



Community Development Authority Board of Directors

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

Thursday, September 18, 2025 - 5:30 PM

**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.**

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Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

AGENDA

CALL TO ORDER

Meeting was called to order at 5:30 p.m. by Co-Chair Kromholz.

ROLL CALL

PRESENT

Board Member Thayer Coburn

Board Member Jon Kachel

Board Member Joseph Kromholz

Board Member Kelsey Price

Council Representative Brian Schanen

ABSENT

Council Representative Orin O.Smith

Board Member Christ Christon

STAFF

Mason Becker, Economic Development Director.

UPDATE OATHS OF OFFICE

1. City Clerk Boehm administrated the oath of office.

CONFLICT OF INTEREST

Would any board member wish to declare any known Conflict of Interest with the items presented on today's CDA Board Agenda?

None

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.

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

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

Motion was carried.

CONSENT AGENDA

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

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

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

Motion was carried.

2. Approval of August 2025 Minutes
3. Approval of July 2025 Financial Statements

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.

None.

CONSIDERATIONS / DISCUSSIONS / REPORTS

4. Presentation on Current Housing Initiatives

Economic Director Becker this was presented at the Common Council meeting this week, but wanted to make sure we brought this again for the benefit of the entire CDA. I've been here about a month and talking the the City Manager we wanted to present a recap of the current housing initiatives that we have happening within the City.

Current Housing projects under way are:

Harbor Homes (Park Crest) Single Family 17 out of 19 permit have been pulled. 3 listed for sale remaining sold or under contract. Harbor Homes is interested in finding opportunities for additional development.

US Shelter (Meadowview) Zero-lot line duplexes 20 out of 38 permits permits pulled, 3 listed for sale. Duplexes are part of the missing middle solution in housing that we are trying to address.

Teronomy Builders (Waters Edge South) 8 new duplex permits issued. This is 16 new housing units.

Hartland Shores broke ground on the first two of the eight buildings. These are multi-family apartment buildings so that is 32 new units for rental housing.

Housing needs there has been an identified shortage of housing stock in previous studies. There was a 2023 study here in Whitewater that showed clear indications for more product. They are projecting growth across all age groups here in Whitewater over the next few years. The need for multiple product types is clear. It's not just about single family, or just about apartments.

Affordability remains a key concern. These were pulled from Redin. Whitewater average home prices (july 2025): \$321K. Compared to July 2021: \$230K. Supply and demand applies to housing, like any product. Housing needs are changing:

People are living longer

More total households: young people are delaying marriage/staring families.

Housing is the new workforce

Today, businesses following housing

Companies monitor the data

Housing, placemaking, and quality of life all matter.

Kachel stated that UW Whitewater including Janesville in their numbers, so I think you want to have those removed because that has nothing to do with the housing in Whitewater. A lot of universities were assigned a two-year college and to make them one, but they aren't living here.

We don't have current enrollment trends for school district here. I do know that the new superintendents is working on some type of study to look at that.

Price stated that they are taking the enrollment date tomorrow for the year.

Economic Development Director Becker stated that I'm not even talking about this year. I'm talking about the last few years. We haven't been able to get good numbers on that.

Potential upcoming housing developments.

Bielinski presented a concept review for Hale Farm, 999 home smaller lot single family subdivision.

Pre-3 will be bringing forward a rezone and comp plan request next month for a potential 60 unit apartment project. This is the only other ongoing apartment project that is being considered by the City.

Stonehaven they are looking at building 8 to 16 new modular single family homes on Bluff Road. Modular homes have come a long way from what we think about as trailer homes from decades ago. the goal is to bring in new single-family owner-occupies housing at a price point under \$340K.

Habitat for Humanity will be bringing forth a conditional use permit for two zero-lot line twin homes. The neat things with these is that Habitat finds the owners first and then builds.

Housing assistance programs the state allows you to use a TIF districts final year to what called an affordable housing extension. There is a down payment assistance program. It offers \$25,000 in down payment assistance. This program is active and has 7 borrowers under the program.

There is a Developers Assistance Program and this one hasn't really be activated to date.

Home Rehab Loan Fund that was funded by older Community Development Block Grants. That program is ending. We're going to talk about potential ways to reactivate that.

TIF assistance is evaluated by a third-party advising firm, Ehlers. They recently presented to the Finance Committee their version of how they evaluate. That format will be presented to the Common Council in the near future. The CDA passed a "But for" Criteria to review future projects.

We are trying to build a community for all stages of life.

Kachel made a comment about the study stating that Whitewater is 30% or less owner-occupied. Other communities around us have higher owner occupied percentages. State average is 69% owner-occupied. What ever we can do to make single family increase that are owner occupied would be great.

Schanen stated that dealing with aging housing stock.

Economic Development Director Becker stated that any tools that we can come up with to present data in a logical manner we will explore.

5. Discussion and possible action regarding Amendment to Simultaneous Property Swap Agreement.

Economic Development Director Becker stated that we are looking for an approval for on this. Common Council did approve this as part of the Consent Agenda on Tuesday night. This amendment was brought forth by the Stafford Rosenbaum law firm which the CDA uses. This is just clarifying some of the timing in terms of land swap that had been approved in April.

Kromholz stated that he didn't see a staff recommendation on this. Did staff also review this.

Economic Development Director Becker stated that he had.

Kromholz confirmed that the staff recommendation is that be approved.

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, Council Representative Schanen

Motion passes.

6. Review and Discuss: Proposed Hale Farm Subdivision Development.

Economic Development Director Becker stated he wanted to bring kind of a recap of the proposed project at Hale Farm. They did make a presentation for a conceptual review last week at the PARC. As noted in the memo quite a few comments from Town of Whitewater residents regarding some concerns related to the project. No city residents spoke at the meeting at all either in favor or against the proposal.

They are looking at a smaller lot size format of 6,000 square feet. This is a way to bring single family housing at a lower affordable price point.

Kromholz asked what is the price point they would be coming forward at.

Economic Development Director Becker stated they presented a range of \$370k up to \$420K is what they are looking at.

Kromholz asked approximately how many single family dwelling units would go in.

Economic Development Director Becker stated 99.

Kachel stated he thought there would be 7 units per acre. What is the city requirement now for size of lot.

Economic Development Director Becker stated that the average city lot would be 8,000 square feet, these would be about 25% smaller.

Kachel asked if they are doing this because young people don't want to maintain lots or for affordability or a combination of both. I don't see how that is going to trim off.

Economic Development Director Becker stated I'm sure that there is a market demand for it. I do think to that there a lot of younger people who maybe aren't looking for that huge yard to maintain. Younger couples who don't have kids yet who aren't looking for the big back yard.

Schanen stated as a "younger person" I do agree that small lots have some benefits and have some drawbacks. Lawncare is definitely one of the perks of having a smaller lot

size. But the other thing that I want to note and reiterate from the PARC is the width of Breisdan Hill Drive and having 99 houses back there I do have some concerns about the traffic flow back there.

Kachel asked if Warner road is in the City or a Township road.

Economic Development Director Becker stated that it is split right of way. He wouldn't be able to say for sure.

Kromholz asked if we knew how wide the road is right now.

Economic Development Director Becker Warner road I could say off hand right now. Breisdan Road is under 30 ft right now but not at the full Right of Way width. The potential road connecting to Breisdan Road it was part of the original plat that was done for that subdivision in the mid 1990's. It is a dedicated easement.

7. Discussion of CDA Loan Status Update Memo

Economic Development Director stated this was just a summary and updates that were requested by Staff to Stafford Rosenbaum

Coburn asked if this was a list collections.

Economic Development Director stated that this is a list of open collections matters.

Kromholz stated that that where is states open questions for the Board on page two. There looks like there is already a judgement in place. So they can just take a financial deposition of the debtor and get the financial information from him. They shouldn't just be relying on the representation of this council. They should be also be subpoenaing his financial records.

CLOSED 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:

1. Designate note taker

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, Council Representative Schanen

8. Discussion and possible action LOI with the City of Whitewater and Frederick D Carlson.

RECONVENE INTO OPEN SESSION

9. Reconvene to Open Session to Take Possible Action on Closed Session Item(s).

Kromholz stated there is interest in getting this to move forward. We need a little different process.

Motion to recommend that the interested parties work with the economic development office on developing a clean letter of intent that would then go to the PARC considering that they are the deciding body in regards to land sales for this property.

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

Motion carried.

FUTURE AGENDA ITEMS

ADJOURNMENT

Meeting was adjourned.

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

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