



DRAFT MINUTES
Monday, October 24, 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 and Jim Stewart. Absent: Patrick Singer. Others present: Kevin Brunner, Doug Saubert, Jim Caldwell and Mike Van Den Bosch (WCEDA).

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

It was moved by Knight, seconded by Allen to approve the agenda per Whitewater Transparency Enhancement Ordinance Number 1804A. Ayes: Allen, Henry, Kachel, Knight, Miller, Stewart. Noes: None. Absent: Singer. 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 September 26, 2011 Minutes

It was moved by Stewart, seconded by Kachel to approve the September 26, 2011 minutes as presented. Ayes: Allen, Henry, Kachel, Knight, Miller, Stewart. Noes: None. Absent: Singer. Motion approved.

5. Review and Approval of September 2011 Financials

City Finance Director Doug Saubert was present to review the balance sheets for the various CDA funds as well as the investment schedules of the various CDA funds. After discussion, it was moved by Stewart, seconded by Kachel to approve the September 2011 financials as presented. Ayes: Allen, Henry, Kachel, Knight, Miller, Stewart. Noes: None. Absent: Singer. Approved.

6. Innovation Center Report

Brunner gave the committee a brief report on the current activities at the Innovation Center. 1) All CDA members are invited to a dedication of the Warren Johnson display as well as the LEED Gold Certification presentation on Friday, November 18th. 2) There will be an open house to showcase the new labs that have been completed at the Innovation Center following the Johnson/LEED Gold ceremony on November 18th. 3) In addition to the LEED Gold Certification the Wisconsin Association of General Contractors has named the Innovation Center as one of its 2011 "Build Wisconsin" award winners (Brunner will be representing the City and CDA in receiving this award on December 1st in Madison at the WAGC Annual Awards Banquet. 4) Blackthorne Capital has taken a second suite on the second floor of the Innovation Center and began tenancy of this additional space on September 15th.

7. Consideration of CDA Policy Concerning WHEDA Loan Guarantees

Mike Van Den Bosch of the Walworth County Economic Development Alliance reviewed the WHEDA loan guarantee program that WCEDA recently approved. Brunner pointed out that he had recommended back in August that the CDA become a partner with WHEDA in becoming an authorized WHEDA lender. Brunner noted that WHEDA is taking a much more active role by using its reserves to help small business owners expand their companies using WHEDA programs as well as new programs under consideration and will provide loan guarantees, direct loans or other financial resources for small business operators. Kachel questioned how losses would be shared with WHEDA. Van Den Bosch indicated that WHEDA co-shares those losses with the local lenders.

After discussion it was moved by Knight, seconded by Allen to approve the policy presented regarding WHEDA loan guarantees. The policy is as follows:

“This policy is intended to direct the CDA staff and Loan Committee on the use of the Wisconsin Housing and Economic Development Authority (WHEDA) loan guarantees.

Where appropriate, the Whitewater Community Development Authority will utilize the WHEDA loan guarantees to help protect the organizations revolving loan fund(s) from losses resulting in defaults from borrowers.

Each loan request coming to the CDA for funding consideration will go through the review process as outlined in the loan program lending manuals. During review of funding requests through the loan program, staff and the Loan Committee shall determine if the project fits under the terms outlined by WHEDA in any of the WHEDA loan guarantees and shall make a recommendation of the CDA Board for application of such guarantee. The recommendation shall be made part of any and all loan recommendations forwarded to the CDA Board along with the proposed terms and conditions of the loan in consideration. Recommendations may be made contingent upon receipt of a WHEDA loan guarantee, and is up to the discretion of the CDA Loan Committee and/or CDA Board.”

It was moved by Knight, seconded by Allen to approve the policy governing WHEDA loan guarantees. Ayes: Allen, Henry, Kachel, Knight, Miller, Stewart. Noes: None. Absent: Singer. Approved.

Kachel requested that WHEDA Regional Representative Kim Plache be invited to attend the next meeting of the CDA Board to discuss the various WHEDA economic development programs.

8. Activity Updates

a. Retention Visits

Brunner noted there were no retention visits scheduled during the month of October and it would be likely that no additional retention visits would be scheduled until early next year when the new CDA Director is on board.

b. Site Inquiries

Brunner indicated that there are currently two firms that he is working with on potential development either in the Whitewater Business Park or Whitewater University Technology Park. More information on these firms will be forthcoming if they develop their interest in Whitewater further.

Brunner also indicated that he had a meeting with John Henderson of NAI/MLG to discuss the potential construction of a spec building in the Whitewater Business Park. There is a developer who has expressed an interest through NAI/MLG in constructing such a facility along the same terms and conditions as those developed several years ago with Keller Construction by the CDA.

c. Housing Study

Brunner indicated that he had been in contact with Professor Russ Kashian regarding completion of the housing surveys. Kashian indicated that he was hoping to complete the survey research and reports by December 1st. Knight indicated that he would like to invite the Housing Subcommittee to the CDA meeting when this housing survey is presented.

9. Review and Approve 2012 CDA Budget

The CDA reviewed the proposed CDA budget for 2012. After discussion it was moved by Knight, seconded by Kachel to approve the budget as presented with the following changes. 1) The marketing line item be increased from the proposed \$6,000 to \$15,000. 2) The UWW internship program be restored to the budget at a total of \$2,000. 3) Revenues needed to balance the budget be appropriated from the CDA fund balance. (Note here that it is anticipated that very little of the 2011 budget for marketing of \$12,800 will be spent this year and thus should be available for use by the CDA next year). Ayes: Allen, Henry, Kachel, Knight, Miller, Stewart. Noes: None. Absent: Singer. Approved.

10. Review and Possible Action on CDA Director Job Description and Search/Screen Process

Knight indicated that he had met with Kachel, Miller and Brunner to finalize the CDA Director job description. The job description as drafted was being presented to the Board for final approval. In addition, Knight indicated that the search process would begin immediately for a new CDA Director with applications due to the CDA no later than December 1, 2011 with a targeted January start date for the new director.

It was moved by Knight, seconded by Allen to approved the CDA Director Job Description as presented and to begin the search and screen process for this position as outlined. Ayes: Allen, Henry, Kachel, Knight, Miller, Stewart. Noes: None. Absent: Singer. Approved.

11. Adjourn

It was then moved by Stewart, seconded by Allen to adjourn the meeting. Meeting adjourned at 5:45 p.m.

Kevin Brunner, City Manager
Recording Secretary