

Whitewater Community Development Authority

Meeting Minutes

March 24, 2016

1. Call to order and roll call.

The meeting was called to order by Chair Jeffery Knight at 5:00 p.m. The meeting was held at the Innovation Center, Room 105, located at 1221 Innovation Drive, Whitewater, WI 53190

Present: Henry, Goettl, Allen, Knight, Kachel (5:15)

Absent: Singer, Parker

Also: Matt Amundson (Director of Parks and Recreation), Brienne Diebolt-Brown (Ad Hoc Grocery Committee Member), Lacey Reichwald (Ad Hoc Grocery Committee Member), Thomas Harrigan (Economic Development Specialist, CDA)

2. HEARING OF CITIZEN COMMENTS. No formal 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.

None

3. Approval of agenda

Motion to approve the agenda as presented

Allen (1); Goettl (2)

Aye: All via voice vote (4)

Nay: None

4. Approval of Minutes

a. February 25, 2016

Motion to approve the Minutes as presented

Allen (1); Goettl (2)

Aye: All via voice vote (4)

Nay: None

5. Acceptance of Financial Statements

a. February 25, 2016

b. Fund Balances

c. Loan Portfolio

Motion to approve the financial statements as presented

Allen (1); Goettl (2)

Aye: All via voice vote (4)

Nay: None

Mr. Kachel entered the meeting at 5:15p.m.

6. Consideration and discussion of future use of City/CDA owned property located at the intersection of Jefferson St. and Starin Road. (Former Alpha Cast sites)

Chairman Knight provided a brief history of the property and its location in relation to Tax Incremental District Number 4 (TID #4). Due to the property's history as a manufacturing site, and the current "distressed" status of TID #4, the City/CDA are limited in potential options for development of the site. This constrained reality has prompted the CDA to consider alternative use of the site as a public park. Chairman Knight explained the initial thought was to utilize the southern half of the property as a neighborhood park, and the north parcel potentially becoming space for the fire department to perform training exercises.

Whitewater Parks and Recreation Director, Matt Amundson, echoed the Chairman's comments, acknowledging the lands potential use as a community park. Mr. Amundson said the Park and Recreation Board will ultimately need to consider the lands potential use as a public park. The challenge with the property and its proximate location to Starin Park is whether the site is the best location for another park, or perhaps transforming the land into a more specialized use park location. Mr. Amundson mentioned the cost of park equipment and park maintenance must be taken into consideration.

A motion was made to start the process of moving the property on the south end of the former Alpha Cast site to be used at the discretion of the Parks and Recreation Department as a potential park space, and the property on the north half of the former Apha Cast site would be dedicated to the Fire Department to be used at their discretion.

Kachel (1); Goettl (2)
Aye: All via voice vote (5)
Nay: None

7. Acceptance of Grocery Ad hoc Committee report and possible action.

Chairwomen Goettl presented information gathered while attending the Up-and-Coming Food Co-Operative conference in Bloomington, Indiana on March 10-12th. Ms. Goettl highlighted the detailed steps that are involved in starting a food co-operative. The conference provided a "cookbook" approach to opening a community co-operative. In this methodology, it would be extremely difficult for the co-operative to fail if each step is completed before advancing onto the next.

CDA Board member, Jim Allen, presented information relating to a Perkins Grocery Market Analysis. After discussions with Chuck Perkins, of Perkins Marketing Company, Mr. Allen said it would be possible to have Mr. Perkins attend a Special CDA meeting for the purpose of explaining the scope of his market studies. Additionally, Mr. Perkins would be able to explain how data focusing on both a traditional grocer as well as a co-operative grocery store may be included in the study.

A motion was made to move forward with the Perkin Marketing Study contingent upon the co-operative component being included in the analysis. Mr. Allen volunteered to coordinate a date and time when Mr. Perkins can meet with the CDA to answer additional questions relating to the grocery marketing study.

Goettl (1); Allen (2)
Aye: All via voice vote (5)
Nay: None

8. Consideration and discussion of authorizing "For Sale" signage in the Business and Technology Parks

No action was taken. Item will remain on the agenda for a future meeting.

9. Consideration and discussion of authorizing an advertisement for potential hotel developments

No action was taken. Item will remain on the agenda for a future meeting.
(Mr. Allen exited the meeting at 6:40P.M.)

10. Update on the Certified Sites program

CDA staff provided notice that land submitted for the Wisconsin Economic Development Corporation's Certified Site program has advanced to step two of the program. The second step will entail a site visit and field investigation, scheduled for April 11, 2016. In preparation for the second step, CDA staff has initiated a Phase I Environmental Site Assessment to be completed on the land prior to the April 11th Site visit. Additional information will be provided at the following CDA meeting, April 28, 2016.

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

- 1. Update on negotiations with potential retail, manufacturing and other businesses that are considering locating in the City of Whitewater and are requesting City of Whitewater related financial assistance or concessions**

Motion was made to move into closed session
Goettl (1); Kachel (2)
Aye: Allen, Goettl, Henry, Kachel, Knight
Nay: None

12. Reconvene into open session to take action on closed session items as needed.

Motion was made to return into open session
Kachel (1); Goettl (2)
Aye: All via voice vote (5)
Nay: None

No action was taken on the items discussed in closed session.

13. Future agenda referrals.

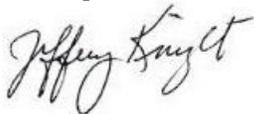
None

14. Adjourn.

Motion was made to adjourn at 6:58PM
Kachel (1); Henry (2)
Aye: All via voice vote (4)
Nay: None

The minutes were reviewed and approved by the CDA at its meeting on: 4/28/2016

**Jeffery Knight
Chairperson**



**Thomas Harrigan
Recorder**

