

Whitewater Community Development Authority
Meeting Minutes
April 11, 2013

1. Call to order and roll call

The meeting was called to order by Chair Jeffery Knight at 4:35 p.m. The meeting was held at the Innovation Center, Room 105, 1221 Innovation Drive, Whitewater, WI 53190

Present: Allen, Henry, Kachel, Knight, Meyer, Singer, Winship (4:38)

Absent: Meyer

Also: Cameron Clapper, Patrick Cannon, Wally McDonell, Doug Saubert, Mallory Amann, Dr. Richard Telfer, Brad Viegut (R. W. Baird)

2. Hearing of Citizen Comments

None

3. Approval of the Following Minutes

a. March 14, 2013

The minutes were approved as presented.

Allen (1); Winship (2)

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

Nay: None

4. CDA March 2013 Financials

The Financial Statements were presented by Finance Director Doug Saubert. He noted that we had some problems with loan collections from one loan. Staff had contacted them and they have made several payments.

The Financial Statements were accepted as presented.

Allen (1); Kachel (2)

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

Nay: None

5. Innovation Center Financial Statements

Mr. Saubert discussed these statements also. The Board continued to express a concern that current projected revenues will not create enough revenues to allow the CDA to pay its annual PILOT to the City. The annual amount is \$92,500 and current revenues only allow for half of the required payment.

Mr. Saubert also indicated that a new tenant had signed a one year lease in the Innovation Center and that all Tenants are current on their lease payments.

The Financial Statements were accepted as presented.

Allen (1); Winship (2)

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

Nay: None

6. Consideration and discussion of the status of the City's TIF districts (R. W. Bair to attend).

Bradley Viegut of R. W. Baird was present to make a presentation to the Board regarding the status of the currently active TIF districts. He indicated that TIF 7 is in a distressed status and the City can only retire the TIF in order to change the status. He did indicate that other TIFs can donate to TIF 7 if desired.

Mr. Viegut also clarified how a TIF overlay would work. The overlay district would receive the new increment rather than the original TIF. A previous concern was that all new increment would need to go to the underlying TIF district.

Overall, the City needs to add new increment to all its TIF in order to accelerate their success.

No further action was taken.

7. Consideration and discussion the Technology Park and Innovation Center (Chancellor Telfer to attend)

Chancellor Telfer and City Manager Clapper gave a brief summary of the activities in the park over the past year. Dr. Telfer highlighted the current programs being run by the University and how they have been very successful in meeting their mission. He would like to expand these programs and indicated that the Tech Park Board is looking for assistance in making this happen.

Dr. Telfer also indicated that Robert Young is no longer assigned as the Executive Director of the facility. Those duties are being filled by both University staff and CDA staff. He felt that this would work in the short term, but a long term solution needs to be finalized.

He and the Board members all agreed that additional publicity about the Innovation Center would help to boost the occupancy of the building.

No formal action was taken.

8. Consideration and discussion of the establishment of a fund to assist with outdoor seating at restaurants.

At the previous CDA meeting Board Member Singer requested that this item be placed on the agenda for consideration. He indicated that he had some concerns over the quality of outdoor seating equipment and would like to assist restaurants in obtaining higher quality furniture and other items needed for outdoor seating.

The Board asked that staff draft up a proposed manual that would establish a fund of \$10,000 that could be used to purchase commercial grade furniture and other equipment for outdoor seating.

The Board indicated that they would like to see a match of the funds at a 2:1 ratio and that the loans be forgivable after three years. The loans would be limited to \$2,500.00 per business.

Staff is to present this at the next CDA meeting.

9. Consideration and discussion of the City Fiber Optic Project.

The Chair noted that the City has before them a proposal to allow for a carrier to install dark fiber within the City Right of Way. In exchange for this action, the City would receive fiber cable (not installed) to allow for a hook up of City Hall. The chair indicated that this action seems to assist the schools but does not help the City in its effort to install cable through out the City.

The Board asked that the City Council go into closed session to discuss this proposed contract and how it will affect the City.

10. Consideration and discussion the RLF manual update

Staff gave an incorrect update on this project. A motion and vote were taken based upon incorrect data and the Committee reviewed that matter later in the meeting.

Original Motion to approve:

Singer (1); Kachel (2)

Aye: All via voice vote

Nay: None

Mr. Winship left the meeting at 6:45 pm

11. Consideration and discussion of proposed changes to the Seed Fund manual

Staff noted that the Wisconsin Economic Development Council (WEDC) had made a few minor changes to the manual previously approved by the CDA. Staff asked that after careful review that the Board approve the adjustments so that the documents are consistent. A motion was made to approve the changes recommended by the WEDC.

Allen (1); Kachel (2)

Aye: All via voice vote

Nay: None

In moving back to Item #10 on the agenda, Staff indicated that the WEDC had made available a model manual for communities to use regarding their RLF programs. Staff and the CDA chair had reviewed the manual and made recommendation to change the currently approved manual.

Most notable, was the increase in the funding limits for certain areas.

After careful review, the Board moved to approved the recommended changes

Kachel (1); Allen (2)

Aye: All via voice vote

Nay: None

12. Consideration and discussion of a marketing program for the CDA

Staff noted that the current marketing materials raised a concern by the Milwaukee 7 group as a potential threat to relocate businesses from their areas to Whitewater. While that was not the intent of the program, the marketing plan was adjusted to only be used in the northern Illinois area.

After a brief discussion of the marketing materials, the Board asked that this item be continued on to next month's agenda for further consideration.

No action was taken.

13. Consideration and discussion of site certification status for the Business Park.

Staff noted that the initial application had been completed and submitted to the State for their review.

14. Consideration and discussion of an Option to Purchase land by the CDA regarding the Business Park and Technology Park.

Staff noted that no options to purchase any lands in the parks currently exist. The previous option had expired. After careful discussion, the Board felt that a proposal should be drafted to the City requesting that all the vacant lands be sold to the CDA for \$1.00. By including adequate checks and balances within this proposal, this would continue to protect the City and assist in expediting the sale process.

Staff was directed to draft a proposal for the April meeting.

15. 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

1. Software Consulting Firm

2. Organic Farm

b. Request to subordinate a Home Rehabilitation Loan

Motion to go into closed session as per state statutes and to allow one of the applicants to remain in the closed session portion of the meeting.

Knight (1); Allen (2)

Aye: Allen, Henry, Kachel, Knight, Singer

Nay: None

16. Return to open session for possible action

A motion was made to return to open session.

Singer (1); Henry (2)

Aye: Allen, Henry, Kachel, Knight, Singer

Nay: None

No action was taken in open session.

17. Future agenda referrals

Staff recommended that the Board consider a donation to help assist with the upcoming ½ marathon. The item will appear on the CDA agenda for April.

18. Adjournment

A motion was made at 8:00 p.m. to adjourn the meeting

Allen (1); Henry (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