



Community Development Authority (CDA)

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190

*In Person and Virtual

Thursday, January 18, 2024

MINUTES

CALL TO ORDER: Chairman Singer called the meeting to order at 5:30 p.m.

ROLL CALL: Board Members Present: Jon Kachel, Patrick Singer, Thayer Coburn, Joe Kromholz, Jeff Knight, Lukas Schreiber, Jill Gerber; ABSENT: Jim Allen. CITY STAFF PRESENT: Calli Berg, Economic Development Director), Bonnie Miller (CDA Administrative Assistant), Brad Marquardt (Director of Public Works).

Chairman Singer acknowledged the passing of Common Council President and CDA Board Member Jim Allen and called for a moment of silence in recognition of his life-long service and contributions to the City of Whitewater.

APPROVE AGENDA: Motion by Knight to approve the Agenda, seconded by Schreiber, approve by unanimous voice vote.

DECLARATION OF CONFLICTS OF INTEREST. None.

HEARING OF CITIZEN COMMENTS: Lisa Dawsey-Smith (273 N. Fremont St.) Announced that to two small businesses who applied for and successfully been awarded grants from the Latino Hispanic Chamber of Commerce-Southeastern Wisconsin Division which represent an investment of \$45,000 in our small business community. The grant cycle is ongoing and outreach to other potential small businesses in the community continues. Developer Chip Eldridge (Grayson, IL) introduced himself to the Board.

APPROVAL OF MINUTES: Moved by Schreiber to approve the Minutes of the 12-21, 2023 CDA Board Meeting as presented; seconded by Kachel. Motion passed by unanimous voice vote.

REVIEW & ACKNOWLEDGE FINANCIAL STATEMENTS: December 31, 2023 Financial Statements were unavailable at this time.

PRESENTATIONS:

Presenter: Pam Carper, Program Manager-Housing for the Walworth County Economic Development Association (WCEDA); Topic: Walworth County Workforce Housing Initiative.

Presenter: Dan Berg and Chuck Chamberlain of the Whitewater-Rice Lakes Management District (WRLMD), Topic: Overview of activities associated with maintaining Rice Lake and Whitewater Lake, including annual harvesting of weeds.

ECONOMIC DEVELOPMENT ACTIVITIES UPATE: Economic Development Director Calli Berg provided an update regarding ongoing economic development activities, including public relations and marketing activities, the awarding of the first Down Payment Assistance Loan available through the Affordable Housing Fund Policy, various development projects in the process of working through City Staff, and initiating a business retention program.

ACTION ITEMS:

3. **Discussion and consideration of creating CDA prize fund for a Business Plan Competition project in partnership with UW-Whitewater.** Director Berg requested support from the Board for the proposed business plan competition by the CDA, in cooperation with UW-Whitewater ENACTUS Business Club in the form of funding (prize fund), cooperation in identifying potential business locations for the winner, and selecting a name for the competition. Director Berg provided additional details regarding the components of the competition such as public relations, social networking, four required applicant workshops, and competition logistics. After further discussion, Choton Basu and Russ Kashian from UW-Whitewater provided more detail about what the University would provide and answered questions from the Board. Director Berg recommendation: Establish an entrepreneurial support program seeded with \$320,000 to support at least two contests with unspent funds being returned to the Action Fund. After further discussion, it was moved by Kromholz and seconded by Coburn to direct staff to proceed with the business competition in concert with UW-W for one year and to commit \$160,000 of funding with an option to repeat the competition based on the results of the first competition. Rolls Call Vote: Coburn, Singer, Gerber, Kromholz, Knight, Schreiber. NOES: None; ABSTAIN: Kachel. Motion passed. By unanimous consensus of the Board, the competition name "Whitewater WindUp" was selected.
4. **Discussion and consideration of engaging legal counsel to represent the interests of the CDA.** Director Berg pointed out that there are two separate general ledger items in the budget, one general and one for the loan portfolio totaling approximately \$17,000 that could be used to cover legal fees. Director Berg suggested doing a Request for Proposal (RFP) and the direction was given issue the RFP to get at least three bids.

UPDATES AND DISCUSSION.

5. **Strategic Planning & Vision.** Director Berg summarized the vision session that was held on January 5, 2024 regarding issues and challenges before the Board, the needs of staff, and various properties in the City that would be suitable for future development and how to engage those landowners in the conversation.
6. **Discussion Regarding Open House – Development Map Update.** Board Member Knight would like to see an enhanced effort to support business retention in the community, including a potential open house to bring business stakeholders together for discussion. Director Berg offered support for a "business appreciation" event that would be done in conjunction with an annual report. Board Member Knight also addressed increasing efforts to reach out to property owners reflected on the Potential Development Map and bring them all together for an open house type meeting that would include staff from Neighborhood Services to address any questions regarding planning and zoning issues.

EXECUTIVE SESSION: Moved by Kromholz and seconded by Schreiber to adjourn to Closed Session, TO RECONVENE, pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." Item to be discussed: Consideration and possible action regarding Offer to Purchase Vacant Parcel of Land located on Starin Road (Tax Parcel /WUP 00018D) at a purchase price of \$403,390. Motion passed by unanimous roll call vote.

RECONVENE INTO OPEN SESSION: Motion by Kromholz and seconded by Schreiber to reconvene to open session was approved by unanimous voice vote. Moved by Kromholz to accept Staff recommendation to approve Offer to Purchase contingent upon Buyer and the City entering into a Development Agreement on terms and conditions approved by the Common Council. Motion passed by unanimous roll call vote.

FUTURE AGENDA ITEMS.

ADJOURNMENT: Moved by Schreiber and seconded by Kromholz to adjourn. Chairman Singer adjourned the meeting at 7:55 p.m.

Respectfully submitted,
Bonnie Miller, Recorder

Minutes approved at the March 21, 2024 CDA meeting.