



Community Development Authority (CDA)

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

*In Person and Virtual

Thursday, November 16, 2023

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; ABSENT: Jim Allen. CITY STAFF PRESENT: Jonathan McDonell, Esq. (City Attorney), Rachelle Blitch (Finance Director), Kristen Fish-Peterson (CDA Consultant), Bonnie Miller (CDA Administrative Assistant).

DECLARATION OF CONFLICTS OF INTEREST. None.

HEARING OF CITIZEN COMMENTS: None.

APPROVAL OF MINUTES: Moved by Schreiber to approve the Minutes of the 10-19-2023 CDA Board Meeting as presented; seconded by Kachel. Motion passed by unanimous voice vote.

REVIEW & ACKNOWLEDGE FINANCIAL STATEMENTS: Moved by Schreiber to acknowledge the CDA Financial Statements for period ending 10/31/2023 as presented; seconded by Kromholz. Motion passed by unanimous voice vote.

UPDATES & DISCUSSION.

3. Kristin Parks of Anderson Commercial Group provided an overview of marketing strategies for the sale of City-Owned lots, followed by a brief discussion with the Board.
4. **Update regarding status of Economic Development Director position.** Miller reported that City Manager John Weidl offered the position of Economic Development Director to Calli Berg, who has accepted. She will be starting on December 5, 2023. The CDA has the authority to subsequently appoint the Economic Development Director to serve as the CDA Director. Board Member Kromholz participated in the interview process on behalf of the CDA Board. Kristen Fish-Peterson will be retained to update and assist the Economic Development Director with regard to ongoing development projects.
5. **Update regarding renewal and status of CDA domain name "www.whitewatercda.com".**
6. **Update regarding 2021 Potential Development Site Map as an Economic Development Tool.** Miller updated with regard to the map and how it was used in November of 2021 to communicate in writing with landowners to invite anyone interested in developing their property to meet with City Staff. Boardmember Knight would like to create a public meeting to extend that invitation to landowners again to meet with City Staff to further that effort to identify potential development projects.
7. **Summary of economic development activity involving City-Owned Land and/or TIF Incentives. (Kristen Fish-Peterson).** Ms. Fish-Peterson provided an overview of the chart included in the packet reflecting public/private participation in current economic development

efforts. Ms. Fish-Peterson stated that compared to other communities, the percentages reflect an appropriate amount of public support.

8. **Review and discussion of CDA Rules of Procedure (adopted 4/28/2022).** Chairman Singer provided background regarding the historical attempts to codify the rules going forward. The consensus was to bring this back at a future meeting. Ms. Fish-Peterson stated that she has reviewed the Policy Manual and found that the first several pages outline the statutory guidelines for a CDA that are standard. The remainder of the Manual starting at No. 13 is the ethics section. Newer Board members would benefit from reading that section. John Kachel would like clarification as to how the salary of the CDA Director is funded in the budget. It was acknowledged by Chairman Singer that the CDA does not have any statutory authority over staff. It was agreed that Policies and Procedures would be brought back after the Economic Development Director is on board.
9. **Economic Development Activities Update.** Miller reported that the City has satisfied all of its obligations under the Development Agreement, and final action rests with DLK Enterprises, Inc. Neighborhood Services has received confirmation from Aldi's that they have their state-approved plans and will be submitting applications for their City permits. The Development Agreement has been submitted to legal counsel for Buyer for final review regarding the A-1 Packaging Project. Ms. Fish-Peterson updated the Board regarding a meeting with representatives of local Banks for feedback as to the need for the proposed Commercial Rehabilitation Grant/Loan Program and anticipated participation from the Banks, followed by a brief discussion by the Board. Miller reported that Becker & Bolton submitted an application for site plan review at the December 11, 2023 Plan and Architectural Review Meeting.

EXECUTIVE SESSION: Moved by Singer and seconded by Coburn 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." Items to be discussed:

10. Innovation Center Memorandum of Understanding between City and UW-Whitewater - Update Only (Kromholz).
11. Discussion and possible action regarding Action Fund Loan to Fine Food Culture LLC (The Black Sheep).

Motion passed by unanimous roll call vote.

RECONVENE INTO OPEN SESSION: Moved by Schreiber and seconded by Coburn to reconvene to open session to take possible action on closed session item(s). Motion passed by unanimous voice vote. No action taken.

FUTURE AGENDA ITEMS.

ADJOURNMENT: Moved by Schreiber and seconded by Kachel to adjourn. Chairman Singer adjourned the meeting at 6:23 p.m.

Minutes approved at the December 21, 2023 CDA meeting.