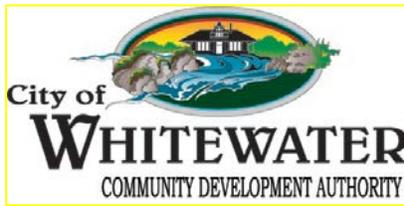




Whitewater CDA –Agenda **AMENDED**
Monday, September 26, 2011
4:30 PM – CDA Board of Directors
5:30 PM – North Jefferson Street Discussion
Resume regular business after N. Jefferson Street
1st Floor Community Room
312 W Whitewater Street
Whitewater, WI 53190

1. **Call to order and roll call**
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.*
3. **Approval of the August 29, 2011 Minutes**
4. **NAI MLG Commercial Activity Update and Discussion**
5. **CDA August 2011 Financials**
6. **Innovation Center August 2011 Financials**
7. **Discussion and Possible Action on 2012 Budget**
8. **Discussion on N. Jefferson Street and Starin Road Vacant Parcel(s) /WUP 00033 and /WSS 00060 formerly known as the Alpha Cast Property**
9. **Discussion and Possible Action on Relocation of CDA Office**
10. **Discussion and Possible Action on Recruitment Process for CDA Executive Director**
11. **Adjourn to closed session at approximately 6:00PM to reconvene at approximately 6:15PM per Wisconsin State Statutes 19.85(1)(c) “considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility”**
 - a. **Pay for the Executive Director Position**
12. **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.



DRAFT MINUTES
Monday, August 29, 2011
4:30 PM – CDA Board of Directors
1st Floor – Community Room
Whitewater Municipal Building
312 W. Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

The meeting was called to order by President Tom Miller at 4:30 p.m. Present: Jim Allen, Donna Henry, Larry Kachel, Jeff Knight, Tom Miller, Patrick Singer and Jim Stewart. Absent: None. Others present: Kevin Brunner, Doug Saubert, John Tincher (Tincher Realty), Greg Greenwood (Century 21 Realty), Jim Caldwell and Matt Amundson.

2. Authorization to Approve Agenda, per Whitewater Transparency Enhancement Ordinance No 1804A

It was moved by Allen, seconded by Henry to approve the agenda per Whitewater Transparency Enhancement Ordinance Number 1804A. Ayes: Allen, Henry, Kachel, Knight, Miller, Singer, Stewart. Noes: None. Motion approved.

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.*

There were no citizen comments.

4. Approval of the August 1, 2011 Minutes

It was moved by Allen, seconded by Stewart to approve the minutes as presented. Ayes: Allen, Henry, Kachel, Knight, Miller, Singer, Stewart. Noes: None. Motion approved.

5. CDA July 2011 Financials

It was moved by Allen, seconded by Knight to approve the July 2011 financials as presented. Ayes: Allen, Henry, Kachel, Knight, Miller, Singer, Stewart. Noes: None. Approved.

6. Innovation Center July 2011 Financials

Brunner and Saubert presented the July 2011 financials for the Innovation Center. Both indicated that these financials would now be presented to the CDA on a monthly basis. Brunner also pointed out the following highlights for activities at the Innovation Center in the last several months: 1) first virtual tenant was approved and started making payments in August; 2) there are six university student business start ups that are located in the Launch Pad project in Suite 217; 3) EDA officials from Washington D.C. and Chicago will be touring the building and the Technology Park on Wednesday, August 31st; 4) the Innovation Center has been nominated for a 2011 "Build Wisconsin" award by J. P. Cullen & Sons. 5) finalization of a lease for another large suite in the Innovation Center is anticipated to be signed this week. Knight also reported on the August meeting of the Technology Park Board of Directors.

It was moved by Stewart, seconded by Knight to approve the Innovation Center July 2011 financial report as presented. Ayes: Allen, Henry, Kachel, Knight, Miller, Singer,

Stewart. Noes: None. Motion approved.

7. Discussion and Possible Action on /WUP 00033 and /WUP 00060 (former Alpha Cast site) at North Jefferson Street and Starin Road

Brunner presented the history of the site and its remediation, which will be completed within the next month, by the City. With the extension of Starin Road this property has become very prominent.

John Tincher of Tincher Realty and Greg Greenwood of Century 21 Realty were present to discuss their opinions and ideas with regard to the possible future development of this site. Tincher indicated that the development of this property for detached single family dwellings is not very likely given current market conditions. The appraisal done on this property did not take into account the previous contamination of the site.

Tincher added that any time the soil of that area is disturbed during construction an inspector has to be on site to make sure that the excavation does not disturb buried contaminated materials. Any materials that are disturbed must be taken to a certified landfill site or reburied somewhere else on the site. This puts the property at a disadvantage with other sites available in Whitewater.

Members also presented the possibility of reserving the site for a later time or using part of the larger site as a park. Brunner stated that there is a developer considering putting town homes on the site with a density of three per acre. Townhouses (up to four (4) attached) are a conditional use within the current r-2 zoning of the property. The Board felt that a zoning change could be possible. Brunner will obtain more information.

At the conclusion of the discussion, it was requested that staff make plans for a joint meeting with the Plan Commission to discuss this property and invite members of the surrounding neighborhoods to attend that meeting as well. In addition, it was requested that the City consultant who worked on the remediation of this site be in attendance as well as new City Planner Scott Harrington from Van de Walle to discuss the current zoning and the redevelopment potential of the site.

Chair Miller indicated that he would discuss with the members of the Fire Department whether or not there would be any interest in the small remnant parcel (/WUP 00033) that is located north of Starin Road for possible future Fire Department use. He will report back to the City Manager regarding that discussion.

8. Review CDA Executive Director Position requirements and Whitewater Innovation Manager Position Requirements/Current Search & Screen Process

Knight updated the Board on the current search and screen process for the Whitewater Innovation Manager Position. He indicated that this position has been restructured and will report directly to the Chancellor. It is anticipated that all applications will be received by September 16th with the selection process to follow.

With regard to the CDA Executive Director position the Board requested that it be forwarded job descriptions from other communities and that this item be discussed at the next meeting of the Board.

- 9. Convene to Closed Executive Session Pursuant to Wisconsin State Statute 19.85(1)(e) at approximately 5:30 p.m. to deliberate or negotiate the purchasing of public properties, then investment of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.**

It was moved by Miller, seconded by Allen to convene to closed session at 5:40 p.m. Ayes: Allen, Henry, Kachel, Knight, Miller, Singer, Stewart. Noes: None. Motion approved.

During the Closed Executive Session, negotiations with a potential purchaser of Whitewater Business Park property was discussed.

- 10. Reconvene to Open Session at 6:25 p.m.**

It was then moved by Singer, seconded by Miller to reconvene to open session at approximately 6:25 p.m. Ayes: Allen, Henry, Kachel, Knight, Miller, Singer, Stewart. Noes: None. Motion approved.

- 11. Adjourn**

It was then moved by Stewart, seconded by Kachel to adjourn the meeting. Meeting adjourned at 6:29 p.m.

**Kevin Brunner, City Manager
Recording Secretary**

**CITY OF WHITEWATER
BALANCE SHEET
AUGUST 31, 2011**

CDA PROGRAMS FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
910-11101	57,504.49	780.41	9,867.21	67,371.70
910-11102	361,285.07	8,195.53 (33,437.80)	327,847.27
910-11103	376,215.11	1,532.53 (119,172.01)	257,043.10
910-11104	14,767.79	2.01	20.70	14,788.49
910-11105	114,100.94	111.59	920.07	115,021.01
910-11106	2,689.53	.37	3.77	2,693.30
910-11107	1,508.39	.00 (1,508.39)	.00
910-11303	416,910.05	.00	202,100.00	619,010.05
910-11305	25,000.00	.00	.00	25,000.00
910-11310	375,000.00	.00	200,000.00	575,000.00
910-11315	75,849.27	.00 (75,849.27)	.00
910-14303	122,473.47	.00 (122,473.47)	.00
910-14308	56,116.11 (463.31) (3,201.87)	52,914.24
910-14310	88,614.04 (1,853.27) (848.01)	87,766.03
910-14320	14,542.54 (43.42) (343.38)	14,199.16
910-14337	15,000.00 (231.58) (1,831.24)	13,168.76
910-14338	3,239.80	.00 (3,239.80)	.00
910-14339	42,028.30 (1,474.78) (11,667.32)	30,360.98
910-14340	12,762.69 (431.59) (3,414.43)	9,348.26
910-14341	6,935.36	.00	.00	6,935.36
910-14342	17,109.37 (361.34) (2,856.12)	14,253.25
910-14343	8,347.60	.00	83.76	8,431.36
910-14344	40,177.21 (142.04) (1,123.17)	39,054.04
910-14345	170,689.39 (2,004.82) (7,959.54)	162,729.85
910-14350	8,220.00	.00	.00	8,220.00
910-14351	10,203.84	.00	.00	10,203.84
910-14353	18,420.02	.00	.00	18,420.02
910-14354	9,000.00	.00	.00	9,000.00
910-14356	8,062.00	.00	.00	8,062.00
910-14359	10,818.00	.00	.00	10,818.00
910-14361	11,000.90	.00	.00	11,000.90
910-14363	11,000.00	.00	.00	11,000.00
910-14364	2,412.00	.00	.00	2,412.00
910-14366	12,504.15	.00	.00	12,504.15
910-14368	15,517.48	.00	.00	15,517.48
910-14371	4,300.00 (100.00) (800.00)	3,500.00
910-14375	18,422.00	.00	.00	18,422.00
910-14378	34,448.00	.00	.00	34,448.00
910-14554	750,000.00	.00	.00	750,000.00
910-15208	15,711.04	.00	.00	15,711.04
910-15500	5,416,458.00	.00	.00	5,416,458.00
910-15521	275,171.53	.00	.00	275,171.53
TOTAL ASSETS	9,050,535.48	3,516.29	23,269.69	9,073,805.17

LIABILITIES AND EQUITY

**CITY OF WHITEWATER
BALANCE SHEET
AUGUST 31, 2011**

CDA PROGRAMS FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>LIABILITIES</u>				
910-21200 DEPOSITS	900.00	.00	.00	900.00
910-25920 DUE TO FD 920-INNOVATION CTR	.00	.00	1,491.07	1,491.07
TOTAL LIABILITIES	900.00	.00	1,491.07	2,391.07
<u>FUND EQUITY</u>				
910-30110 CONTRIBUTED CAPITAL	456,815.37	.00	.00	456,815.37
910-34300 PROPRIETARY CAPITAL	7,955,855.18	.00	.00	7,955,855.18
910-35000 HOUSING LOANS RESERVE	174,316.71	.00	.00	174,316.71
910-35100 ECONOMIC DEV LOANS RESERVE	433,615.17	.00	.00	433,615.17
910-35160 FACADE LOANS RESERVE	29,033.05	.00	.00	29,033.05
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	3,516.29	21,778.62	21,778.62
BALANCE - CURRENT DATE	.00	3,516.29	21,778.62	21,778.62
TOTAL FUND EQUITY	9,049,635.48	3,516.29	21,778.62	9,071,414.10
TOTAL LIABILITIES AND EQUITY	9,050,535.48	3,516.29	23,269.69	9,073,805.17

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2011

CDA FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MISCELLANEOUS REVENUE</u>					
900-48100-56 INTEREST INCOME	2.27	25.02	.00	(25.02)	.0
900-48600-56 MISC INCOME	1,785.00	1,785.00	.00	(1,785.00)	.0
900-48630-56 GRANT ADMINISTRATION-REVENUE	6,000.00	6,000.00	6,000.00	.00	100.0
TOTAL MISCELLANEOUS REVENUE	7,787.27	7,810.02	6,000.00	(1,810.02)	130.2
<u>OTHER FINANCING SOURCES</u>					
900-49262-56 TRANSFER-TID #4-ADMINISTRATION	.00	.00	45,000.00	45,000.00	.0
900-49263-56 TRANSFER-TID #6-ADMINISTRATION	.00	.00	5,000.00	5,000.00	.0
900-49290-56 CITY TRANSFER INCOME	61,803.00	61,803.00	61,803.00	.00	100.0
900-49300-56 FUND BALANCE APPLIED	.00	.00	5,802.00	5,802.00	.0
TOTAL OTHER FINANCING SOURCES	61,803.00	61,803.00	117,605.00	55,802.00	52.6
TOTAL FUND REVENUE	69,590.27	69,613.02	123,605.00	53,991.98	56.3

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2011

CDA FUND

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>CDA</u>					
900-56500-111 SALARIES	6,513.60	52,321.91	72,977.00	20,655.09	71.7
900-56500-151 FRINGE BENEFITS	1,025.49	10,131.71	22,328.00	12,196.29	45.4
900-56500-154 PROFESSIONAL DEVELOPMENT	.00	170.00	1,075.00	905.00	15.8
900-56500-212 LEGAL SERVICES	.00	.00	1,500.00	1,500.00	.0
900-56500-219 AUDIT FEES	.00	.00	700.00	700.00	.0
900-56500-223 MARKETING	51.03	589.29	12,800.00	12,210.71	4.6
900-56500-224 COUNTY/REGIONAL ECON DEV	5,755.00	5,755.00	5,755.00	.00	100.0
900-56500-225 MOBILE COMMUNICATIONS	24.25	666.62	850.00	183.38	78.4
900-56500-310 OFFICE SUPPLIES	.00	707.14	900.00	192.86	78.6
900-56500-311 POSTAGE	39.13	304.41	500.00	195.59	60.9
900-56500-320 DUES	.00	.00	720.00	720.00	.0
900-56500-321 SUBSCRIPTIONS & BOOKS	.00	49.00	300.00	251.00	16.3
900-56500-330 TRAVEL EXPENSE	15.30	404.85	2,200.00	1,795.15	18.4
900-56500-341 MISC EXPENSE	.00	775.83	1,000.00	224.17	77.6
TOTAL CDA	13,423.80	71,875.76	123,605.00	51,729.24	58.2
TOTAL FUND EXPENDITURES	13,423.80	71,875.76	123,605.00	51,729.24	58.2
NET REVENUE OVER EXPENDITURES	56,166.47	(2,262.74)	.00	2,262.74	.0

**CITY OF WHITEWATER
BALANCE SHEET
AUGUST 31, 2011**

CDA FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
900-11100 CASH	23,335.29	48,403.96	(14,049.07)	9,286.22
900-11200 GENERAL CHECKING ACCOUNT	14,569.77	6,002.27	6,020.72	20,590.49
900-13150 A/R-TREASURER	.00	1,785.00	1,785.00	1,785.00
900-15100 DUE FROM GENERAL FUND	129.25	.00	.00	129.25
900-18400 OFFICE EQUIPMENT	14,101.41	.00	.00	14,101.41
TOTAL ASSETS	52,135.72	56,191.23	(6,243.35)	45,892.37
<u>LIABILITIES AND EQUITY</u>				
<u>LIABILITIES</u>				
900-21100 VOUCHERS PAYABLE	1,171.59	.00	(1,171.59)	.00
900-21106 WAGES CLEARING	3,118.87	.00	(3,118.87)	.00
900-22000 ACCUM DEPR - EQUIPMENT	12,704.22	.00	.00	12,704.22
900-25100 DUE TO GENERAL FUND	65.95	24.76	234.85	300.80
900-25101 DUE TO 910	15,711.04	.00	.00	15,711.04
900-25920 DUE TO INNOVATION CTR-FD 920	.00	.00	75.00	75.00
TOTAL LIABILITIES	32,771.67	24.76	(3,980.61)	28,791.06
<u>FUND EQUITY</u>				
900-34300 PROPRIETARY CAPITAL	19,364.05	.00	.00	19,364.05
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	56,166.47	(2,262.74)	(2,262.74)
BALANCE - CURRENT DATE	.00	56,166.47	(2,262.74)	(2,262.74)
TOTAL FUND EQUITY	19,364.05	56,166.47	(2,262.74)	17,101.31
TOTAL LIABILITIES AND EQUITY	52,135.72	56,191.23	(6,243.35)	45,892.37

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2011

CDA PROGRAMS FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>INTERGOVERNMENTAL REVENUE</u>					
910-43510-00	FEDERAL/STATE GRANTS	.00	606,000.00	.00 (606,000.00)	.0
	TOTAL INTERGOVERNMENTAL REVENUE	.00	606,000.00	.00 (606,000.00)	.0
<u>MISCELLANEOUS REVENUE</u>					
910-48101-00	INTEREST INCOME-BUSINESS DEV	832.53	3,160.48	15,500.00	12,339.52 20.4
910-48102-00	INTEREST INCOME-ECONOMIC DEV	257.22	5,189.19	4,800.00 (389.19)	108.1
910-48103-00	INTEREST INCOME-FACADE	6.76	308.60	600.00	291.40 51.4
910-48104-00	INTEREST INCOME-HOUSING	11.59	120.07	400.00	279.93 30.0
910-48105-00	INTEREST INCOME-ED DEV	2.01	20.70	30.00	9.30 69.0
910-48106-00	INTEREST INCOME-MORAINNE VIEW	.37	3.77	6.00	2.23 62.8
910-48107-00	INTEREST INC-WETLAND ESCROW	.00	1,655.10	700.00 (955.10)	236.4
910-48602-00	MISC INCOME	.00	915.20	.00 (915.20)	.0
910-48604-00	RENTAL INCOME-HOWARD ROAD	700.00	5,600.00	8,400.00	2,800.00 66.7
910-48605-00	RENTAL INCOME-CROP LEASES	.00	5,880.00	5,880.00	.00 100.0
910-48608-00	LOAN INTEREST-LAVELLE	.00	408.24	408.00 (.24)	100.1
910-48613-00	LOAN INTEREST-ZINGG MOTORS	175.62	1,270.64	2,220.00	949.36 57.2
910-48645-00	LOAN INTEREST-LEARNING DEPOT	298.73	2,379.99	3,494.00	1,114.01 68.1
910-48647-00	LOAN INT-TOPPERS--\$115,659	106.14	980.04	1,596.00	615.96 61.4
910-48648-00	LOAN INT-TOPPERS--\$33,960	32.60	299.09	554.00	254.91 54.0
910-48649-00	FACADE LOAN-INT-TOPPERS-15K	.00	.00	277.00	277.00 .0
910-48650-00	FACADE--INT.--RR WALTON-15K	.00	129.61	130.00	.39 99.7
910-48651-00	FACADE-INT-WALTON DIST-30K	48.72	424.36	655.00	230.64 64.8
910-48653-00	LOAN INT-RR WALTON-15K-HOTEL	44.67	378.75	588.00	209.25 64.4
910-48655-00	ED LOAN-INT-DAN'S MEAT-15K	.00	83.76	340.00	256.24 24.6
910-48657-00	FACADE-INT-WARHAWK-45K	130.65	1,058.35	1,609.00	550.65 65.8
910-48658-00	LOAN INT.-960 E. MILWAUKEE LLC	821.20	3,344.54	4,951.00	1,606.46 67.6
910-48660-00	FACADE-1117 W. MAIN(SWD/TDW)	47.48	383.82	572.00	188.18 67.1
910-48662-00	LOAN-IDL-INTEREST-DR PLASTICS	.00	1,515.84	5,078.00	3,562.16 29.9
910-48680-00	ADMINISTRATION FEE--LOANS	.00	1,700.00	1,500.00 (200.00)	113.3
	TOTAL MISCELLANEOUS REVENUE	3,516.29	37,210.14	60,288.00	23,077.86 61.7
<u>OTHER FINANCING SOURCES</u>					
910-49300-56	FUND BALANCE APPLIED	.00	.00	(52,888.00) (52,888.00)	.0
	TOTAL OTHER FINANCING SOURCES	.00	.00	(52,888.00) (52,888.00)	.0
	TOTAL FUND REVENUE	3,516.29	643,210.14	7,400.00 (635,810.14)	8692.0

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2011

CDA PROGRAMS FUND

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>CDA PROGRAMS</u>					
910-56500-212 LEGAL/PROFESSIONAL/MARKETING	.00	13,091.07	4,400.00	(8,691.07)	297.5
910-56500-295 ADMINISTRATIVE EXPENSE	.00	500.00	500.00	.00	100.0
910-56500-408 RENTAL EXPENSES	.00	1,840.45	2,500.00	659.55	73.6
910-56500-500 TRANSFER-HUSCO GRANT-DOC	.00	606,000.00	.00	(606,000.00)	.0
TOTAL CDA PROGRAMS	<u>.00</u>	<u>621,431.52</u>	<u>7,400.00</u>	<u>(614,031.52)</u>	<u>8397.7</u>
TOTAL FUND EXPENDITURES	<u>.00</u>	<u>621,431.52</u>	<u>7,400.00</u>	<u>(614,031.52)</u>	<u>8397.7</u>
NET REVENUE OVER EXPENDITURES	<u>3,516.29</u>	<u>21,778.62</u>	<u>.00</u>	<u>(21,778.62)</u>	<u>.0</u>



2012 Budget
Summary

COMMUNITY DEVELOPMENT AUTHORITY

	2009 ACTUAL	2010 ACTUAL	2011 BUDGET	2011 YTD-JUNE	2011 ACT-EST	2012 BUDGET
Total CDA General Expenses	143,728	121,133	123,605	49,512	109,886	93,575
TOTAL FOR CDA	143,728	121,133	123,605	49,512	109,886	93,575

2010 SIGNIFICANT ACCOMPLISHMENTS

1. Conducted the following outreach programs to include First Time-Homebuyer Program, Lead Paint Renovator Program & Show Me the Green Program.
2. Continued to grow/develop collaborative partnerships with UW-Whitewater. With UW-Whitewater, on target to substantially complete all Whitewater University Technology Park projects including construction of the Whitewater Innovation Center by the end of the year.
3. Successfully negotiated development agreement for Dark Fiber with WIN.
4. Conducted Business Retention Visits as scheduled.
5. Facilitated development of Shop Local Campaign.
6. Participated in each of the quarterly Whitewater Community Connections meetings.
7. Design stage of Train Depot restoration completed for 2011 construction.
8. Completed the 25x2025 Planning Grant with presentation of plan to Common Council in January, 2011.

2011 GOALS AND OBJECTIVES

1. Develop long-term CDA financing program by June, 2011.
2. Review City Municipal Code, Chapter 2.48 Industrial Development Commission.
3. Conduct a minimum of 10 Retention Visits
4. Complete Technology Park Projects on time and within budget.
5. Work with various stakeholder groups to Develop Community Marketing Plan including components for the Business Park, Technology Park, Retail Development & Tourism by April, 2011
6. Develop alternative development strategies for the East Towne Market site.
7. Work with Downtown Whitewater to develop and implement an Outdoor Café Furniture Program
8. Conduct Outreach Programs to include a Business Counseling: Lunch and Learn Series (working with the Chamber of Commerce) and continue First Time Homebuyer program as requested.
9. Facilitate formation of housing sub-committee to address foreclosed and abandoned properties in the city as well as to develop long term housing strategies by April 30.
10. Facilitate Distressed TID Amendment by March 31, 2011.
11. Create Annual Report by January 31, 2011.

PERFORMANCE MEASURES

1. Number of Acres/Sites Sold in Business Park
2. Amount of Loan Money Used for ED Loans
3. Amount of Loan Money Used for Façade Loans
4. Amount of Loan Money Used for Housing Rehab
5. Increment Created by Business Recruitment
6. Jobs Created by Business Recruitment
7. Number of Retention Visits and/or Jobs Retained
8. Number of New Retailers
9. Number of Grant Applications Written
10. Number of Grant Awards



2012 Budget
Community Development Authority
REVENUE SUMMARY

REVENUE

	DESCRIPTION	2009 ACTUAL	2010 ACTUAL	2011 BUDGET	2011 YTD-JUNE	2011 ACT-EST	2012 BUDGET
44115	Reserve License Fee	-	-	-	-	-	-
48100	Interest Income	3,767	763	-	18	30	-
48600	Misc Income	-	-	-	-	1,785	-
48620	Event/Sponsorship Revenue	-	214	-	-	-	-
48630	Grant Administration-Revenue	-	-	6,000	-	6,000	-
49262	Transfer-TID #4-Administration	-	-	45,000	-	45,000	-
49263	Transfer-TID # 6-Administration	-	-	5,000	-	5,000	-
49290	City Transfer Income	70,932	60,209	61,803	-	61,803	-
49300	Fund Balance Applied-(Inc)-Dec	-	-	5,802	-	-	-
	Total Income	74,699	61,186	123,605	18	119,618	-



BUDGET NARRATIVE

CODE	ITEM	AMOUNT
REVENUE		
48630	<u>Grant Administration-Revenue</u> Administration of Dept of Commerce grant	-
49262	<u>Transfer-TID # 4--Administration</u> CDA administration for EDA grant & projects	-
49263	<u>Transfer-TID # 6-Administration</u> CDA administration for TID # 6 projects	-
49290	<u>City Transfer Income</u> This represents approximately ½ of the cost of CDA function funded by the General Fund.	-
49300	<u>Fund Balance Applied</u>	-



2012 Budget
Community Development Authority
EXPENDITURE SUMMARY

CDA GENERAL EXPENSES

SECTION NUMBER: 900.56500

	DESCRIPTION	2009 ACTUAL	2010 ACTUAL	2011 BUDGET	2011 YTD-JUNE	2011 ACT-EST	2012 BUDGET
111	Salaries/Permanent	82,841	82,991	72,977	38,344	81,750	74,262
115	Internship Program-UWW	2,050	-	-	-	-	2,500
151	Fringe Benefits	14,212	14,795	22,328	7,712	15,831	16,813
154	Professional Development	801	714	1,075	170	600	
211	Consultant Fees	-	199	-	-	-	
212	Legal/Professional Services	5,370	390	1,500	-	-	
219	Audit Fees	-	-	700	-	-	
223	Marketing	19,900	5,395	12,800	538	1,500	
224	County/Regional Econ Dev	11,210	11,465	5,755	-	5,755	
225	Mobile Communications/Internet	731	446	850	618	850	
310	Office Supplies	1,033	1,504	900	672	900	
311	Postage	405	507	500	249	500	
320	Dues	870	445	720	-	400	
321	Subscriptions/Books	-	122	300	49	100	
330	Travel Expenses	2,079	737	2,200	350	700	
341	Miscellaneous Expenses	1,057	354	1,000	810	1,000	
371	Depreciation-Equipment	1,169	1,070	-	-	-	
Total CDA General Expenses		143,728	121,133	123,605	49,512	109,886	93,575

GRAND TOTAL		143,728	121,133	123,605	49,512	109,886	93,575
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BUDGET NARRATIVE

CODE	ITEM	AMOUNT
SUPPLIES and SERVICES		
223	<u>Marketing</u> Decreased \$3,700. (12,800 vs. 16,500) Cost of printing brochures/website design/maintenance/promotional marketing services.	-
224	<u>County/Regional Economic Development</u> Decreased \$5,455. (5,755 vs. 11,210) <div style="margin-left: 200px;"> Walworth County EDC 5,755 Jefferson County EDC - <hr style="width: 50px; margin-left: 100px;"/> 5,755 </div>	-
225	<u>Mobile Communications/Internet</u> (No Change) Cell phone 300 Internet 500 Domain Host 50 Total <u>850</u>	-
310	<u>Office Supplies</u> Decreased \$300. (900 vs. 1,200)	-
311	<u>Postage</u> Decreased \$300. (500 vs. 800)	-
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) 225 <hr style="width: 50px; margin-left: 100px;"/> <div style="margin-left: 100px;">720</div>	-
321	<u>Subscriptions, Books</u> (No Change)	-
330	<u>Travel Expense</u> Increased \$200. (2,200 vs. 2,000)	-
341	<u>Miscellaneous Expenses</u> Decreased \$116. (1,000 vs. 1,116) Moved Internet and Domain Hosting to Mobile Communications/Internet-Acct. 225	-