Green Exchange** (\$50 savings) a statewide network for services and support. The **Wisconsin Green Exchange** will help you assess strengths and opportunities, get help when you need it, and tell your story to the rapidly growing marketplace for products that are local and sustainable.
- Sample materials, marketing outlets, and resources from Wisconsin
- Connections with active local and national business networks of problem-solvers.

Local? Sustainable?

As consumers we can choose where we spend our money. Each dollar spent with a local business circulates in our community three to five times. If we spend it with a company owned somewhere else, our hard-earned dollars “leak” out of the local economy. Local businesses are our largest employers and most generous donors to community causes. Come and share ideas about the ways we can work together so that everyone benefits!

To be prepared, try some easy reading: *We Have a Few Questions for You* and *Self Report Template for the WI Green Exchange*

In the **Resources** Section of www.danebuylocal.com

The Associated General
Contractors of Wisconsin, Inc.



Call *for* Entries

2010

BUILD *Wisconsin*

A W A R D S

Entry deadline: Postmarked by August 27, 2010



Recognizing excellence in Wisconsin construction.



The Associated General Contractors of Wisconsin, Inc.

The Associated General Contractors (AGC) of Wisconsin proudly announces the **2010 BUILD Wisconsin Awards**. The BUILD Wisconsin Awards stand as a testament to each member's skill, integrity, hard work, ingenuity, and commitment that goes into each construction project.

2010 BUILD Wisconsin AWARDS

The BUILD Wisconsin Award program is open to all AGC of Wisconsin General Contractor and Specialty Contractor Members in good standing.

General Contractors

Awards for General Contractor projects will be considered for *new construction and renovation* work in the following categories:

- *Building Construction*
- *Design Build*
- *Heavy/Industrial/Warehouse*
(less than 25% office space)
- *Municipal/Utility/Underground*

There will be a maximum of four winners in each category, based on contract amount. Contractors are encouraged to submit multiple entries in each category with varying contract amounts but each company is limited to one award per category.

Specialty Contractors

Awards for Specialty Contractor projects will be considered for electrical, mechanical, plumbing, exterior finishes, and interior finishes in the following project contract amount categories:

- *Less than \$500,000*
- *\$500,000 to \$1,000,000*
- *\$1,000,000 to \$3,000,000*
- *Greater than \$3,000,000*

Each company is limited to one award per category.

ENTRY REQUIREMENTS

All AGC of Wisconsin General Contractor and Specialty Contractor Members in good standing are eligible.

Nominations must be submitted with the permission of the firm's principals or officers.

Projects must have been completed in Wisconsin in 2009.

All entries must be postmarked by Friday, August 27, 2010.

Please deliver the completed application to the following address:

AGC OF WISCONSIN
4814 E. Broadway
Madison, WI 53716

All entries are to be submitted in bound form, preferably a three-ring binder along with a \$125 entry fee

made payable to AGC of Wisconsin. Please indicate the appropriate category for each submission on the entry form and place it at the front of the binder. To assist in your submission, we offer the following guidelines:

SECTION 1—General Information

1. COMPLETED ENTRY FORM

2. DESCRIPTION

One page summary describing the project and why it should receive a BUILD Wisconsin Award.

3. SPECIALTY CONTRACTORS AND SUPPLIER LISTS

Attach a list of all Specialty Contractors and Suppliers involved in the project. AGC of Wisconsin staff will identify the AGC members from all winning projects.

SECTION 2—Criteria for General Contractor and Specialty Contractor Awards

4. SUSTAINABLE PRACTICES

What processes, materials or systems were utilized in this project to create a positive impact on the environment?

5. UNUSUAL DESIGN AND CRAFTSMANSHIP

Why is this project special? What qualifies it for an award?

6. INNOVATION IN CONSTRUCTION TECHNIQUES OR MATERIAL

Describe innovative programs utilized on this project (could include scheduling, quality control, safety, etc.)

7. MEETING DIFFICULT CHALLENGES

Briefly describe any problems arising on the project and how they were addressed. Value engineering innovation, technical obstacles, and weather can be included.

8. CLIENT SATISFACTION/CLIENT SERVICE

Describe how this project helped the client meet its needs.

SECTION 3—Collateral Materials

9. PHOTOGRAPHS

Attach a minimum of three 8"x10" original photographs (no color copies) showing the completed project from different angles. All photographs will be returned following the awards ceremony upon request.

10. ENDORSEMENTS/PRESS/PROMOTIONS

This is not a required section, but you may include references, an owner's letter, third-party comments, endorsements, marketing and promotional material, any press coverage, etc.

11. MISCELLANEOUS SUPPORTING DOCUMENTATION

This again is not a required section, but you may choose to include supporting material such as diagrams and other graphic support (maximum 5 pages, double-spaced).

PRESENTATION OF WINNERS—A panel of industry professionals to include an architect, engineer, facility owner/manager, city building official, and a university professor will select the top outstanding construction projects to receive the 2010 BUILD Wisconsin Awards. All winners will be announced and presented their award at the BUILD Wisconsin Awards Ceremony on Thursday, December 2, 2010 at the Warch Campus Center in Appleton. BUILD Wisconsin Award winners may also be featured in *Wisconsin Constructor*® magazine.

— NOTE —

Only projects completed in Wisconsin during the 2009 calendar year are eligible.

Additional award recognition categories:

Excellence in Partnering Award

The Excellence in Partnering Award will be awarded to the project team that successfully utilized a partnering process, which could include a partnership with OSHA. The award winner will stand out among others for their ability to:

- *Adhere to the principles of partnering and achieve a common goal*
- *Build a team that honors all stakeholders and incorporates team-building activities*
- *Improve communication and conflict resolution strategies*
- *Positively impact the delivery of the project*

ENTRY GUIDELINES: Follow recommended procedures in Sections 1 and 3 and explain each of the above criteria in no more than one page each.

Environmental Excellence Award

The Environmental Excellence Award will be awarded to the AGC member that went above-and-beyond normal practices to have a positive impact on the environment. The entry should address the extent to which your company exceeded regulatory requirements and the benefits to your company and the environment. Such practices could include:

- *Water quality and conservation*
- *Reduced habitat disturbance, site preservation and habitat restoration*
- *Materials salvaged and/or recycled from project*
- *Recycled-content building materials used in project*
- *Strategies for construction waste management, including pollution prevention and clean-up*
- *Air quality*

ENTRY GUIDELINES: Follow recommended procedures in Sections 1 and 3 and explain in no more than two pages how this project positively impacted the environment.

Wisconsin Horizon Award

The Wisconsin Horizon Award is given to an outstanding individual who has positively impacted the horizon for Wisconsin's construction industry. The candidate does not need to be an AGC member and could be an architect, engineer, public servant, or private citizen. Any employee of an AGC member firm in good standing may submit an entry. An entry for a winning candidate could include an explanation how the individual:

- *Promotes the construction industry*
- *Builds construction industry relationships*
- *Promotes future positive contributions to the industry*
- *Enhances the image of the industry*

ENTRY GUIDELINES: Explain in three pages or less the contributions made by the nominee and the impact he or she had on the construction industry. Collateral as outlined in Section 3 may be used as supporting material.

Entry Form

2010

BUILD Wisconsin

Entry deadline: Postmarked by August 27, 2010

The Associated General Contractors of Wisconsin

A W A R D S

AWARD CATEGORIES—Please check one box for type of award entry being submitted.

BUILD Wisconsin Award—General Contractor

Please check one box in each column that best describes your project.
Each company is limited to one award per category.

- | | |
|--|---|
| <input type="checkbox"/> Building Construction | <input type="checkbox"/> New Construction |
| <input type="checkbox"/> Design Build | <input type="checkbox"/> Renovation |
| <input type="checkbox"/> Heavy/Industrial/Warehouse Construction
(less than 25% office space) | |
| <input type="checkbox"/> Municipal/Utility/Underground Construction | |

BUILD Wisconsin Award—Specialty Contractor

Please check one box in each column that best describes your project.
Each company is limited to one award per category.

- | | |
|--|--|
| <input type="checkbox"/> Less than \$500,000 contract value | <input type="checkbox"/> Electrical |
| <input type="checkbox"/> \$500,000 to \$1,000,000 contract value | <input type="checkbox"/> Mechanical |
| <input type="checkbox"/> \$1,000,000 to \$3,000,000 contract value | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Greater than \$3,000,000 contract value | <input type="checkbox"/> Exterior Finishes |
| | <input type="checkbox"/> Interior Finishes |

- Excellence in Partnering Award**
- Environmental Excellence Award**
- Wisconsin Horizon Award**

Company Name _____

Chief Executive Officer _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Entry Submitted By _____

Title _____ Date _____

BUILD WISCONSIN AWARD ENTRIES COMPLETE THE FOLLOWING:

Project Title _____

Project Owner _____

Project Location _____

Date Project Started _____ Completion Date _____

Contract Amount _____



PLEASE REVIEW ENTRY REQUIREMENTS.
Send this form, \$125 entry fee and your binder to:

AGC of Wisconsin
BUILD Wisconsin Award Entry
4814 E. Broadway
Madison, WI 53716



The Associated General Contractors of Wisconsin, Inc.
4814 East Broadway, Madison, WI 53716-4195
TEL: 608-221-3821 / FAX: 608-221-4446