

Whitewater Community Development Authority

Special Meeting Minutes

April 6, 2016

1. Call to order and roll call.

The meeting was called to order by Vice Chair Donna Henry at 6:00 p.m. The meeting was held at the Innovation Center, Room 105, located at 1221 Innovation Drive, Whitewater, WI 53190

Present: Henry, Kachel, Parker, Allen, Singer, Goettl

Absent: Knight

Also: Chuck Perkins (Perkins Marketing Company), Patrick Cannon (CDA Executive Director), Thomas Harrigan (CDA Economic Development Specialist), and Brienne Diebolt-Brown (Program Director, Whitewater Community Foundation)

2. 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.*

None

3. Approval of agenda

Motion was made to approve the agenda as presented

Allen (1); Goettl (2)

Aye: All via voice vote (6)

Nay: None

4. Consideration and discussion of authorizing a contract with Perkins Marketing Company for conducting a market analysis to forecast sales for a supermarket in Whitewater. Included in the contract is an option for forecasting for a natural food co-op.

Mr. Perkins provided a detailed synopsis of what the grocery market study is designed to accomplish. Mr. Perkins mentioned that he has worked in Whitewater twice before. In 2006 he completed a market analysis for an individual who was interested in potentially opening a grocery on the eastside of town. This information is proprietary and therefore, confidential. The most recent study he completed in Whitewater analyzed what the potential purchasing power of the City would be for an existing local C-store.

Prior to the meeting, Mr. Perkins was sent several questions to address, they are as follows:

Q: What is your experience with natural food stores?

A: Mr. Perkins has worked with natural food stores and various co-operative groups for over twenty years.

Q: Are sales per square foot lower for natural food stores?

A: No, they are actually higher. Usually, natural food stores will do more sales per square foot than a regular super market.

Mr. Allen expressed that having a completed market analysis will provide leverage for the City when approached by potential grocers. Mr. Perkins added that the natural food/co-operative model may need to be located as close to downtown as possible, at the "center of the nest". Mr. Singer and Ms.

Goettl reaffirmed that the market analysis would parallel the efforts of the local co-operative group who has already completed a great deal of ground work in this effort. Mr. Perkins echoed this concern and added that the co-operative group will be able to utilize the data from the marketing analysis.

Motion was made to approve the contract with the Perkins Marketing Company for the market analysis of a potential supermarket at the price of \$6,250 and also including an additional \$750 for a cooperative/natural food component in the study, plus expenses.

Singer (1); Allen (2)

Aye: Kachel, Singer, Parker, Allen, Henry, Goettl

Nay: None

5. Future agenda referrals.

None

6. Adjourn.

Motion to adjourn

Allen (1); Singer

Aye: All via voice vote

Nay: None

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

**Donna Henry
Vice Chair**

**Thomas Harrigan
Recorder**

