

**Whitewater Community Development Authority**  
**Meeting Minutes**  
**April 27, 2017**

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

The meeting was called to order by Chair Jeffrey Knight at 5:30 p.m. The meeting was held at the Innovation Center, Room 105, located at 1221 Innovation Drive, Whitewater, WI 53190.

Present: Knight, Henry, Kachel, Parker, Singer

Absent: Winship, Allen

Also: Patrick Cannon (CDA Executive Director)

**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.*

- No one from the public wished to make a comment.

**3. Approval of agenda.**

Item 8- Presentation of CDA Housing Study will not be presented tonight.

Motion to approve agenda without CDA Housing Study

Kachel (1); Singer (2)

Aye: All via voice vote (5)

Nay: None

**4. Approval of minutes.**

A. March 23, 2017

Motion to approve minutes as presented

Singer (1); Kachel (2)

Aye: All via voice vote (5)

Nay: None

**5. Acceptance of Financial Statements**

A. January, 2017

B. March, 2017

C. Fund Balances

D. Loan Portfolio

Motion to approve all Financial Statements as presented

Kachel (1); Henry (2)

Ayes: All via voice vote (5)

Nay: None

## **6. Consideration of a funding request regarding a community grocery store**

Whitewater Co. presented information on the grocery cooperative. Personal funds have been used up to this point, but are seeking funds to move forward. Items highlighted: Branding, Steering Committee Members, Highlights of achievements, Corporations filing and Sources and Uses.

Seeking funds from the CDA to be used for:

- Attorney- to assist with getting bylaws ratified.
- Consulting Services-Contract services
- Insurance for Board of Directors

Sources and Uses spreadsheet presented to CDA Committee requesting \$10,000 and highlighting how funds would be spent. \$800 in personal money has been used to establish the Corporation. Once bylaws are established by the attorney, the cooperative can then solicit members. A lifetime membership would be \$150.00. Committee would seek founding owners at \$150.00. Entire process will take 5-6 years. Currently the committee is in year one.

### **Motion to approve using \$10,000 from UDAG Funds to assist with the development of the grocery with quarterly reports/updates from the community grocery store**

Kachel (1); Henry (2)

Aye: Henry, Kachel, Singer, Knight, Parker

Nay: None

### **Motion to move #10 to the next item**

Kachel(1); Henry (2)

Aye: All via voice vote (5)

Nay: None

**7. Consideration and discussion of a proposed joint marketing project with the University Technology Board.** Mark Johnson and Pat Cannon met with a representative from a public relations firm to discuss a potential marketing plan for the Innovation Center and the CDA. The initial contact was via a cold call. After completion of the meeting, staff decided to present the concept to both the Tech Park Board and the CDA. While not recommending either organization agree to the contract, staff wanted to present the concept.

After reviewing the proposal, both organizations felt that they did not have adequate funds available to pursue the project.

#### **8. Presentation regarding CDA Housing Study**

Staff indicated that they were contacted by the individuals completing the study and they have not completed the report. Therefore, the presentation was postponed. Ms. Henry would like a copy of the survey to review when they do the presentation.

#### **9. Consideration and discussion of Hoffman properties located within TIF #6**

Staff was directed to provide background information on the proposed development of the property owned by Mr. Hoffman. This property is located north of HWY 12. At a previous meeting, Mr. Hoffman has received no communication from developers in over a year. Staff indicated that a review of the files did not provide any contacts or proposed development plans.

#### **10. CDA/Staff updates on:**

- A. Grocery Store Recruitment-** Staff indicated that they had contacted a grocer in the northern Wisconsin area. At this time, staff has not heard back from them. The Milton owners of the Piggly Wiggly are not interested in building a store in Whitewater. Woodman's Grocery was also contacted and they are not interested. All potential contacts should be directed to and the Perkins study will be sent to them. Mr. Knight feels an independent grocer is the only option for Whitewater.
- B. Department of Administration CDBG review-**DOA completed a follow up review. It was reported that despite not having all self-certification forms on file, a policy is needed.
- C. Discussion of Capital Catalyst Fund Policy –** This item was a carryover from a previous meeting. No additional changes are needed at this time.

#### **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 c0 Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercise responsibility."**

- A. 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.**
- B. Consideration and discussion of contracts for Real Estate Brokers for CDA Owned properties.**
- C. Consideration and discussion of a TIF#6 funding request by Michael Sina property located at 1002 S. Janesville St.**
- D. Consideration and discussion of hiring of David Carlson for the position of Executive Director.**

Motion was made to move to closed session

Knight (1); Kachel (2)

Aye: Parker, Singer, Henry, Kachel, Knight (roll call)

Nay: None

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

Motion was made to return into open session

Singer(1); Kachel (2)

Aye: All via voice vote (4)

Nay: None

**In open session:**

A. Motion made to hire Dave Carlson as the Director of the CDA

Parker (1); Singer (2)

Aye: All via voice vote (4)

Nay: None

Abstain: Knight

B. Motion made to start D. Carlson at Grade J Step 2 \$68,481 including the full city benefit package. In addition, if Mr. Carlson receives his CEDC certification within 2 years, he will be eligible to be upgraded to grade K.

Aye: Henry, Kachel, Parker, Singer (4)

Nay: None

Abstain: Knight (1)

C. Motion to approve the real estate contract with Linda Plattner to serve as a Broker for a portion of the vacant lots in the Business Park and allow Staff to enter into similar contracts with other two brokers without coming before the CDA Board. Contracts will be procured before next CDA meeting.

Parker (1); Kachel (2)

Aye: All via voice vote (5)

Nay: None

D. Direction for Staff to continue to work with Michael Sina property and to bring something back with more detail and numbers to the CDA board.

**13. Future agenda referrals.**

**A. MOU- CDA/City Support Staff**

**B. Advisor mentor support for D. Carlson w/familiarizing**

**C. Goal Setting and Expectations: CDA/Carlson June/July Meeting**

#### **14. Adjourn**

Motion was made to adjourn at 8:45 pm

Kachel (1); Singer (2)

Aye: All via voice vote (6)

Nay: None

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

**Jeff Knight  
Chairperson**

**Patrick Cannon  
Recorder**