



Community Development Authority Board of Directors Meeting

MINUTES

Date: Thursday, April 28, 2022
Time: 5:30 P.M.
Location: Innovation Center
1221 Innovation Drive, Whitewater, WI 53190 in Room #105

Members Present: Kachel, Aranda, Gildemeister, Allen, Dawsey-Smith.

Members Excused: Singer, Gleason.

Staff Present: Cathy Anderson (CDA Executive Director); Bonnie Miller (CDA Administrative Assistant); Steve Hatton (City Finance Director).

Guest(s) Present: Coby Skonord (Ideawake); Jill Baures (Pauquette Psychological Services)

AGENDA

1. Administrative Items

- a. **Call to Order:** Vice-Chair Allen called the meeting to order at 5:30 p.m.
- b. **Roll Call:** Roll call was taken as noted above.
- c. **Recognize Newly Appointed Commissioners.** Vice Chair Allen recognized newly appointed commissioners: Jake Gildemeister, as Resident Appointee; Allen and Dawsey Smith, as Council Representatives
- d. **Welcome Statement:** Welcome to the Whitewater CDA monthly meeting. Before we begin the meeting this evening, each Commissioner is asked to adjust their camera and microphone, be attentive, actively listen and participate, speak in turn, only speak to items on the Agenda, and not surmise the opinions or ideas of private citizens. In addition, only speaking to items in which this Body has governance.
- e. **Declaration of Conflict of Interest:** Would any member(s) of the Board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda? None.
- f. **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.

2. Presentations:

- a. **Inventalator a/k/a Ideawake:** Vice-Chair introduced Coby Skonord, CEO of Ideawake, who provided an overview of the progress and growth of the company in 2021 and their goals and objectives going forward in 2022, focusing on expanding their client base and services offered. Although COVID did have an effect on the company, 2021 revenue was up from 2020. Skonord concluded by taking questions from the Board.
- b. **Pauquette Center for Psychological Services:** Vice Chair Allen introduced Dr. Jill Baures who is the Training Director for Pauquette. Dr. Baures provided updates about the Pauquette Center and where they are heading. Their original location for the Pauquette Center is in Portage to



provide access to psychological services to rural communities. They are enjoying the space in the Innovation Center and have had a lot of clients referred to their office and feel like they are serving a need. They are currently expanding their staff here in Whitewater to meet the high need in this community. The Whitewater office is their training hub hosting student interns from UW-Whitewater training to become clinicians. They continue to grow and expect the Whitewater office to be fully staffed by this Summer with the potential to expand their space at the Innovation Center. Dr. Baures concluded by taking questions from the Board.

3. **Approval of Agenda:** Vice-Chair Allen announced that Items 1(d), 1(e), 1(f), 9, 10 and 11 are being pulled from the Agenda. The ZOOM meeting connection was lost briefly at 5:52 p.m. due to technical difficulties. The ZOOM connection was re-established and the meeting resumed at 5:54 p.m. Discussion continued while the ZOOM meeting connection was down. Moved by Gildemeister and seconded by Kachel to approve the Agenda as amended. AYES: All by voice vote (4); NOES: None; ABSENT: Singer and Gleason; ABSTAIN: Dawsey-Smith.
4. **Approval of Minutes:** Moved by Kachel to approve Items 4(a) through 4(d) inclusive; seconded by Aranda. AYES: All by voice vote (5); NOES: None; ABSENT: Singer and Gleason.
 - a. Minutes of the November 10, 2021 CDA Meeting as Amended April 7, 2022.
 - b. Minutes of November 18, 2021 CDA Meeting as Amended April 4, 2022.
 - c. Minutes of February 9, 2022 Joint Meeting – CDA, Common Council, Plan Commission.
 - d. Minutes of the March 24, 2022 CDA Meeting.
5. **Review and Acknowledge Financial Statements:** Allen noted that comment as to Item 5(b) referencing amendment was struck.
 - a. Refresher of CDA accounts. Anderson provided a brief refresher of the CDA accounts and how they are used.
 - b. Financials as of January 31, 2022.
 - c. Financials as of March 31, 2022.

Moved by Kachel and seconded by Gildemeister to approve the Financial Statements for January 31, 2022 and March 31, 2022. AYES: All by voice vote (5); NOES: None; ABSENT: Singer and Gleason.

6. **Action Items:**
 - a. Allen acknowledged the resignation of Miguel Aranda from the Board.
 - b. Review and accept 2021 CDA Annual Report. Director Anderson stated that the report was now in final form and would be published with the approval of the Board. Aranda questioned the statistic on Page 6 regarding age demographic. Anderson stated that Whitewater's median age is 21.5 years while the County's median age is 40 years. A brief discussion ensued regarding percentage of Whitewater's total population which are students and those which are permanent residents. Anderson stated that the demographic information contained in the report was taken from the 2020 census. Allen stated that any future questions can be referred to Director Anderson.
 - c. Review and approve the CDA Rules of Procedure. Anderson stated that the CDA Rules of Procedure is now in final form. Moved by Kachel and seconded by Aranda to approve the CDA Rules of Procedure as presented. AYES: All by voice vote (5); NOES: None; ABSENT: Singer and Gleason. The will now be referred to the Common Council for their approval.
 - d. Review and approve proposal and presentation from Vandewalle regarding Starin Road property. Director Anderson provided a brief summary of the information contained in the



memorandum and the Vandewalle Proposal provided by City Manager Clapper. Dawsey-Smith moved approval pending the actual plan for dispensation of the housing fund for this proposal; seconded by Gildemeister. Motion passed 5-0 by roll call vote. AYES: Gildemeister; Aranda, Kachel, Dawsey-Smith, Allen; NOES: None; ABSENT: Singer and Gleason.

- e. Review and approve expense for lawn cleanup, tree removal and trimming at 206 Cravath. Anderson requested direction to contract for removal of tree limb and general lawn cleanup. Allen suggested using City Arborist to determine what part of tree should be removed; Director Anderson stated that the limb was rotted. Allen gave administrative approval for Director Anderson to proceed with tree trimming and general lawn cleanup.
- f. Review and approve fixing the garage at 206 Cravath. Director Anderson stated that the “lean-to” located at the rear of the garage should be removed. Allen gave administrative approval to proceed to contract to remove the “lean-to”.

7. Updates & Discussion

- a. 206 Cravath Street Update, progress schedule and first and second payouts. Anderson stated that cabinets have been delivered; Gleason has volunteered to install those cabinets to avoid additional costs to the project. Anderson invited the Board to stop by the property to see the progress. Director Anderson provided a review of the renovation invoices that have been paid so far and stated that to date, the project cost to date is \$900 under budget. Anderson next led a discussion regarding whether the CDA rent the house or flip it based on projections provided by Finance Director Hatton as to amount of monthly rent that would be needed. Director Anderson stated that projected rent could be \$1500-\$1700 per month. Kachel stated that the renovation of this project was a benefit to the neighborhood to encourage upgrades to other properties. Allen suggested that Anderson request a market analysis from a local realtor as to projected sale price. Aranda stated that he was leaning toward renting the property to create cash flow for the CDA, and Gleason and Gildemeister agreed. Dawsey-Smith stated that, depending on where the market is now, she supports selling the property and Allen agreed.
- b. 206 Cravath Street 2021 Tax Bill and Change of Assessment Notices. Director Anderson included this information in the packet to document tax treatment of the property during the acquisition and renovation of the property. Anderson when the project started, we did not realize that it would take a year and stated that the 2021 real estate taxes were paid by the CDA. A request was made to Walworth County for an exemption for 2022 during the renovation process, and the property will return to the tax rolls in 2023.
- c. Board Attendance Sheet. Acknowledged.
- d. Housing Initiatives throughout Whitewater and the region. Director Anderson stated that City Manager Clapper is applying in Jefferson County for funds from the Heartland Initiative to acquire funds to be used for technical assistance from Vandewalle that could be applied to the four Whitewater properties located in Jefferson County that are zoned residential. Using a Whitewater house on Peninsula Lane as a comparison, Anderson stated that housing prices in East Troy are significantly higher than sale prices for residential properties located in Whitewater. Director Anderson will continue to gather and provide information to the Board on a monthly basis regarding housing issues in the area.
- e. Planning and Administrating the State of Wisconsin Tax Incremental District Affordable Housing Program. Anderson stated that we are also working with Vandewalle & Associates on a proposal for expenditure of the TIF funds. Letters went out to owners of vacant land in the City to make them aware that we are hungry for new housing stock. Anderson stated that she took several meetings with land owners requesting further information.



- f. Zoning changes for smaller lot sizes. Anderson stated that Vandewalle was working on a proposal. Allen stated that since it involved Tax Increment, the Vandewalle proposal should come to the CDA for review and then to the City Council for review. Allen stated that he was not opposed to the City doing a housing project similar to Mound Park Acres done by the City in the past.

8. Board Member Requests for Future Agenda Items:

- a. Create policy between the CDA and City regarding transfers of residual equity from the CDA to the City.
- b. Create a policy between the CDA and City regarding procurement. – Requested by Councilperson Dawsey Smith to be discussed at an upcoming Council meeting.
- c. Improvement of the physical condition of Lot 9B in the Business Park.
- d. CDA Alternative Revenue Streams.
- e. Director to visit (virtual/in-person) with Whitewater’s employers.
- f. Add Tax Increment.
- g. Recruit Developer that would include a grocery merchant.
- h. New Housing.
- i. Increase population in the Industrial Park.
- ~~j. Discuss an agreement between City & CDA for CDA’s percentage of US Bank P-Card rebates. (See attached 09.28.21 Finance Committee Meeting Minutes and Policy 501.04.11 Purchasing Card Program~~

- 9. Adjournment.** Moved by Kachel and seconded by Aranda to adjourn the meeting. AYES: All by voice vote (5); NOES: None; ABSENT: Singer and Gleason. Meeting adjourned at 7:05 p.m.

Respectfully submitted,

Bonnie Miller, CDA Administrative Assistant.

Minutes approved at CDA Board Meeting on June 16, 2022.

CDA Loan Recipient Presentations:

- Meepers – September 15, 2022
- BicycleWise – October 20, 2022
- Blueline Battery – October 20, 2022
- Learning Depot – October 20, 2022
- RecruitChute - TBD
- Scanalytics - TBD
- Slipstream – November 17, 2022