



## Community Development Authority Board of Directors Meeting (In-Person & Virtual)

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

\*In Person and Virtual

**Thursday, March 21, 2024**

### MINUTES

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

**ROLL CALL:** PRESENT: Joe Kromholz, Patrick Singer, Christ Christon, Lukas Schreiber, Jeff Knight, Thayer Coburn, Jon Kachel. ABSENT: Kachel. STAFF PRESENT: John Weidl (City Manager), Taylor Zeinert (Interim Economic Development Director and Chief of Staff), Rachelle Blich (Finance Director), Bonnie Miller (CDA Administrative Assistant).

**APPROVAL OF AGENDA:** Moved by Board Member Knight to approve the Agenda; seconded by Board Member Coburn. Note that Jon Kachel joined the meeting; motion approved by unanimous voice vote.

1. **Consideration of election of new CDA Chair.** Chairman Kromholz resigned as Chair and nominated Patrick Singer to serve as Chair; seconded by Knight; nomination accepted by Board Member Singer. Having no other nominations, Patrick Singer was elected Chair by a unanimous roll call vote.

**HEARING OF CITIZEN COMMENTS:** None.

**DECLARATION OF CONFLICT OF INTEREST.** None.

### APPROVAL OF MINUTES

2. Moved by Coburn and second by Kachel to approve the Minutes of the January 18, 2024 CDA Board of Directors Meeting. Motion passed by unanimous voice vote.
3. Moved by Coburn and seconded by Kachel to approve the Minutes of the January 31, 2024 CDA Board of Directors Special Meeting. Motion passed by unanimous voice vote.
4. Moved by Schreiber and seconded by Coburn to approve the Minutes of the February 15, 2024 CDA Board Meeting. Motion passed by unanimous voice vote.

### ACKNOWLEDGMENT OF FINANCIAL STATEMENTS.

5. Finance Director Rachelle Blich provided a summary and update regarding the status of CDA Fund Accounts, followed by discussion by the Board.
6. Finance Director Rachelle Blich provided a summary and update regarding the status of CDA Loan Receivables, followed by discussion by the Board.

7. Moved by Coburn and seconded by Kromholz to acknowledge receipt of the preliminary Financial Statements for period ending 12/31/2023. Motion passed on unanimous voice vote.

## ACTION ITEMS

8. **Discussion and possible action regarding Request for Proposals (RFP) for the re--development of property acquired by the City located at 216 East Main Street (Kristen Fish-Peterson).** Ms. Fish-Peterson provided a summary of a draft RFP for redevelopment of the property located at 216 E. Main Street. Board Member Knight requested further information as to the City's efforts to include this property in TIF #12. Ms. Fish-Peterson stated that the City would be required to return to the Joint Review Board to request that TIF #12 be amended to bring this property into TIF #12. City Manager stated that the City's intent is to demolish the existing structure on the site and issue an RFP to identify and work with a developer for the purpose of re-development of the site. Moved by Board Member Knight to approve the RFP regarding the property located at 216 E. Main Street, predicated on expansion of TIF #12 to include this property. Motion seconded by Board Member Schreiber followed by a roll call vote. AYES: Knight, Singer, Coburn, Kachel, Kromholz, Christon, Schreiber. NOES: None. ABSENT: None. Motion passed.

## UPDATES AND DISCUSSIONS

9. **WEDA Academy Webinar "Think Like a Developer".** Interim Economic Development Director/Chief of Staff Zeinert provided a general recap of the webinar and thanked all who participated.
10. **Update regarding Memorandum of Understanding (MOU) between Whitewater-University Technology Park, Inc. and the University of Wisconsin-Whitewater with respect to operation and use of the City of Whitewater Innovation Center and Technology Park.** Board Member Kromholz represents the CDA on the Tech Park Board which will be meeting tomorrow. Kromholz stated that the general concept with regard to the draft MOU is to get from four separate MOU's and the structures that were initially in place 10 years ago and move forward with one basic MOU which states that the CDA owns the property, the City will provide staff to run the property, the City will provide a space for use by UW-Whitewater, and UW-Whitewater provides the internet backbone for the facility. The intent is for the Tech Park Board to function in only an advisory capacity.
11. **Update regarding potential development of residential housing on vacant land owned by Pearson Hale Farm LLC located on Warner Road.** Ms. Fish-Peterson provided an update regarding the draft of a concept plan prepared on behalf of the City to illustrate the potential development of the Pearson Hale Farm LLC property located on Warner Road (Tax Parcel No. /WUP 00332). Ms. Peterson stated that the numbers "to not pencil out" resulting in the need for higher density residential. Jeff Knight expressed concern the property is not currently in TIF #14. Knight further stated that he would like to see the financial calculations and reminded the Board that only 35% of a TIF District can be used for housing. City Manager Weidl confirmed that this project has been vetted by Ayers as eligible to be added to TIF #14. Coburn stated that he felt that City staff is

addressing projects as they come forward. Ms. Fish-Peterson commented that the City has been working hard to lay the groundwork for what can be presented at the Open House (Housing Round Table) on April 25, 2024. Knight stated that he would not vote in favor of the City buying land and being the developer. Chairman Singer stated this was just a discussion rather than a vote and that City staff continues to work through this process and is preparing for the Housing Round Table in April.

12. **Update regarding the Whitewater WindUp Business Competition (Taylor Zeinert).** Interim ED Director/Chief of Staff Zeinert provided a brief update regarding the WindUp Business Competition and introduced Dr. Choton Basu, Chairman of UW-Whitewater's Information Technology and Supply Chairman Management (ITSCM) who offered a presentation regarding the overall concept, community participation, status of the competition, and the process of tracking the economic impact. Dr. Choton stated that 21 individuals signed up and workshops have begun. Pitch decks are due April 20, 2024 for review and the judging will begin.
13. **Discussion regarding draft of Reimbursement Agreement between the City and the CDA with respect to the Whitewater WindUp Business Competition.** Chairman Singer stated that the subject of this item is to provide a mechanism to provide reimbursement from TIF to the UDAG Action Fund to ensure that the Action Fund is sustainable. Ms. Fish-Peterson provided background information with regard to the source of the UDAG Action Fund from Federal dollars and subsequent transition to unrestricted funds. Ms. Fish-Peterson recommended that the CDA use an agreement specific to each project specific project rather than use a blanket agreement for every project, such as the Whitewater WindUp project, for which the CDA provides financial support. This item was tabled to be brought back at the April CDA meeting.
14. **Update regarding potential renovation of 108 West Main Street Property.** City Manager Weidl stated that the City is in the process of obtaining estimates for work required to renovate this building and then proceed to the RFP process to seek a developer. This agenda item was tabled to be brought back at the April CDA Meeting.
15. **Update regarding Business Retention Visits.** Interim ED Director Zeinert provided an update on the status of the ongoing business retention visits. The goal is to complete twenty-five retention visits within one year. Staff has completed seven visits so far. Board Member Criston, owner of Second Salem, was the subject of a recent visit and appreciated the chance to voice concerns to the City.

Chairman Singer recognized Board Member Lukas Schreiber who is ending his term on the Common Council and CDA and thanked him for his contributions.

#### **FUTURE AGENDA ITEMS:**

- Response to Supreme Court ruling on standard rates for real estate sales and the impact on the CDA/City as it relates to the real estate industry (Jeff Knight).
- Status report on any ongoing litigation authorized by this Board for collecting monies out (Kromholz).
- Request for Proposal (RFP) for CDA legal services (City Manager Weidl).

**ADJOURNMENT:** Moved by Board Member Schreiber to adjourn and seconded by Board Member Kachel. Motion passed upon unanimous voice vote. Chairman Singer adjourned the meeting at approximately 7:00 p.m.

Respectfully submitted,

Bonnie Miller, Recorded

DRAFT