

**Community Development Authority of the City of Whitewater, Wisconsin
Municipal Building - Community Room (1st Floor), 312 W. Whitewater St.,
Whitewater, Wisconsin
February 27, 2020**

**ABSTRACT/SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL
ACTIONS OF THE BOARD OF DIRECTORS OF THE COMMUNITY DEVELOPMENT
AUTHORITY OF THE CITY OF WHITEWATER, WISCONSIN**

Chairman Stanek called the meeting of the Board of Directors of the Community Development Authority to order at 5:32 p.m.

PRESENT: Stanek, Allen, Meyer, Singer. ABSENT: Parker, Gleason (Bucholtz-Resigned Effective 2/25/2020). STAFF: Cameron Clapper (City Manager); Judy Atkinson (HR Director); Bonnie Miller (CDA Administrative Assistant).

Hearing of Citizen Comments. None.

Approval of Agenda and Minutes. It was moved by Allen and seconded by Singer to approve the Items 3, 4 and 5 - Agenda and the Minutes of the 12/19/2019 Board Meeting.

AYES: Stanek, Allen, Meyer, Singer. NOES: None. ABSENT: Parker, Gleason. (Note: Update Regarding Financial Statements and Annual Audit postponed.)

OLD BUSINESS.

Recruitment of Economic Development Professional. Clapper provided a brief summary of activities to date regarding the process of recruitment of an economic development professional and reported that 11 applications have been submitted to date. Atkinson provided a history of past recruitment efforts and updated the Board regarding the current pool of applicants. With deadline for submitting applications being March 1, 2020, Atkinson provided a timeline for the next steps that will be taken to screen and interview the applicants beginning with phone interviews conducted by Atkinson and Clapper, followed by Skype interviews before a panel consisting of representatives from City Staff, the Common Council and the CDA Board. Final candidates will be invited to come to Whitewater for personal interviews with the City management team, with a scheduled community event to allow interested members of the public to meet final candidates. It is anticipated that the City would be in a position to get an offer of employment out to a final candidate by April.

Status of Request for Additional Capital Catalyst Funding. Clapper reported that a request was received from WEDC for additional information required in the underwriting, including specifying who is responsible for managing previous funds awarded under the Capital Catalyst Program, the status of the recruitment process to fill the Economic Development Director position, and how many potential businesses would be receiving grants or loans from the new round of funding. All requested additional information has now been submitted, and we expect a final decision within the next 1-2 weeks.

Update Regarding Grocery Store Recruitment and Other Development Activities.

Clapper updated the Board on development activities that have occurred since our last meeting:

- Clapper met with representatives of the Grocery Co-Op on February 11, 2020 regarding the status of their development efforts and to respond to any questions or concerns they might have. The Grocery Co. reported that they continue to increase the number of memberships/shares sold and provided a brief update regarding ongoing efforts with respect to site selection.
- Clapper met with representatives of Redevelopment Resources on February 19, 2020 to discuss a potential updated market analysis and community assessment. Allen felt that much of the information contained in a market study has already been accumulated by City Staff.
- SEWRPC has submitted a report concerning the housing aspect of community development which will be part of the agenda at a future meeting.
- Clapper and Finance Director Hatton attended a financial planning conference hosted by Ehlers & Associates with respect to Tax Incremental Financing.
- Clapper attended JCEDC Meeting which included an educational seminar addressing issues related to fueling economic development in the future.
- Clapper and Mark Johnson, Director of the Innovation Center, appeared on *Talk Wisconsin* to talk about opportunities and available space in the Innovation Center.
- Clapper and City Staff will be meeting on March 12, 2020 with William Martin, Chief Innovation Officer for the city of Racine, along with representatives of First Citizens State Bank and Premier Bank, with respect to an existing fund created through the New Market Tax Credit Program to fund development projects in the area to explore potential opportunities for development in the City of Whitewater.
- Clapper and Miller met with two separate individuals interested in funding opportunities available through the City for locating new business in Whitewater.
- Clapper and Miller, along with the Finance Department, continue to monitor the CDA's loan portfolio with respect to the required active conduct of business activities in the City of Whitewater and/or creation of jobs as it pertains to potential default of their loans.

Allen requested an update with respect to ongoing activities by the City to recruit a grocery store in Whitewater. Clapper reported no new developments. The Board then discussed increased participation by Board members in the process of recruitment of new businesses and regular business retention visits with existing businesses in the City. Subject to availability, several Board members expressed an interest in participating in meetings requested by potential new businesses or developers interested in locating in the City.

Discussion Regarding TIF Law, TID Closure Timelines and Possible Extensions. Clapper presented information with respect to recent changes to Tax Incremental Financing law as it applies to potential extension of the deadline for closing a TID. Tax Increment Financing (TIF) is an economic development “tool” applied to a specified district within the city that allows cities to capture incremental property tax revenue from growth in a defined area and use it to benefit that area. Tax Increment District (TID) is where the tool is used to generate development within that specified boundary. The maximum life of a TID can be extended one additional year for purposes affordable housing. At least 75% of funds must be used for affordable housing (workforce housing) which is defined as housing that costs a household no more than 30% of gross monthly income and is not subsidized. The remaining portion must be used to improve housing stock. The additional year of tax increment can be utilized anywhere in the community and is not required to be spent within that one-year extension period. The City will be in position

to consider taking action to extend or close TID #4 and consider redrawing all TIDs on April 16, 2020. Clapper went on to give examples of other municipalities in Wisconsin (*i.e.*, Menasha and Oshkosh) that have taken advantage of the extension option for purposes of affordable housing. Allen suggested creating an ad hoc committee or task force to begin discussions to address housing issues. Clapper suggested a joint meeting between the CDA and Common Council. Meyer suggested that Plan Commission should also be included. Singer stated his preference that the meeting be a CDA meeting, with Common Council and Plan Commission being invited and requested that Ehlers conduct a presentation of TID 101.

NEW BUSINESS.

Request for Market Analysis. Clapper will do some more research and bring this item back at a future meeting.

FUTURE AGENDA REFERRALS. Tax Incremental Financing and potential joint meeting with City Council; updated Market Analysis; formation of ad hoc committees regarding housing, TIF, etc.; update regarding grocery store recruitment.

Moved by Allen and seconded by Singer to adjourn the meeting at 7:10 p.m. AYES: All by voice vote; NOES: None.

Minutes approved at CDA Board Meeting on May 28, 2020.

Respectfully submitted,

Bonnie Miller, Recorder