



**MINUTES
COMMUNITY DEVELOPMENT AUTHORITY
MEETING
Virtual/Teleconference
January 19, 2021 at 8:00 AM**

Committee Members Present:

- Gary DeJager
- Derek Drews
- Sue VandeBerg
- Jill Vanderkin
- Nancy Vanderkin
- Cassandra VerHage

Committee Members Absent:

- Mayor Julie Nickel

Staff Present:

- Kathy Schlieve Administrator
- Sarah Van Buren Community & Economic Development Coordinator
- Dan VandeZande City Attorney

Guests:

- Sue Koehn (left at 8:17 a.m.).....MSA

CALL TO ORDER

In the absence of Mayor Nickel, Vice-Chair VandeBerg called the virtual and teleconference meeting of the Community Development Authority to order at 8:02 a.m.

ROLL CALL OF BOARD MEMBERS

Roll call and quorum determined

PUBLIC COMMENT

None.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS

1. Approval of Agenda/Motion to Deviate

Ms. Van Buren would like to include the approval of the October 2020 Financial Statement to the agenda and move the Housing Program Summary Update to immediately after this agenda item.

A motion to approve the agenda, as amended, was made by Ms. N. Vanderkin and seconded by Ms. J. Vanderkin, passing unanimously.

2. Approval October 20, 2020 Community Development Authority Meeting Minutes

A motion to approve the October 20, 2020 minutes was made by Ms. N. Vanderkin and seconded by Ms. J. Vanderkin passing unanimously.

3. Approval of October 2020 Financial Statement

A motion to approve the October 2020 Financial Statement, as presented, was made by Mr. DeJager and seconded by Ms. J. Vanderkin, passing unanimously.

4. Approval of November 2020 Financial Statement

A motion to approve the November 2020 Financial Statement, as presented, was made by Ms. N. Vanderkin and seconded by Mr. Drews, passing unanimously.

5. Approval of 2021 CDA Budget

During the October meeting, staff was still waiting for the valuation information from both counties and the budget could not be approved at that time. Valuation for the District went up 27%, which means more funding is

available, than what was originally projected. It is important to note that valuation fluctuates year to year. Administration Schlieve stated the reserve from 2020 will be fully spent in the first quarter since the benches and trash receptacles will be delivered soon.

A motion to approve the 2021 CDA budget, as presented, was made by Mr. DeJager and seconded by Ms. N. Vanderkin, passing unanimously.

6. Approval of CDA Grant Program Revisions

As discussed at the October 2020 meeting, the CDA set priorities around parking and back alley improvements, the Rock Shop, and being more strategic with the funding/grant opportunities available for property and business owners.

Administrator Schlieve went over the three funding opportunities included in the meeting packet. Revisions were made to the current Downtown Revitalization Grant and two grants were created; the COVID-19 Technology Grant and the Targeted Reinvestment Grant.

A motion to approve the CDA Grant Program Revisions, as presented, was made by Mr. DeJager and seconded by Ms. J. Vanderkin, passing unanimously.

STATUS OF OUTSTANDING GRANT APPLICATIONS

7. Gysbers Jewelry (305 E. Main St.)

Ms. Van Buren provided the group with an update on the building expansion project for Gysbers Jewelry. The project was completed by the end of December 2020 and the request for reimbursement has been submitted.

DISCUSSION ITEMS

8. Housing Program Summary Report (July-December 2020)

Ms. Koehn, from MSA, reviewed the summary document included in the meeting packet. Marketing efforts remain the same and Ms. Koehn stated that due to the amount of funds currently available, she does not anticipate getting new applications for consideration.

Board members asked questions regarding eligibility and asked if program information could be sent to entities that had code violations. Ms. Koehn will provide an updated flyer for staff to use in promotional efforts.

Ms. Koehn asked that if members become aware of individuals that are interested in the program to have them reach out to her.

9. Administrator Report

Administrator Schlieve provided the following update:

- BID working group has been working on researching what it takes to go from a Connect Community to a Main Street Community. There is a strong opinion that we should peruse and submit for an application by the April deadline for consideration. Part of that is talking with the BID about increasing the assessment. The good news is that we are building ourselves around the 4 pillars but if we cannot get there from the dedicated resource aspect, we are still better aligned for the future.

Ms. VandeBerg asked would the benefits be to becoming a Main Street Community. Administrator Schlieve stated Main Street Communities get additional resources from architecture, additional promotions, and additional educational opportunities for businesses.

- Staff is working with downtown businesses that may be able to take advantage of the funding programs we just approved. Additional programs are available to layer on City opportunities would be the WEDC's Community Development Investment (CDI) program, which help offset 25% of a project (up to \$250,000). Staff would like to be able to take advantage of the program within the community and asked Board members if they have any interest to reach out to Administrator Schlieve or Ms. Van Buren.
- A second round of PPP funding has been made available with the passage of the latest round of stimulus funding. Staff is still learning more about it but will pass along information shortly. There was also an expansion for the EIDL program. Waupun businesses would not qualify based on median income.
- The City is seeking an Energy Innovation Grant from the Public Services Commission to replace the boiler system in City Hall. If awarded, this will influence the timing of proposed work for a senior center.

- The McKinley Street property is by the City and a redevelopment plan/path moving forward will need to be developed. With the extension of TID #1 opens up funding to utilize toward affordable house and there may be an opportunity to use this toward McKinley property.
- Parking continues to be an issue on the north side of the 300 block of E. Main. This is a focus area for the CDA to address.
- Administrator Schlieve is actively engaged with IGNITE Network and new opportunities for entrepreneurial support are being developed and will be shared when more details are available.
- Housing continues to be a need and the developments in place are filling fast. Recently closed on the old Washington School site for multi-family units and groundbreaking will occur in the spring.

Mr. DeJager asked if there was any updates regarding the Chamber. Administrator Schlieve stated Ms. Koehler gave her notice of resignation to the Chamber Board in December and it was accepted. The Chamber Board will continue meeting to discuss the future direction of the organization and a letter will get out to members shortly.

FUTURE MEETINGS AND GATHERINGS

10. Possible Future Agenda Items

- Rock Shop

11. Next Schedule Meeting

The next scheduled meeting will be February 16, 2021 at 8:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Ms. N. Vanderkin and seconded by Ms. VerHage, passing unanimously. The meeting adjourned at 9:05 a.m.