

Whitewater Community Development Authority
Meeting Minutes
July 27, 2017

1. Call to order and roll call.

The meeting was called to order by CDA Chair Larry Kachel at 5:32 pm. The meeting was held at the Innovation Center, Room 105, located at 1221 Innovation Drive, Whitewater, WI 53190.

Present: Henry, Kachel, Stanek, Singer, Allen and Meyer

Absent: Parker (excused)

Also: Dave Carlson (CDA Executive Director) and Patrick Cannon (CDA staff)

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 comment

3. Approval of agenda

Motion to approve agenda
Allen (1); Singer (2)
Aye: All via voice vote (6)
Nay: None

4. Approval of Minutes

A. June 29, 2017

Motion to approve minutes
Allen (1); Singer (2)
Aye: All via voice vote (6)
Nay: None

5. Acceptance of Financial Statements

A. June, 2017

- B. Fund Balances**
- C. Loan Portfolio**

Motion to approve Financial Statements
Allen (1); Singer (2)
Aye: All via voice vote (6)
Nay: None

Old Business:

- 6. Discussion and possible action regarding development of a Request for Proposal for economic development advisory services (Hatton)** Hatton is not present. Carlson reported that the city has issued an RFP for financial advisory services with responses due August 4, 2017. CDA will be able to make use of the financial advisory services from the selected provider.
- 7. Discussion and possible action regarding development of a Request for Proposals for legal services for CDA Activities (Cannon)** Cannon reviewed then draft RFP for CDA Legal Services. Cannon will send out RFP to attorney's he is familiar with once approved. RFP needs a deadline date added. Interview process will be discussed at the next meeting. Stanek provided Cannon with a few edits to the document.
Motion to approve and issue the RFP with corrections from Stanek for CDA Legal Services
Singer (1); Allen (2)
Aye: All via voice vote (6)
Nay: None

8. **Discussion and possible action regarding setting of date for holding Goal Setting session for CDA**
There was discussion of when to hold a CDA goal setting meeting. City Council and City Staff recently held a strategic planning/goal setting session. Carlson was asked to provide CDA members with a copy of the summary of the City Goal setting session. CDA will talk further at the August 25th CDA meeting about when to schedule its own goal setting session.
9. **Discussion and possible action regarding setting a date to hold a Business Climate Forum with the City Council, Plan Commission and CDA**
Carlson reported that he has met with several of the businesses that CDA member Allen had suggested we invite to a Business Climate Forum. Carlson shared a few general observations he had from talking with businesses thus far. Some were concerned about being critical of the business climate in a public setting. Carlson suggested that we could hold a business climate listening session to discuss issues identified in one on one visits he is conducting. Allen requested that we try and schedule the business climate session for sometime in early October.

New Business:

10. **Discussion and possible action regarding possible outside analysis of early closing options for TIF Districts (Carlson and Hatton)**
Carlson reported that he had been in contact with Ehlers and Associates regarding a possible analysis of our existing TIF districts (especially TIF #4) to see if they could be retired early allowing us to recreate new TIFs. Carlson pointed out that the current status of our TIFs limits what we can do to foster/incentivize development which puts us at a disadvantage versus other communities. Carlson noted that Ehlers had agreed to create an updated cash flow analysis for our TIFs at a cost not to exceed \$2,500. Carlson recommended holding off on this project until we see who the City selects to provide fiscal advisory services. The proposed TIF analysis could be done at no charge to the CDA as part of an agreement with the new fiscal advisory firm.
11. **Discussion and possible action regarding possible renewal of Intergovernmental Agreement with Jefferson County Economic Development Consortium (JCEDC). (Carlson)**
Carlson reviewed the proposed renewal of the Intergovernmental Agreement (IGA) with the JCEDC. There is a lot of value to the city of Whitewater being a part of the JCEDC because of the advantages of promoting Whitewater as part of a broader area. Carlson noted that the IGA was on the August 1 Council Agenda for consideration. CDA members asked that Carlson request the Directors of the JCEDC and Walworth County Economic Development Alliance (WCEDA) to appear at a future CDA meeting to discuss their organizations activities in helping promote economic development in the City of Whitewater.
12. **CDA/Staff Updates on Development Activities and Issues (Carlson and Cannon)**
Carlson is actively recruiting for a grocery store. He has reached out to six potential grocers. There is a potential interest in the Whitewater area from one of the grocers who is currently reviewing the Perkin's Report. Local retailers in Whitewater are concerned for residents and other business owners traveling to other cities to purchase groceries and then as convenience purchase other non grocery items in the other cities due to convenience.

Carlson to develop and put together a binder for new CDA Board Members which outline material a new member familiarize with such as: mission statement, goals, objectives, and contain reference material.
13. **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 c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises 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.**

Motion to adjourn to closed session

Kachel (1); Allen (2)

Aye: Henry, Kachel, Singer, Stanek, Allen and Meyer (roll call)

Nay: None

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

Motion to reconvene is open session

Singer (1); Allen (2)

Aye: All via voice vote (6)

Nay: None

No action items

15. Future agenda referrals.

16. Adjourn.

Motion was made to adjourn at 7:32 p.m.

Henry (1); Singer (2)

Aye: All via voice vote (6)

Nay: None

Minutes approved:

Dave Carlson-CDA Director

Larry Kachel-CDA Chair

Date: _____