



Community Development Authority Board of Directors Meeting

August 17, 2023

MINUTES

1) Administrative Items.

- a) **Call to Order.** Chairman Singer called the meeting to order at 5:30 p.m.
- b) **Roll Call.** MEMBERS PRESENT: Joe Kromholz, Jon Kachel, Patrick Singer, Jim Allen, Jeff Knight. ABSENT: Lukas Schreiber, Thayer Coburn. STAFF PRESENT: John Weidl (City Manager), Bonnie Miller (CDA Administrative Assistant).
- c) **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 declared.
- d) **Hearing of Citizen Comments:** None.

2) Approval of Minutes: Moved by Knight and seconded by Allen to approve the Minutes of the July 20, 2023 CDA Meeting. Motion passed by unanimous voice vote (5). ABSENT: Coburn, Schreiber.

3) Review and Acknowledge Financial Statements: Moved by Allen and seconded by Kromholz to approve acknowledgment of the Financial Statements for period ending July 31, 2023. Motion passed by unanimous voice vote (5). ABSENT: Coburn, Schreiber.

4) Updates and Discussion:

- a) **CDA Revolving Loan Fund Process/Guidelines – Initial draft of Whitewater Central Business District Commercial Rehabilitation Loan Program f/k/a CDA Commercial Façade Loan Program.** Kristen Fish-Peterson provided a provided an overview of the proposed concept for a revised loan program modeled after a program utilized in Watertown with the goals of fostering new or expanding business, ensuring the highest and best use of commercial property, facilitating the development of high-quality upper story residential units and attracting people to the downtown. The program would focus on façade improvements but could also include roof repair and structural improvements. The proposed boundaries would be defined by parcels located within the TID #12 (downtown). Knight would like to see the program extended to include city-wide commercial properties. Discussion of capitalization suggested inclusion of participation from local banks. The program would establish a Loan Committee that would consist of CDA Board Members and representatives from participating Banks. It was moved by Kromholz to direct Ms. Fish-Peterson to engage with local lenders to seek their participation and to define the boundaries of the program to include all commercial properties City-wide. Motion

seconded by Knight. With Kachel having abstained, the motion passed by unanimous voice vote (4). ABSENT: Coburn, Schreiber.

- b) Status of current Vacant Land Listing Contract with Twelve2 Commercial Group for sale of City-owned properties expiring 10/31/2023 and review and discussion of proposals received from Anderson Commercial Group and Legacy Realty Group.** Ms. Miller stated that the current listing contract is expiring on October 31, 2023. The City published a Request for Proposals on July 3, 2023 with a deadline of August 3, 2023 for receipt of proposals. The City received a proposal from Anderson Commercial Group and a proposal from Legacy Realty Group, copies of which were included in the agenda packet. Chairman Singer opened the discussion and recognized Ray Gooden from Anderson Commercial Group to address the Board and take any questions. Mr. Gooden provided information as to his background experience in the area and addressed questions from the Board. Mr. Gooden stated that the number one reason for business to locate in Whitewater is the City's aggressive stance on attracting business along with the availability of TIF incentives in exchange for building valuation. Mr. Gooden recognized Whitewater's challenge as to access to the Interstate and offered comments as to what a great community Whitewater is and how to sell it. Mr. Gooden also stated that he personally owns real estate in Whitewater, and his firm represents and manages The Element housing rental property in the City. It is noted that Legacy Realty Group was not available for comment. Knight would like to see both firms appear before the Board at the September meeting to do a 15-minute presentation. Kachel would like to see a proposed contract from each party. Final formal action of a selection will be placed on the agenda for the October meeting. Upon unanimous consent of the Board, direction was given to invite both firms to address the Board and present a draft of their proposed contract at the September meeting. The Agenda will include a Closed Session discussion of the contracts, with the option to return to Open Session for possible action as to a selection of one firm. A final draft of the proposed contract will be placed on the agenda for approval at the October 19 2023 meeting.
- c) Update regarding acquisition of properties from Rod and Mary Dalee located at 104 E. Main St. and 126 N. Jefferson Street and proposed re-development of the site.** The CDA has closed on the purchase of the Dalee properties for a total price of \$150,000 and will own the property until they decide to do something with it. City Manager Weidl stated that the CDA single last piece of greenspace in the Downtown TIF District where you can get true net construction. This is a valuable asset that can be used to bolster the Downtown District. Weidl further stated that due diligence regarding the properties is complete, with the only concern being potential relocation of a stormwater pipe that bisects the property.
- d) Status of Recruitment for Economic Development Director Position.** City Manager Weidl stated that as directed by the Board, HR Director Marquardt has engaged with GovHR to advertise for the Economic Development Director position.
- e) Economic Development Activity Report.** City Manager Weidl summarized economic development activities, including Common Council approval of the framework for the ALDI development and staff is in the final stages of drafting the Development Agreement; staff is in the early stages of working with a developer on a housing project for the Hoffmann property on Walworth Avenue; staff is working through the TIF assistance framework for the A-1 Creative Packaging project.

5) 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)** CDA Alternative Revenue Streams.
- c)** Director to visit (virtual/in-person) with Whitewater's employers.
- d)** Update regarding Shovel-Ready Sites.
- e)** Update on inquiry from Incentis (site selector) regarding project on vacant lot located on Enterprise Boulevard southerly of Generac.
- f)** Discussion regarding consideration of a housing project initiated by the City for subsequent sale of lots to developers to build single-family homes (Jeff Knight).
- g)** Update regarding depth of ground rock on potential development sites in the City.

(The above matters may be discussed at this meeting but no substantive action will be taken.)

6) Adjournment. Moved by Kromholz and seconded by Kachel to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:15 p.m.

Respectfully submitted,
Bonnie Miller, Recorder

Minutes approved 09/21/2023.