



# Community Development Authority Board of Directors Meeting (In-Person & Virtual)

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

**Thursday, January 18, 2024 - 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.**

Please click the link below to join the webinar:

[https://us06web.zoom.us/j/82414637306?pwd=epYlV5RSBD2--mXbBSfCVwk1wRxKYw.ifo\\_B17IfD-T2da8](https://us06web.zoom.us/j/82414637306?pwd=epYlV5RSBD2--mXbBSfCVwk1wRxKYw.ifo_B17IfD-T2da8)  
Passcode: 799533

Or Telephone: +1 312 626 6799 US (Chicago)  
Webinar ID: 824 1463 7306  
Passcode: 799533

**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**

### **ROLL CALL**

### **APPROVAL OF AGENDA**

*A Board 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 Board to be implemented. the agenda shall be approved at each meeting even if no changes are being made at that meeting.*

**DECLARATION OF CONFLICT OF INTEREST** *Would any member(s) of the board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda?*

### **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 & dial \*9 to raise your hand.***

### **APPROVAL OF MINUTES**

Approval of Minutes of December 21, 2023 CDA Board Meeting.

## **ACKNOWLEDGMENT OF FINANCIAL STATEMENTS**

Financial Statements for period Ending 12/31/2023 are unavailable at this time.

## **PRESENTATIONS**

1. Presentation by Pam Carper, Program Manager-Housing for the Walworth County Economic Development Association (WCEDA) regarding Walworth County Workforce Housing Initiative.
2. Presentation by Dan Berg of the Whitewater-Rice Lakes Management District.
2. Presentation by a representative from UW-Whitewater regarding Business Plan Competition.

## **ECONOMIC DEVELOPMENT ACTIVITIES UPDATE**

### **ACTION ITEMS**

3. Discussion and consideration of creating CDA prize fund for a Business Plan Competition project in partnership with the University of Wisconsin-Whitewater.
4. Discussion and consideration of engaging legal counsel to represent the interests of the CDA.

## **UPDATES & DISCUSSION**

5. Strategic Planning & Vision
6. Discussion Regarding Open House - Development Map Update

## **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:

7. Consideration and possible action regarding Offer to Purchase Vacant Parcel of Land located on Starin Road (Tax Parcel /WUP 00018D) at a purchase price of \$403,390.

## **RECONVENE INTO OPEN SESSION**

8. Reconvene to Open Session for possible action on Closed Session item.

## **FUTURE AGENDA ITEMS**

## **ADJOURNMENT**

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

**Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.**



## Community Development Authority Board of Directors Meeting (In-Person & Virtual)

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**Thursday, December 21, 2023 - 5:30 PM**

### MINUTES

**CALL TO ORDER:** Chairman Singer called the meeting to order at 5:30 p.m.

**ROLL CALL:** PRESENT: Joe Kromholz, Patrick Singer, Lukas Schreiber, Jeff Knight, Thayer Coburn. ABSENT: Jim Allen, Jon Kachel. STAFF PRESENT: Calli Berg (Economic Development Director); Kristen Fish-Peterson (CDA Consultant); Brad Marquardt (Director of Public Works); Bonnie Miller (CDA Administrative Assistant).

**APPROVAL OF AGENDA:** Moved by Boardmember Schreiber and seconded by Boardmember Knight to approve the Agenda. AYES: Singe4r, Kromholz, Schreiber, Coburn, Knight. NOES: None. ABSENT: Kachel, Allen. Motion passed 5-0.

**DECLARATION OF CONFLICT OF INTEREST.** Would any member(s) of the Board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda? None.

**WELCOME AND INTRODUCTION:** Economic Development Director Calli Berg was introduced and welcomed by the Board, followed by brief comments from ED Director Berg. [Note that Board Member Jon Kachel joined the meeting at 4:38 p.m.].

**HEARING OF CITIZEN COMMENTS:** None.

**APPROVAL OF MINUTES:** Moved by Kromholz and seconded by Kachel to approve the Minutes of the November 16, 2023 CDA Meeting as presented. Motion passed by unanimous roll call vote (6).

**ACKNOWLEDGMENT OF FINAICAL STATEMENTS.** Moved by Coburn and seconded by Schreiber to acknowledge the Financials for the period ending November 30, 2023. Motion passed by unanimous voice vote (6).

### ACTION ITEMS.

**Discussion and possible action regarding appointment of CDA Executive Director.** Moved by Boardmember Knight and seconded by Boardmember Schreiber to appoint Economic Development Director Calli Berg to act as the Executive Director of the CDA. It was noted by Chairman Singer that the CDA Board provides the Executive Director with policy direction, and the CDA Executive Director reports to the City Manager. [Noted that Boardmember Jim Allen joined the meeting virtually at 5:43 p.m.] Motion passed by unanimous roll call vote (7).

## UPDATES & DISCUSSION.

**Update regarding Commercial Rehabilitation Grant/Loan Program.** Ms. Fish-Peterson provided a brief overview of the proposed Commercial Rehabilitation Grant/Loan Program being developed by staff, followed by a summary of the results from the meeting that was held with representatives of local banks regarding their level of interest in participating in the proposed Commercial Rehabilitation Grant/Loan Program.

**Discussion regarding potential purchase of property located at 108 W. Main Street (Tax Parcel No. /WUP 00257A) and 216 E. Main St. (Tax Parcel No. /TRA 00003) owned by Jelaine Goehl and Jane Henry.** Chairman Singer deferred discussion of this item to be taken up as scheduled in Closed Session at Item #7.

**EXECUTIVE SESSION:** Moved by Chairman Singer and seconded by Boardmember Knight 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:

6. Consideration and possible action regarding Down Payment Assistance Loan Application No. 001 pursuant to the terms of the Affordable Housing Policy.
7. Consideration and possible action regarding Offer to Purchase 216 E. Main St. (Tax Parcel No. /TRA 00003) and Offer to Purchase 108 W. Main St. (Tax Parcel No. /WUP 00257A) owned Jelaine Goel and Jane Henry.
8. Discussion and possible action regarding TIF Development Agreement between the City of Whitewater and JM Meadowview LLC regarding Mound Meadows project.
9. Discussion and possible action regarding TIF Development Agreement between the City of Whitewater and US Shelter Homes LLC regarding Mound Meadows project.

Motion passed by unanimous roll call vote.

**RECONVENE INTO OPEN SESSION:** Moved by Schreiber and seconded by Kachel to reconvene into open session to take action on closed session item(s). Motion passed by unanimous voice vote.

Moved by Knight to approve the Down Payment Assistance Loan Application No. 001 regarding the property at 345 S. Whiton Street. Motion seconded by Kromholz. Roll Call: AYES: Schreiber, Knight, Coburn, Kachel, Allen, Kromholz, Singer. NOES: None. ABSENT: None. Motion passed.

Moved by Coburn and seconded by Schreiber to approve the Offer to Purchase 216 E. Main Street (0.29 acres) for a purchase price of \$65,000. Roll Call: AYES: Kachel, Allen, Singer, Kromholz, Schreiber, Coburn. NOES: Knight. ABSENT: None. Motion passed.

Moved by Coburn and seconded by Schreiber to approve the Offer to Purchase 108 E. Main Street (Baker Building) as negotiated by City Staff at a purchase price of \$110,000 including the building on .17 acres. Roll Call AYES: Kromholz, Schreiber, Coburn, Singer. NOES: Knight, Kachel, Allen. Motion passed.

Moved by Knight and seconded by Schreiber to approve the JM Meadowview LLC Development Agreement. Roll Call: AYES: Singer, Kromholz, Allen, Kachel, Coburn, Knight, Schreiber. NOES: None. ABSENT: None. Motion passed.

Moved by Knight and seconded by Schreiber to approve the U.S. Shelter Homes I, L.L.C. Development Agreement regarding the Mound Meadows Project. Roll Call: AYES: Kachel, Allen, Singer, Kromholz, Schreiber, Coburn, Knight. NOES: None. ABSENT: None. Motion passed.

**ECONOMIC DEVELOPMENT ACTIVITIES UPDATE:** Ms. Fish-Peterson provided a brief overview of projects currently in development by Staff. Anderson Commercial Group brought the City two separate Offers: (1) Offer to Purchase Lot 8B in the Industrial Park, and (2) Offer to Purchase Lot 1B located on Bluff Road. The City has an accepted Offer and fully-executed Development Agreement from Larry Chapman for the A-1 Packaging Project on Lot 8B that was approved by the Plan & Architectural Review Commission (PARC). The City has approved and executed the Aldi's Development Agreement, and we are awaiting Aldi's execution. The Becker & Bolton project was tabled. The Mound Meadows (Meadowview) project is scheduled for the PARC Meeting on January 8, 2024 for Conditional Use approval, preliminary and final approval of the Re-Plat of Mound Meadows Subdivision, and site plan review. Notices have been sent to adjoining home owners. Russell Walton has submitted a conceptual review for a housing development on Elkhorn Road. Next step is to submit a development plan and Specific Implement Plan (SIP) for review by PARC.

Economic Development Director Calli Berg provided a brief overview of a proposed new business pitch contest to be held in cooperation with UW-Whitewater. The CDA would be the fiduciary sponsor of the event and work with participants to prepare them for the contest and subsequent follow-up support for the winner. Ms. Berg also announced a proposed January vision workshop for the CDA Board via a publicly-noticed meeting.

**FUTURE AGENDA ITEMS:**

- Kromholz requested a strategic planning and vision statement from Director Berg.
- Knight requested that the CDA to do an open house event with landowners represented on the CDA's entitled Potential Development Map.

**ADJOURNMENT:** Motion to adjourn by Kromholz and seconded by Schreiber was approved by unanimous voice vote. Chairman Singer adjourned the meeting at approximately 6:15 p.m.

Respectfully submitted,

Bonnie Miller, Recorder

Minutes approved at the \_\_\_\_\_, 2024 CDA Board Meeting.

## Business Plan Competition

The University of Wisconsin-Whitewater (UWW) has asked the City of Whitewater to sponsor a business plan competition. Their proposal includes a Scope of Work to be executed by entities within UWW including the Small Business Development Center (a regional Small Business Administration organization housed at UWW), the Fiscal and Economic Research Center (FERC), and the Enactus Social Innovation Club. The City has approved \$9,500 to receive the following scope of services:

- Business plan creation assistance for interested entrepreneurs
- Four or more business readiness workshops prior to the contest
- Help create program logo and brand
- Social Networking events for participants following each workshop
- Oversee competition logistics and project planning
- Administer the contest
- Post-event support for the winner(s) and all other contestants who have a feasible business plan
- Post-event economic impact analysis

In order to contract with UWW on this program, the City of Whitewater is being asked to:

- Provide coordination with storefront owners and direct stakeholders
- Develop a name for this event – perhaps “Whitewater WindUp”
- Determine number of winners
- Set Policy – define eligibility, project activities, considerations of job creation, personal investment, discounted rents, matching grant, etc.
- Set prize fund eligibility parameters – some considerations could include job creation, matching funds, can existing store owners participate
- Contribute prize money (one year rent plus funds for renovations is requested. CDA may want to also consider other start-up/expansion costs as eligible activities).

Prize Fund Activities	Range	Low (assume 20% of sf)	High (assume 20% of sf)
Renovations/Repairs/Retrofits	\$200 - \$700/sf*	\$80,000	\$350,000
Triple Net Lease (assume 2,000 sf)	\$10 - \$15/sf**	\$20,000	\$30,000
Totals		\$100,000	\$380,000

\* Renovations estimate provided by Whitewater Building Inspector

\*\* Lease rates provided by two brokers familiar with the market

If the CDA wishes to fund this program and award more than one business plan presenter, \$160,000 would be needed for the inaugural event:

1 <sup>st</sup> Place:	\$75,000
2 <sup>nd</sup> Place:	\$50,000
3 <sup>rd</sup> Place:	\$25,000
Cushion	<u>\$10,000</u>
	\$160,000

Executive Director Recommendation: Establish an entrepreneurial support program seeded with \$320,000. This fund would support at least two contests and unspent funds can be returned to the Action Fund.