



Whitewater CDA - MINUTES

Monday, May 2, 2011

4:30 PM – CDA Board of Directors

1st Floor Community Room - 312 W Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

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

Present: Tom Miller, Jeff Knight, Donna Henry, Jim Stewart, Laurence Kachel, Patrick Singer, Jim Allen (@ 4:50pm)

Absent: None

Others Present: Mary Nimm, Kevin Brunner, Cameron Clapper, Doug Saubert, Alan Marshall, Jim Caldwell

2. Approval of the Agenda

Knight motioned to approve the agenda. Singer seconded.

Ayes: Miller, Knight, Henry, Stewart, Kachel, Singer

Nays: None

Absent: Allen

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.*

Alan Marshall, 1609 Turtle Mound Circle – Mr. Marshall noted that he served on the CDA board full 2-year terms. He wanted to pass information to the CDA. *“This has been rewarding. I have gained knowledge in Economic Development and all items encompassing. We (the CDA) kept positive attitude and tried to move forward no matter the Economic condition of the community. The CDA has done a tremendous job overall to make Whitewater viable in Walworth County. All members have been positive about Economic Development in Whitewater. The CDA has great leadership with Brunner and Nimm. Thanks to the CDA for the opportunity to give 8 years of service.”*

4. Approval of the March 28, 2011 Minutes

Singer motioned to approve the minutes. Knight seconded.

Ayes: Miller, Knight, Henry, Stewart, Kachel, Singer

Nays: None

Absent: Allen

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

5. February and March CDA Financials

Saubert commented, that he can be called at anytime if there are questions. Noting that there are two new CDA members, Saubert highlighted the CDA finances and noted that there are two funds for CDA. There is the 900 fund for Operations and 910 funds used for Programs. At year end, Innovation Center asset was added to the books. New loans made at first of year.

Knight – UDAG funds from the CDA \$ lent for UTP – where is that shown?

Saubert – shown as an advance to be repaid.

Nimm – has been in contact with the Learning Depot. Intent is to get account caught-up in April. Will confirm payments upon receipt of the bank statements.

6. Consideration of Request from Downtown Whitewater to Participate in Partnership of Sponsoring TV Commercials

Nimm noted that the CDA has contributed towards the sponsorship of the TV Commercials organized by Downtown Whitewater for two years prior. Nimm also noted that Downtown Whitewater declined our offer to share in funding of the photo-simulation project in hopes that those funds might be re-directed to sponsor the TV commercials.

Knight – has there been a monitoring of commercials to see if customers and sales have increased?

Brunner – the DT board is happy with the success of the program, do not believe that any analytics have been done to quantify the measurement of success.

Knight – motioned to commit \$400 to the commercials. Singer seconded.

Singer – marketing plan for the City? This may work it's way into the plan, may as well budget for in the future.

Ayes: Miller, Knight, Henry, Stewart, Kachel, Singer

Nays: None

Absent: Allen

The motion to sponsor the TV commercials at \$400 passed on a roll-call vote.

7. Review of City Municipal Code, Chapter 2.48 Industrial Development Commission

McDonnell – the Chapter 2 committee when reviewing Chapter 2 decided to hold off on revising and passing 2.48 because the City/CDA were in the middle of large projects and didn't see a need to change names of entities to avoid confusion with granting agencies. This Draft attempts to bring the language of the ordinance consistent with the actual use of the CDA name. No substantive change. The changes mostly update and refresh. This was created by Charter Ordinance. Instead of calling it the Industrial Development Commission, suggest renaming.

Stewart – concerned about relationship between Common Council and CDA, is this reflected?

McDonnell – could work some of the MOU into the ordinance, but don't want to lose flexibility.

Stewart – example of funding?

Knight – thought there is a need to have independence between CDA and City. Top of page 3 – terms, citizen member term and/or other board terms?

Allen – if the other boards do not have the same terms, then not necessary

Singer – typo on bottom of page 2 – 2.48.060?

McDonnell – page 3 at top has language to be cleaned up. Will look at interactions to see if there are things that can be put into 2.48 for direction and definition.

Stewart – could it be two ordinances? Keep mechanics?

McDonnell – will work with Brunner and Nimm to bring back a revised draft for CDA review.

8. CDA Coordinator Updates

a. Retention Visits

Nimm noted that During the month of April, the Retention Team visited with Executives at Golden State Foods and HUSCO.

Upcoming scheduled visits:

Generac

Nimm is still attempting to contact:

Universal Electronics

Polymer Tech

b. Site Inquiries

Nimm noted that she had been working with a real estate broker on a possible use and bringing a new company into the former Sallie Mae/Arrow financial space. She also noted that she and Brunner have been working with an individual to assist in the recruitment of a new business into the former Winkhaus space at the corner of Universal and Technology. She has been asked by the company not to release names at this time. That company is expected to move in this June.

c. Photo-Simulation Neighborhood Meeting E Main/Milwaukee St Corridor

d. WUP 0033 & WSS 00060 – North Jefferson Street

Stewart – notice the neighbors?

Brunner – notification will be to let the neighborhood know we received closure, putting up for sale for the established zoning purposes. Any sale of public property will ultimately have to go to the CC for approval.

Allen – no notification until projects are in the works. I would like to see notification.

Brunner – we can send letter now indicating steps we are taking.

Knight – the neighborhood shall be happy under keeping current zoning.

Stewart – some neighbors wanted to see as a park.

Allen – send out letter with plans.

Henry – update on where we are and expectations.

e. Attendance at International Council of Shopping Centers Idea Exchange Conference in Milwaukee

Nimm reported that she attended the ICSC conference in Milwaukee. At the conference she had the opportunity to speak with representatives from GNC, Dunkin Donuts, Halloween Spirit Stores, and other Commercial Brokers. As follow-up she has been working with and sharing Retail information with the owners of vacant properties in Whitewater. Nimm also been in contact with Save-A-Lot regarding Whitewater and the East Town Market site.

f. Energy Event

Nimm reported that on April 18th she worked with the City to host the first Community Outreach Energy Event at the Whitewater Innovation Center. The program included speakers representing energy savings improvements from the City, Whitewater Unified School District, University of Wisconsin-Whitewater and

was followed by a short presentation from Focus on Energy. The final portion of the program included tours of the Innovation Center. Participants received a “green” reusable bag filled with a compact fluorescent light bulb, a shower timer, information sheets from Focus on Energy and WE Energies as well as other miscellaneous promotional items from Focus and ECO Fair360. Catering was provided to approximately 35 attendees. The event was funded by the Grant.

g. TID

Nimm reported that the TID 4 Distressed Designation package is prepared and ready to send to the Wisconsin Department of Revenue. Final two pieces include sign-off by the City Clerk and a check payable to the Wisconsin Department of Revenue.

9. Discussion on Development of City of Whitewater Commercial Property Real Estate Database

Brunner – as economy is turning around, we think it’s important that we have a better commercial property database. We would like to develop this locally and host on the CDA website. Other local communities have this available.

Nimm noted that she has been discussing the ability to create such a page on our website with IT. Nimm noted the importance of having the Real Estate Agents responsible for the updates as it is next to impossible to always be on top of what is for sale and what has sold and changes in pricing, ect.

Henry – doesn’t the DTW do this?

Knight – how do you maintain and keep accurate?

Singer – if you have properties that are out of date, how do you keep accurate?

Stewart – is there software available that we can use/adapt?

Singer – conceptually, good idea, must be kept fresh and current

Brunner – DTW could also maintain the DT properties

10. EDA Project No 06-01-05479 Updates

a. Enhancement Requests

Brunner – stated there are issues to iron out. The building is not finished as there is approx 550 sq ft with dirt floor, unfinished walls and unfinished ceiling. University will put in two labs and lease for 10years. EDA will pay for shell. EDA will not participate in the actual lab build-out. All three projects should come in under budget, but still working on how to complete the shell build-out to complete the project. EDA will not pay for overhead and profit for the general contractor at 10%. EDA did agree to pay for the construction manager fees at our meeting over a year ago but are declining to reimburse those fees now. We are working on clarification. At this point we want to build out shell.

b. Tenant Status

University will take two labs and two suites, private tenant will take two labs.

Private tenant Blackthorne has signed a lease.

Tenant application now developed along with marketing materials.

11. Future Agenda Items

Knight – structure of pricing in industrial park, proposal on survey of surrounding municipalities on land prices

Brunner – consideration of MLG/NAI as business park listing agent

Knight – RFP for Listing Agent

Nimm – election of officers, action on Dan’s Meat Market

12. Adjourn to closed session at approximately 6:00PM not to reconvene per Wisconsin State Statutes 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the government body has jurisdiction or exercises responsibility and Per Wisconsin Statute 19.85 (1)(e). Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session

a. ED Loan – Dan’s Meat Market

b. Performance Review - CDA Coordinator

Present: Tom Miller, Jeff Knight, Jim Stewart, Laurence Kachel, Patrick Singer, Jim Allen (@ 4:50pm)

Absent: Donna Henry

Others Present: Mary Nimm (for item a), Kevin Brunner, Cameron Clapper

Respectfully Submitted,

*Mary S Nimm
CDA Coordinator*