



CDA Agenda Item

Meeting Date:	November 21, 2024
Agenda Item:	Wind Up Rules
Staff Contact (name, email, phone):	Taylor Zeinert tzeinert@whitewater-wi.gov 262-473-1048

BACKGROUND

(Enter the who, what, when, where, why)

At the October 17, 2024 CDA meeting, the Board reviewed a draft of the Wind Up Rules. The body requested the following changes:

- Changing the two categories to Start Ups and Entrepreneurial Planning and Currently operating businesses over 6 months
- Adding verbiage to make it clear that the business must be in the City of Whitewater for a minimum of one year
- Adding verbiage to make it clear that the money is dispersed via pay go structure
- Adding verbiage that requires a business plan to be submitted
- Adding verbiage that states if you are the winner you are expected to produce an itemized list of wants to the office of ED within 30 days
- Remove all language related to salaries, specifically the expansion support language

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- At the September 19, 2024 CDA meeting, the Board moved to direct staff to move forward with organizing a WindUp 2025 and to bring back a proposal for review at a future meeting for and approval by the Board.
- At the October 17, 2024 CDA Meeting, the Board directed staff to make changes to the Wind Up Rules.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Suggested motion: "I move to approve the Wind Up rules as presented"

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Draft of Proposed Rules