

Whitewater Community Development Authority  
Meeting Minutes  
December 27, 2012

**1. Call to order and roll call**

The meeting was called to order by Chair Jeffery Knight at 4:30 p.m. The meeting was held at the Innovation Center, Room 105, 1221 Innovation Drive, Whitewater, WI 53190

Present: Allen, Henry, Kachel (4:44), Knight, Meyer, Winship

Absent: Singer

Also: Cameron Clapper, Patrick Cannon, Mallory Amann

**2. Hearing of Citizen Comments**

None

**3. Approval of the Following Minutes**

**a. November 29, 2012**

The minutes were approved as presented with a change to reflect that the total to be spent by the CDA regarding the Digital Whitewater project would be limited to \$1,000

Allen (1); Henry (2)

Aye: Allen, Henry, Knight, Meyer, Winship

Nay: None

**4. CDA November 2012 Financials**

The Financial Statement were presented and discussed. Staff gave a brief update on the loans and receivables.

Motion to accept the November 2012 Financial Statements

Allen (1); Winship (2)

Aye: Allen, Henry, Knight, Meyer, Winship

Nay: None

**5. Innovation Center August 2012 Financials**

The statements were not available at this time. Staff is to send out copies of the report to the CDA Board.

No action was taken

## **6. Presentation by Netwurx regarding fiber optics within the city.**

Representatives from Netwurx were invited to attend the meeting to discuss their services and how they can assist the CDA in its efforts to provide fiber optics to area businesses. Netwurx has been in business in the area since 1997. They provide services to allow local businesses to access fiber optics. WIN is also a provider in Whitewater but they do not allow for local connections. They only provide a larger conduit of data but no local connections.

Mr. Kachel arrives at 4:44 pm.

The Board members raised several concerns and questions about the project. The major concern is gaining an understanding on what the CDA can provide as far as services. State law was recently changed to not allow for municipal governments to provide certain services. WE would need to make sure we remain compliant with State Statutes. Staff will be working to determine what is allowable.

The second concern is the technical side of the equation. What type of connection is the most economical and reliable for the park? It was determined that both a buried land line and a microwave used via line of sight are the two main options. The Board raised concerns over the reliability and security of both systems.

The third concern is the cost associated with the project. Burying the lines underground has a much higher cost than that of the microwave system. However, the security and reliability of the microwave raises several concerns.

After continued discussion it was decided that staff should look into the following:

1. City/Netwurx to get proposals to determine the costs
2. CDA to conduct a forum on the topic to determine the level of interest
3. Staff to obtain legal guidance on the matter
4. Staff to contact Barry Orton. Mr. Orton is a well-known expert of the topic
5. Staff to obtain some references from Netwurx regarding their services.

No further action was taken

## **7. Consideration and discussion of the Seed Fund Manual and Agreement**

Staff noted that the Wisconsin Economic Development Corporation (WEDC) has reviewed the draft agreement. WEDC made a few minor changes to the original document. They recommend that the CDA approve the draft and authorize it to be signed.

WEDC did not make any comments on the draft manual. Staff will follow up on that area.

Ms. Henry indicated that she is concerned that we make sure we have adequate follow up visits with all the companies. She felt that this is a vital part of the program.

After review, a motion was made to accept the proposed changes to the agreement and authorize it to be signed by the appropriate parties.

Allen (1); Winship (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Winship

Nay: None

At this time, the Board decided to change the agenda and move items #11 and 12 to be the next action items.

Motion to change the agenda to move the closed session items to be next

Knight (1); Kachel (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Winship

Nay: None

**8. Adjourn to closed session per Wisconsin State Statute 19.85(1)(e) "Deliberating or negotiating the purchase of public property, the investing of public funds, or conducting other specified public business, wherever competitive or bargaining reasons require a closed session"**

- a. **Confidential discussion regarding potential business developments**
- b. **Consideration of a development agreement with DP Electronic recycling**
- c. **Consideration of grant requests for:**
  1. **Data-Pro - Andrew Hoeft**
  2. **Got Apps Inc. - Joe Neuman**

Motion to go into closed session as per state statutes

Knight (1); Allen (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Winship

Nay: None

**9. Return to open session for possible action**

Motion to return to open session to take action.

Winship (1); Kachel (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Winship  
Nay: None

While in open session:

Motion: To award a grant of \$10,000 to Andrew Hoeft to assist with the start of his company. The funds will be used assist with his rent obligations.

Winship (1); Henry(2)

Aye: Allen, Henry, Knight, Kachel, Meyer, Winship  
Nay: none

Motion: To award a grant of \$10,000 to Joe Neuman to assist with the start of his company. The funds will be used to purchase additional equipment and assist with his rent obligations. He is expected to hire several additional employees over the next few months.

Allen (1); Kachel (2)

Aye: Allen, Henry, Knight, Kachel, Meyer, Winship  
Nay: none

Motion:to amend to the agreement with DP Electronics to change the purchase date to April 30, 2013 and to allow for the changes in the ownership status section of the contract.

Allen (1); Kachel (2)

Aye: Allen, Henry, Knight, Kachel, Meyer, Winship  
Nay: none

**10.** Consideration and discussion of the RLF manual updates

Mr. Knight noted that Jim Caldwell had made some comments regarding the manual. He indicated that the UCC rules have changed and the new requirements should be incorporated into the manual.

In additional on page 17 of the manual, additional clarification is needed to better define the requirements. Staff is to draft some language to address that area.

After careful review, the Board moved to accept the agreement with the above noted adjustments.

Meyer (1); Allen (2)

Aye: Allen, Henry, Knight, Kachel, Meyer, Winship  
Nay: None

**11. Consideration and discussion of creating a marketing plan for the CDA.**

Staff indicated that in their opinion a formal marketing plan should be developed for the CDA. With all the various areas that need to be addressed, the plan would be helpful in presenting a consistent message.

It was noted that the CDA used to have a marketing committee. The Board felt there were several areas that should be addressed. These include, Branding, reaching out to employees and getting information to and from local businesses.

The Board felt that we should host a meeting as a follow up to a prior seminar held by the City by Mr. Brooks. He is the owner of Downtown Destinations. He had previously worked with the City on their downtown plans. The University, Chamber and the City need to be part of the discussion.

Areas of common denominators and reasons why others have located here need to be highlighted.

**12. Consideration and discussion of seeking “shovel ready” status of the Business Park**

It was noted that there is a new status level of “shovel ready” that could be obtained by the CDA. This status pre-qualifies parcels as meeting certain requirements for development. The information about the parcels is then marketed as being ready to be developed and that certain basic development requirements have been met.

The program does have a cost since its status is determined by an independent review by a third party. However, the Board felt that the gains from this outweigh the costs associated with the program.

Staff was directed to begin working on what is needed to apply for this status.

**13. Future agenda referrals**

1. A meeting with WEDC to announce the Seed Capital Fund Program
2. A meeting to celebrate our successes
3. Creating of a newsletter to area businesses

**14. Adjournment**

A motion was made at 8:10 p.m. to adjourn the meeting

Henry (1); Kachel (2)

Aye: All via voice vote  
Nay: None

The minutes were reviewed and approved by the CDA at its meeting on:

Jeffery Knight  
Chairperson

Patrick Cannon  
Recorder