



# Community Development Authority Board of Directors

Whitewater Municipal Building Community Room,  
312 West Whitewater St., Whitewater, WI 53190  
\*In Person and Virtual

**Thursday, January 15, 2026 - 5:30 PM**

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## MINUTES

### CALL TO ORDER

Meeting was called to order at 5:30pm. Authorization to waive the 72 hour notice period was approved.

Motion made by Board Member Coburn, Seconded by Board Member Kachel.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Board Member Christon, Council Representative Schanen

### ROLL CALL

#### PRESENT

Board Member Thayer Coburn  
Board Member Jon Kachel  
Board Member Joseph Kromholz  
Board Member Kelsey Price  
Board Member Christ Christon  
Council Representative Brian Schanen

#### ABSENT

Council Representative Orin O.Smith

### APPROVAL OF AGENDA

*A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.*

Agenda was approved.

Motion made by Board Member Coburn, Seconded by Council Representative Schanen.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Board Member Christon, Council Representative Schanen

### CONSENT AGENDA

*Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.*

Consent agenda was approved.

Motion made by Board Member Kachel, Seconded by Board Member Price.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Board Member Christon, Council Representative Schanen

1. Review and Approval of December Minutes
2. Preliminary December Financials for review

### HEARING OF CITIZEN COMMENTS

*No formal Committee action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.*

***To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial \*6 to unmute your phone and dial \*9 to raise your hand.***

### CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Facade Loan Program Update

An update was provided regarding the Facade Loan Program. The recommendations to cap the program at \$15,000 with a lien to the property for a period of three years was approved. The program will be on-going.

Motion made by Board Member Kachel, Seconded by Board Member Coburn.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Board Member Christon, Council Representative Schanen

4. Innovation Center Update

Mason Becker, Community Development Director provided an update.

Richelle Walenton (1004 E Main St), Jeffrey Knight (405 Panther Ct), Brad Ceranske (N9503 Woodward Rd), John Pio (1004 E Main St), Larry Kachel (457 S. Buckingham Blvd.,) Jill Gerber (234 S. Pleasant St.,) provided comments.

5. Black Sheep Loan update

Staff recommended to not incur any further legal costs. The additional cost of \$10,000-\$16,000 outweighs any realistically expected potential benefits as there is no substantial collateral to recoup against the legal fees already incurred.

Staff to provide a list of collateral against Fine Food Arts, LLC to the CDA at their next meeting.

6. Discussion and possible action on Down Payment Assistance Loan request for 455 Howard Road (/A518200003)

The CDA approved the Down Payment Assistance Loan request for 455 Howard Road.

Motion made by Board Member Coburn, Seconded by Board Member Kachel.  
Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz,  
Board Member Price, Board Member Christon, Council Representative Schanen

7. Discussion and possible action on Down Payment Assistance Loan request for 204 N Queen St (/PC 00012)

The CDA approved the Down Payment Assistance Loan request for 204 N Queen St.

Motion made by Board Member Price, Seconded by Board Member Kachel.  
Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz,  
Board Member Price, Board Member Christon, Council Representative Schanen

8. Discussion on CDA-owned parcels BIRW 00003A, BIRW 00002, & BIRW 00001 on Jefferson St

Mason Becker, Community Development Director provided an update regarding CDA-owned parcels BIRW 00003A, BIRW 00002, & BIRW 00001 on Jefferson St.

John Pio (1004 E Main St) provided comments.

9. Update on downtown activities

Mason Becker, Community Development Director provided an update.

Whitewater's downtown remains a central economic and community asset, supported by a diverse mix of businesses, but current data shows a ground-floor vacancy rate of approximately 15 percent—above generally accepted benchmarks for a healthy downtown corridor. In response, the City of Whitewater, through the Community Development Department and Community Development Authority, is actively pursuing targeted redevelopment of underutilized properties, reinvestment through long-standing loan programs, nearby housing development, infrastructure support, resumed business retention efforts, and strengthened partnerships with local and state organizations. These actions reflect a deliberate strategy to stabilize occupancy, return properties to productive use, and position the downtown for sustained reinvestment and long-term vitality rather than relying on market forces alone.

Jeffrey Knight (405 Panther Court) suggested that the CDA review the Bowers House Development Agreement.

10. Pre-3 TIF Request: Review and Discussion

Mason Becker, Community Development Director provided an update. The Common Council will be reviewing the TIF request along with the rezoning and plan amendment recommendations from the PARC at the January 20, 2026 Common Council meeting. If approved at that time, staff will continue working on a full Development Agreement which will come back to the CDA board for review and approval.

Representatives from Ehlers summarized their review of the financial request and made recommendations for the assistance to be provided on the project.

Staff to respond to citizen asked questions: How many projects throughout the state have TIF funding? What's the average amount of TIF that's given to a developer? Who requests

the TIF assistance - the community or the developer? Can the number of units be brought down so it is within budget and not need any TIF assistance?

Bob Murray of Pre/3 provided comments.

Citizen Comments: Brad Ceranske (N9503 Woodward Rd), Richelle Walenton (1004 E Main St), Aubrey Thompson (318 W North St), Chuck Mills (336 Whiton St), Nancy Boyer (1270 E Jakes Way), Jeffrey Knight (405 Panther Ct), Larry Kachel (457 S Buckingham Blvd.,) and Jill Gerber (234 S Pleasant St) provided comments.

### **EXECUTIVE SESSION**

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. Items to be discussed:

11. Pre-3 TIF: Review and Discussion
12. Community Engagement Center discussion

### **RECONVENE INTO OPEN SESSION**

Motion to reconvene into open session

Motion made by Council Representative Schanen, Seconded by Board Member Price.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Board Member Christon, Council Representative Schanen

### **FUTURE AGENDA ITEMS**

Council Representative Brian Schanen requested a cost breakdown of expenses related to the Habitat for Humanity project.

### **ADJOURNMENT**

Motion made by Board Member Kachel, Seconded by Council Representative Schanen.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Board Member Christon, Council Representative Schanen