



Whitewater CDA

**MINUTES**

**Monday, March 23, 2009**

**4:30 PM – CDA Board of Directors**

**2<sup>nd</sup> Floor - Cravath Lake Front 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 4:29PM.

Present: Jeff Knight, Tom Miller, Al Stanek (arrived at 4:36PM), Jim Stewart, Max Taylor

Absent: Al Marshall, Jim Allen

Others Present: Mary Nimm, Kevin Brunner, Ken Harwood with Future Wisconsin, Rod Hise with, Mitch Grulke, Jim Caldwell (arrived @ 5:00PM)

**2. Approval of the Agenda**

Jim Stewart motioned to approve the agenda. Taylor seconded.

The motion to approve the agenda passed unanimously 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 February 23, 2009 CDA Minutes**

Jeff Knight motioned to approve the February 23, 2009 minutes. Stewart seconded.

The motion to approve the February 23, 2009 minutes passed unanimously on a voice vote.

**5. Presentation, Discussion and Possible Action on FutureWhitewater.com**

Ken Harwood from "FutureWisconsin" introduced the CDA to the FutureWhitewater.com web pages. Harwood was invited to the CDA meeting to show the CDA the FutureWisconsin sites and to talk about the City of Whitewater's possible involvement. Harwood notes he writes an Economic Development newsletter, Wisconsindevelopment.com. Harwood has created a source for Economic Development websites for any given community. There are currently 53 "future" sites. Recently implemented is a new concept at the County level versus City level. The noted difference is, Harwood would input community information for the City sites whereas in the new county level model information is simply pointed out. Each county is a single source for Economic Development information about the community. Data will be pointed to and users will be directed to source. Most of the site is "free". Commercial properties are listed by property drive. Realtors pay to list their properties on property drive and data is made available to FutureWisconsin. Contact persons and commercial brokers for property can also list the properties. Properties can also be searched. This is a user supported site. Major projects in a given community, will have featured properties. Business cards can be added, divided between anything related to ED. Local utilities are also added business cards. There is a section for community links – UWW, Schools, recreation facilities, non-profits. There are six primary sponsors for the site at less than \$100/mo.

Brunner – cost to the community?

Harwood – no cost, and no sponsors needed. Six sponsors are already on the site.

Brunner – will solicit local sponsors?

Harwood – would like links from Whitewater to FutureWisconsin

Knight – what can Whitewater do to differentiate themselves? Might the City pay for a feature add to make Whitewater the first site?

Harwood – no, communities are represented by the county on the map and communities are then in alphabetical. Whitewater site is the first of the community sites where the data is in the hands of the community.

Brunner – how are County ED Orgs going to fit into this?

Harwood – goal is not to duplicate, goal is to point to.

**6. Discussion and Possible Action on Media Campaign for Marketing of Whitewater Business Park**

Knight introduces Rod Hise. Knight noted that there has been a discussion of BPM Committee on how do we get the message out of all the things that are happening with Whitewater. How do we get WW recognized in large publications? Hise is in PR and we are looking to him for suggestions and guidance. We are asking what would be a smart way to stage those events in major publications with our purpose to go beyond and find an audience in IL and Milwaukee.

Hise stated he has worked with the Research Park in Madison. There is a compelling story to tell, question is

the difference between what we are selling and what the reporters are buying. There is a need to identify target publications and target reporters – we need to find reporters interested in ED issues and business location issues. Then we can put together a plan to roll-out the flow of news overtime. The CDA should look for opportunities outside of news events to hitch our story. Reporters look for a trend story. It is also important to evaluate our goals. The question to ask ourselves, is what's the best way to roll news out? Are we going to be better for a particular publication to develop a flow of news over time or go with a single item? Before making an investment, make sure the news releases are tied to some sort of sustainable tactical plan, identify targets, and then finalize goals. It is very important to confirm the positioning and then ask what are the key messages? Important step, send introductory email to reporter(s). Provides with initial information about Whitewater and our message.

Stanek – how do you evaluate?

Hise – look at the papers and TV for coverage – quantifiable coverage; ask reporter(s) how they are thinking about your news – qualify coverage.

Knight – can we estimate \$\$ value in coverage? How does that equate to advertising dollars?

Hise – There is a monetary value of a well-placed story and series of stories is valuable property.

Knight – how do we price a well-placed article versus a select mailing group so we can prioritize marketing campaign?

Knight – each of our stories is a little different – BP infrastructure, TID story, new technology park...

Brunner – one key thing we have to remember is that in Whitewater we have the ability for a large development where most communities in SE WI don't.

Knight – how do we prevent the scoop and keep the story big enough without losing the story for a big enough play?

Hise – important to try to preserve, but getting news coverage is difficult and if for some reason an inquiry call comes in – run with it.

Knight – can we take a team to the said publications? How do you partner with the Chancellor's office to make the events special?

Hise – be sure to have luminary figures to attend the events.

Brunner – requested the CDA get a proposal from Hise for services.

Hise – think about our news as an expression of a brand. Fundamentally, we are building on an expression of a brand. A comprehensive public relations understands multiple audiences to be newsworthy.

Stanek – develop a strategic approach to our PR.

Hise – evaluate and finalize goals based on review of targets, confirm messaging based on goals, implement execution of goals.

Nimm to send, Applied PhD work, web work, DTW work to Hise – integrate messages

Knight – maybe the focus is the retention and creation of jobs

Hise – can't charge forward without inclusion of particular stories.

Brunner – implementation of current past projects and studies. Little pieces need to be compiled to make larger pieces.

Hise will put together a proposal for CDA.

## **7. Website Redesign Status Update**

Nimm – updated the board on the status of the new website. Grulke met with Chenoweth for instructions on web maintenance. Chenoweth is working with the City IT to take the site live.

Knight – we are unique in that UWW is assisting non-profits set-up websites nation-wide.

Brunner – tapping into resources at UWW to create something special.

## **8. 2009 Marketing Campaign Launch Discussion**

Knight – need to bring back this item to the CDA after strategic planning has been done at the BPM committee. Perhaps we hold-off on the launch until after the credit market starts to move. Wait until new business decisions are being made.

Brunner – would it be prudent to send message to Applied PhD asking opinion on using the campaign?

Stanek – marketing is a process, not an event

Stewart – timing might be now...

Stanek – we should move forward, avoid the risk of getting stale, additional costs will be incurred if we wait, decision makers might actually have the time to read our news if we move now

Knight – we should consider the roll-out of the mailing as an event with coverage from media creating a stir

Hise – story is community is launching campaign with four clear messages and/or competitive advantages.

Resources behind a concerted effort for a well-executed campaign.

Stanek motioned to move forward with the launch of the 2009 Marketing Campaign. Stewart seconded noting that Nimm should touch base with Applied PhD.

Ayes: Knight, Marshall, Miller, Stanek Stewart, Taylor

Noes: None

Abstain: None

Absent: Allen, Marshall

## 9. Discussion on Business Park/Marketing Budget & Available Funding Sources

Knight noted that the CDA has \$15,000 in its marketing budget and questioned how do we pay for the remainder with the estimated total marketing campaign to come in at \$30,000. Knight asked if the CDA might approach the Council asking if the remainder of the needed budget come from TID 4?

Stanek motioned that the CDA recommend to Council that \$15,000 be appropriated to the CDA marketing budget from TID 4 for the marketing of the Whitewater Business Park and Public Relations for 2009. Knight seconded.

Ayes: Knight, Marshall, Miller, Stanek Stewart, Taylor

Noes: None

Abstain: None

Absent: Allen, Marshall

## 10. TID Value Discussion

Numbers have been assembled by Baird & Associates on the value of TID's 1, 2, 3, & 4. Brunner noted that an analysis will be done, corrections to the typos will be made and a PowerPoint will be compiled and presented to the committee.

## 11. Stimulus Bill Summary and Discussion

Nimm noted that at the request of Alan Marshall, Mitch Grulke put together a summary of the stimulus bill.

### American Recovery and Reinvestment Act

- Create or save more than 3.5 million jobs over the next two years
- Take a big step toward computerizing Americans' health records, reducing medical errors, and saving billions in health care costs
- Revive the renewable energy industry and provide the capital over the next three years to eventually double domestic renewable energy capacity
- Undertake the largest weatherization program in history by modernizing 75 percent of federal building space and more than one million homes
- Increase college affordability for seven million students by funding the shortfall in Pell Grants, increasing the maximum award level by \$500, and providing a new higher education tax cut to nearly four million students
- As part of the \$150 billion investment in new infrastructure, enact the largest increase in funding of our nation's roads, bridges, and mass transit systems since the creation of the national highway system in the 1950s
- Provide an \$800 Making Work Pay tax credit for 129 million working households, and cut taxes for the families of millions of children through an expansion of the Child Tax Credit
- Require unprecedented levels of transparency, oversight, and accountability.

Source: <http://www.recovery.gov/>

- March 3<sup>rd</sup> 2009, Government agencies began to report the use of funds
- March 3<sup>rd</sup> 2009, release of \$27 billion to upgrade infrastructure

**Wisconsin:** Receiving approximately \$3.76 billion. See attached breakdown.

- **Wisconsin Highway Funding:** \$529,111,915
  - 30% or \$158 million for local roads and bridges
  - \$38.7 million to Milwaukee urbanized area
  - \$9.7 million to Madison urbanized area
  - Remainder of \$109 million to the rest of the state
- **Transportation, Highway Formula Grants:** (WI DOT)
  - Federal share up to 100% of cost
  - Surface Transportation Program, WI DOT Economic Recovery (ER)

Source: <http://www.recovery.wisconsin.gov/>

## **12. Discussion and Possible Action on Memorandum of Understanding relationship between CDA and City**

### **Memorandum of Understanding**

This memorandum of understanding made this 1<sup>st</sup> day of April, 2009 by and between the City of Whitewater, hereinafter called City, and the Whitewater Community Development Authority, hereinafter called CDA.

#### **Witnesseth:**

The City and the CDA have enjoyed a positive working relationship for many years and the two parties are desirous of better defining this relationship. 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 City and CDA hereby agree to the following:

1. The CDA will provide written quarterly reports to City Council commencing in 2009. These reports will be presented to the Council at one of its regularly scheduled meetings. In addition, an annual report detailing the CDA's activities and finances, as required by Chapter 2.48 of the Whitewater Municipal Code will be presented to the City Council no later than April 15<sup>th</sup> of each year.
2. The CDA will conduct an annual meeting at which time the economic and community development goals and objectives of the City will be discussed and determined. City Council members as well as community members will be encouraged to attend the annual CDA meeting. The CDA annual meeting shall be held in conjunction with the annual City budget process in the fall of each year.
3. The CDA's financial records will be maintained by the City Finance Director. Quarterly Tax Incremental Finance District reports will be provided by the Finance Director to both the City Council and CDA. Monthly financial reports will also be provided to the CDA of its financial activities.
4. All CDA funds will be accounted for in separate enterprise funds maintained by the City Finance Department. These funds shall be maintained according to General Accepted Accounting Principles (GAAP) and will be subject to annual audit by the City's auditor. Approval of special enterprise fund expenditures shall be the responsibility of the CDA and monthly revenue/expenditure reports will be produced by the City Finance Department and approved by the CDA Board of Directors.
5. The City Council will appoint two of its members to serve on the CDA Board of Directors. These City Council representatives will be responsible for attending and participating fully in all CDA meetings and with reporting periodically to the Council on CDA activities.
6. The parties to this agreement recognize that there may be occasions in the future when, due to conflicting positions, the CDA may have a different position on a matter than the City Manager on an issue which concerns the City Council. This section is set forth for the purpose of providing a process for the parties to follow when such circumstances arise. If a conflict arises, an ad hoc committee shall be formed that will consist of a City Council member appointed by the City Council, a Community Development Authority member appointed by the Community Development Authority (who shall not be a member of the Common Council), and the City Manager. If it is not practical for the City Council to appoint a member due to the immediacy of the circumstances, the City Council President shall act as the City Council representative. If it is not practical for the Community Development Authority to appoint a member due to the immediacy of the circumstances, the Community Development Authority Chairperson shall act as the Community Development Authority representative. The committee so formed shall attempt to resolve the conflict. If the committee is unable to resolve the conflict, the CDA committee member shall be authorized to communicate the CDA's position to the City of Whitewater Common Council. Upon completion of the work of the committee on the issue in question, the committee shall adjourn sine die.
7. The CDA assigns the responsibilities for its Executive Director to the City Manager. In consultation with the City Manager, the CDA Board of Directors is responsible for the hiring/firing of the CDA Coordinator subject to the employment agreement executed for this position. The CDA Coordinator will report on a daily basis to the City Manager with policy direction to come from the CDA Board of Directors.

8. The annual CDA budget will be developed by the CDA Coordinator and then reviewed and adopted by the CDA Board of Directors before it is submitted to the City Manager for eventual presentation to the City Council. Final approval of annual CDA budgets shall be made by the City Council.

Agreed to this 8th day of April, 2009.

City of Whitewater

Whitewater Community  
Development Authority

\_\_\_\_\_  
Kevin M. Brunner, City Manager

\_\_\_\_\_  
Thomas Miller, Chair

\_\_\_\_\_  
Michele Smith, City Clerk

\_\_\_\_\_  
Alan Marshall, Vice Chair

Jeff Knight motioned to accept the Memorandum of Understanding relationship between the CDA and the City. Stewart seconded.

Ayes: Knight, Marshall, Miller, Stanek Stewart, Taylor

Noes: None

Abstain: None

Absent: Allen, Marshall

### 13. University Technology Park Update

Brunner noted that the Board is proceeding with the option to purchase and progress has been made. The City, CDA, UWW and Tech Park Board have applied for an EDA grant. The grant will partially pay for the innovation center and infrastructure up to \$3.2m. The UW-W continues to work on core competencies, with two potential tenants. There is a meeting this week to look at three possible sites.

Stanek noted that there are perhaps environmental concerns with the Hardscapes site and questioned if the Board was considering it as an alternative site.

Knight noted that he is pleased at level of engagement on campus. Strong dynamics.

### 14. CDA Coordinator

#### a. Web Site Redesign & Launch Date

Discussed in item #7

#### Homebuyers Education – April 18<sup>th</sup>

Nimm noted in the CDA 2009 Goals and Objectives, it was listed that the CDA would attempt hosting up to four First-Time Homebuyers Education classes. This will be the first for 2009. The course is scheduled for Saturday, April 18<sup>th</sup> from 9-3 at the Cravath Lake Front Center.

#### b. Asbestos Supervisor Training – Week of April 27<sup>th</sup>

Nimm noted that she is working with Milwaukee Lead and Asbestos to host a one-week long Asbestos Supervisor Training in Whitewater. The class is scheduled for the week of April 27<sup>th</sup> with class to be held at the Cravath Lake Front Center all week with the exception of class in the Council Chambers on Tuesday (because of a scheduling conflict). She selected the week-long supervisor class, as the other trainings would be insufficient for the contractors working on Housing Rehab projects as part of the CDBG Housing Rehab Loan Program.

#### c. Report on Attendance at Janesville Regional Workshop Describing Assistance Programs and Grant Funding

Kevin, Bud Gayhart and Nimm attended the Janesville Regional Workshop describing Assistance programs and grant funding. Many state and federal agencies had representatives describing the programs they have available for grant and loan assistance. After the brief presentations, there was an opportunity to meet with representatives to talk about the City projects and the potential for funding.

#### d. Report on Attendance at Audio Conference on Economic Stimulus Funds: How Local Governments Can Get Their Fair Share

Nimm attended an audio conference at the Rukert-Mielke offices in Waukesha. Enclosed in the packet was the PowerPoint presentation from the audio conference as well as notes.

#### e. Possible Attendance at 2009 IEDC Technology-Led Economic Development Conference

Nimm noted that she expressed an interest in attending the 2009 IEDC Technology-Led ED Conference. The Conference is a world conference on science and technology parks. IEDC is partnering with The Triangle Research Park and the International Association of Science Parks to put on this event. Brunner suggested that either Gayhart or Nimm should attend as this will be a great resource and the City could learn from experts in the field.

### 15. Adjourn to closed session at approximately 6:42PM to reconvene at approximately 7:05 PM 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**

Present: Jeff Knight, Tom Miller, Al Stanek , Jim Stewart, Max Taylor

Absent: Al Marshall, Jim Allen

Others Present: Mary Nimm, Kevin Brunner

**a. 503 S. Janesville Street**

**16. Reconvene at 7:05PM and Roll-Call**

Present: Jeff Knight, Tom Miller, Al Stanek , Jim Stewart, Max Taylor

Absent: Al Marshall, Jim Allen

Others Present: Mary Nimm, Kevin Brunner

**17. Confirm April Meeting Date of Monday, April 27 @ 4:30PM**

**18. Future Agenda Items**

Knight – attorney general letter on ED Orgs

Stanek – Chinese sister-city

Knight – weatherization funding – focus on energy

**19. Adjourn**

Taylor motioned to adjourn at 7:12PM. Miller seconded.

The motion to adjourn passed unanimously on a voice vote.

*Respectfully Submitted,*

*Mary Nimm  
CDA Coordinator*

DRAFT