



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

Tom Miller called the meeting to order at 4:31PM.

Present: Jim Allen, Jeff Knight, Tom Miller, Patrick Singer, Al Stanek

Absent: Al Marshall, Jim Stewart

Others Present: Mary Nimm, Kevin Brunner, Doug Saubert, Bud Gayhart, Jim Caldwell (arrived at 4:38PM)

2. Approval of the Agenda

Jim Allen motioned to approve the agenda. Singer seconded.

Ayes: Allen, Knight, Miller, Singer, Stanek

Nays: None

Absent: Marshall, Stewart

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

3. Approval of the August 23, 2010 Minutes

Al Stanek motioned to approve the agenda. Knight seconded.

Ayes: Allen, Knight, Miller, Singer, Stanek

Nays: None

Absent: Marshall, Stewart

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

4. Discussion and Possible Action on Proposed 2011 Fund 900 Budget

Brunner started the discussion noting that the City is faced with dwindling revenues. All departments have been asked to be at a 0% increase or less than the 2010 budget. The proposed CDA budget for 2011 is less than 0%.

Of items to note in the proposed budget are:

a. 2010 budget reflects 25% of Brunner's time, 2011 reduction to 20%.

b. Marketing budget reduction from \$16,500 to \$10,000 – learn to live within \$10,000.

c. Funding for WCEDA is proposed @ \$0.50 per capita instead of \$1.00 per capita reflective as the County contribution.

d. Source funding previously borrowed for fund 900 will be gone at end of this year and the CDA is being asked to consider using some of the 910 Program Budget for their portion of the Operation Budget.

e. TID 4 has not funded CDA on a yearly basis.

Knight – why not use TID instead of fund 910? Before we start using 910, we need to use TID 4 and a transition fund.

Brunner – we are under scrutiny with charging administration as operating funds.

Knight – using fund 910 uses our discretionary funds, these are the only funds we have to keep jobs here...

Singer – Internship was @ \$5,000 in 2010 and only budgeted @ ½ for 2011. Do we need the full \$5,000 for next year?

Brunner – the City has worked with Hawk Internship program for ½ of the funding for interns to be paid to be paid for by UWW.

Singer – future marketing? Travel?

Knight – TID 4 time? How much \$ is left in TID for that can be used for administration for 2011?

Saubert - \$75k for administration type charge backs to TID 4.

Caldwell – 910 funding, if we use these funds we lose these funds... perhaps we can use the other TID's @ \$10k ea as an alternative

Saubert – we can't use TID's other than TID's 6 & 4 as they are the only ones creating an increment over the \$10k increment

Knight motioned to recommend modification of the income side and allocate \$10k against each of the other 5 TID's for administration. Allen seconded.

Brunner – the CDA did forward funds to TID 6 for work on TECH Park project and will be receiving a payment to replace the funds used from the 910 fund.

Allen – do not take from 910 fund.

Ayes: Allen, Knight, Miller, Singer, Stanek

Nays: None
Absent: Marshall, Stewart

Knight – what about the marketing budget for 2011?
Brunner – we have to market and this is key for both the Technology Park and Innovation Center. We also have to continue general marketing of the BP & the Community.

Knight – how do we get our arms around a marketing proposal for 2011? Marketing piece is crucial for long-term potential to bring in increment and jobs.

Gayhart – in the past we did direct mailings. Economic climate response has been modest. To date, it's been virtually no cost press releases which creates a visibility. Social media cost effective means of connecting with another section of population. We need a website for the Innovation Center. Use website as a place to grab identifiers.

Knight – this item is significant and the concern is that tasks will increase next year. This is the only line-item that brings increment to the City.

Brunner – perhaps the marketing committee could meet to come-up with a budget. We do need a budget for October 12.

Stanek motioned to approve the budget, reducing office supplies to \$900, internship position to \$0, and the \$2,800 reduction from those two budget items will be added to marketing, increasing marketing to \$12,800. Singer seconded.

Ayes: Allen, Knight, Miller, Singer, Stanek

Nays: None

Absent: Marshall, Stewart

Singer - I don't think that an additional \$2,800 will be enough for 2011

Stanek – there is marketing \$ in the Innovation Center sources and uses document, \$12,800 should be sufficient.

Knight – questioning the marketing piece and comparing it to the budget history and cutting the budget in half is not appropriate for this time.

Stanek – marketing is critical, recall not spending as much as allocated in past.

Allen – money has been spent to build the Innovation Center this is not the time to pull back on marketing.

Brunner – we have not had a chance to put together a strategic marketing plan, hoping to have innovation manager to market the park and IC.

Singer – annual marketing plan preceding budget structure.

Knight motioned to propose a reserve of \$10,000 from TID to be allocated for marketing with final approval by CDA and Common Council. Allen seconded.

Ayes: Allen, Knight, Singer

Nays: Miller, Stanek

Absent: Marshall, Stewart

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

Brunner noted that no action is needed that information as it relates to Dark Fiber/Broadband as of late last week is that we negotiated and will have a Memorandum of Understanding (MOU) and that a firm will privately install fiber from UW-W to the Innovation Center and Tech Park and that no public \$\$ is needed. The private firm has asked for easements, and use of public row as well as a spot in the equipment room for the fiber in the tech park. Brunner will bring the MOU to the Common Council next week. Businesses and residences in Whitewater will benefit. City facilities will also benefit from the fiber connection.

Saubert – provisions about cost of using?

Brunner – still negotiating.

Allen – company will be provider rather than City or CDA?

Brunner – doesn't limit the user, private users can be included.

Knight – will it be a good deal for the other users?

Saubert – we will need to make sure it is not cost prohibitive for business uses.

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

Gayhart noted that distributing information is important to small businesses. The Small Business Development Center (SBDC) has a process in Beloit called the "Lunch and Learn" series that has worked well. The Beloit model has been and is being used in Fort Atkinson. The SBDC is also hosting a Breakfast series to start in Lake Geneva next month. Gayhart stated that he and the SBDC is offering to do the same thing in WW. The series would be used to discuss relevant topics in a PowerPoint series. In Fort Atkinson he has competed three of the presentations so far. Each lunch sponsored by financial institution and space is provided by MATC. We could easily use Cravath Lakefront Center as the host facility with lunches/breakfasts provided by sponsors. Topics can translate across many fields. No cost to attend. Shows business sector we care.

Singer recommended moving forward and working with Bud on program and attempt to engage the Chamber

to take the lead. Knight seconded.
Ayes: Allen, Knight, Miller, Singer, Stanek
Nays: None
Absent: Marshall, Stewart

7. Discussion and Possible Action on Possible Formation Housing Subcommittee

Brunner at its last meeting, the CDA talked about foreclosed properties, has since made recommendation to the Common Council on stricter enforcement of abandoned properties and has directed staff to be more aggressive. Brunner noted that the thought is that we have a subcommittee to spearhead this effort to improve housing stock.

Knight – list of distressed properties in the City. Perhaps next CDA meeting we look at entire scope to see from the Economic Development standpoint of saving property values.

Caldwell – neighborhood stabilization is key. Need to put together a plan.

Singer motioned to create housing subcommittee under CDA with Knight acting as the chair/point person on committee. Allen seconded.

Ayes: Allen, Knight, Miller, Singer, Stanek

Nays: None

Absent: Marshall, Stewart

Knight – give credit to Brunner, Nimm, and Parker for moving this along.

Miller – expressed an interest in participating.

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

Brunner noted this assignment should be given to the housing subcommittee. Working with attorney to start process to get into properties.

Stanek – first thing committee needs to do is set strategy and assess money available for moving forward.

9. Whitewater Technology Park

a. Innovation Manager Search Update

Brunner noted the search and screen committee is making recommendation to Chancellor. Should see action in near future.

b. Economic Development Administration Update

Working with the EDA on compliance issues. Meeting next week. New Project Manager.

c. Infrastructure Updates

i. 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.

ii. 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.

Stanek – disincentives for completion? Starin road appears to be behind schedule.

10. Update, Discussion and Possible Action on TID 4 Designation of TID 4 As a Distressed TID

Brunner noted the Joint Review Board has requested seeking citizen applicants for the Citizen Representative. Brunner handed out a letter from WI League of Municipalities regarding Distressed TID SB 291. Whitewater is one of the reasons why the law was changed. Senate passed Distressed passed.

Knight – request the conversation by Dan Kilkenny reflected in minutes.

Nimm – will request Dr. Zentner insert comments as noted by Knight.

Brunner – important issue for community. If amendment is not approved, it will fall upon the tax payers of the city.

Singer – could Dean Fischer be substituted with a stronger candidate?

11. Discussion and Possible Action on TID Presentation

Brunner noted that he will send the electronic presentation to CDA.

12. CDA Coordinator Updates

a. **Train Depot – Grant for Restoration**

Nimm noted that the restoration project is in the design stages and is approximately 65% completed.

b. **Site Search Request(s)**

Nimm noted that there were no site search requests that she attended to.

c. **Retention Visits**

Nimm Noted the Retention Visit Team has visited three businesses since our last meeting:

d. **25x2025 Planning Grant**

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

e. **CDBG Application for HUSCO International**

Nimm noted she is working with HUSCO on a CDBG Application to be submitted to the Department of Commerce for assistance with the purchase of equipment.

f. **ED Loan Application – Advantage Plastics**

Nimm noted she is working with Attorney Simon on a potential new Economic Development Loan Application and the CDA should expect to see review of the application at the October meeting.

g. **Wayfinding Signs**

Nimm noted she is working with Chuck Nass on updating the wayfinding signs.

h. **Show Me the Green**

Nimm noted she is working to bring the “Show Me The Green” presentation to Whitewater on October 27th.

i. **Build Wisconsin Awards Judging Panel**

Nimm noted that she 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. She is 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. She 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.

j. **Buy Local**

Nimm provided the minutes from the most recent Buy Local Committee meeting to the board.

13. 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. (move to before CS)*

Doug Wheaton introduced himself as the new Executive Director for the Walworth County Economic Development Alliance (WCEDA). Wheaton noted that he served in Franklin, WI and that he has excellent experience that can be related to Whitewater. Wheaton also noted that he served as Government affairs director for the Wisconsin realtors association as well as holding a position in the Wisconsin State Capitol as a legislative assist. Lastly, Wheaton stated that in his new role as Executive Director for WCEDA he is hoping to help Whitewater.

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.**

Tom Miller motioned to adjourn to closed session at 6:06PM.

Present: Jim Allen, Jeff Knight, Tom Miller, Patrick Singer, Al Stanek

Absent: Al Marshall, Jim Stewart

Others Present: Mary Nimm

a. **Economic Development Loan 210 W Whitewater Street, Whitewater, WI**

15. Reconvene to open session

Jim Allen motioned to reconvene to open session at 6:15PM. Stanek Seconded.

Present: Jim Allen, Jeff Knight, Tom Miller, Patrick Singer, Al Stanek

Absent: Al Marshall, Jim Stewart

Others Present: Mary Nimm, Kevin Brunner

16. Future Agenda Items

Update on Business Counseling Program for Small Business
Marketing budget – team strategy (IM, WCEDA, CDA)

17. October Meeting Update

October 25th

18. Adjourn

Jim Allen motioned to adjourn at 6:17PM. Singer seconded.

Respectfully Submitted,

*Mary S Nimm
CDA Coordinator*