



## Community Development Authority Board of Directors

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

**Thursday, July 17, 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.**

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/87440448378?pwd=lkQ-BJqkkibu1yOQRd5PBiz0wOW4MA.T2s3IPbrlAUj-2OA>

Passcode:647974

Join via audio: +1 305 224 1968 US

Webinar ID: 874 4044 8378

Passcode: 647974

**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 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.*

### **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?*

### **CONSENT AGENDA**

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

- [1.](#) Approval of June 2025 Minutes
- [2.](#) Update on May Attorney Fees

### 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.***

### CONSIDERATIONS / DISCUSSIONS / REPORTS

- [3.](#) Housing Strategy Update (EDD McFarland)
- [4.](#) Presentation Stonehaven Development (EDD McFarland)

### CLOSED SESSION

Convene into Closed Session pursuant to Wisconsin Statutes 19.85(1)(e) for the: 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. The CDA will discuss:

5. Offer to Purchase /A503200001 and /A503200002
6. Property acquisition/sale related to 210 E Main St; including the discussion of the offer to purchase and potential counter-offer

### RECONVENE INTO OPEN SESSION

7. Review and take potential action: Offer to purchase /A503200001 and A/503200002
8. Review and take potential action: Property acquisition related to 210 E Main Street

### 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

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

\*In Person and Virtual

**Thursday, June 19, 2025 - 5:30 PM**

### MINUTES

#### CALL TO ORDER

The meeting was called to order at 5:30 p.m. by Board Member Kromholz.

#### ROLL CALL

##### PRESENT

Board Member Jon Kachel  
Board Member Joseph Kromholz  
Council Representative Orin O.Smith  
Board Member Christ Christon  
Council Representative Brian Schanen

##### ABSENT

Board Member Thayer Coburn  
Board Member Kelsey Price

#### 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 Board Member Christon, Seconded by Council Representative Schanen to move Item #8 to Item #3.

Voting Yea: Board Member Kachel, Board Member Kromholz, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

Motion to approve the agenda as amended made by Council Representative O. Smith, Seconded by Council Representative Schanen. Motion carried by voice vote.

#### 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 noted.

## 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 to approve Consent Agenda made by Council Representative Schanen, Seconded by Council Representative O.Smith.

Motion carried by voice vote.

1. Approval of May 15, 2025 Meeting Minutes
2. Procedure for Closed Session Minutes

## 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.***

## CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Review and discuss CDA Financial Statements

Rachelle Blitch, City of Whitewater's Director of Finance, provided a presentation on how financial statements are presented and how to read them.

Board Member Kromholz requested an executive summary memo be included each month noting if there are items of note such as delinquencies, so they can be addressed in a timely manner. This will be in addition to the statements that are provided monthly.

4. Discussion and possible action on May 2025 CDA Financial Statements

Council Representative Schanen asked a question about the negative balance in the CDA operating account. EDD McFarland explained that this is likely related to the timing of internal fund transfers. She will check on that and report back next month if that is not the case.

Motion to approve the May 2025 financial statements made by Board Member Kromholz, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Kachel, Board Member Kromholz, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

5. Review and possible action on CDA Loan Status Updates

A letter from Stafford and Rosenbaum providing updates on CDA loans is in the packet. Mason Higgins from Stafford and Rosenbaum attended virtually to answer questions regarding item #1 the Fine Food Arts, LLC, loan. There was a brief discussion regarding whether or not this item should be discussed in closed session. On advice of counsel, this specific item was not discussed. Board Member Kromholz directed staff to confer with directly with counsel to preserve confidentiality and then follow up with Board Member Kromholz.

Concerns about the status of the liquor license for KLD, LLC d/b/a Lloyds was brought up. Board Member Kromholz directed staff to bring this to the attention of the City Manager to determine the appropriate committee to present these concerns to.

6. Discussion and possible action on Wind Up Grant Updates

EDD McFarland pointed out that there are only a couple months left on the grants and Stellar Vintage has a remaining balance of approximately \$11,700. EDD McFarland sought clarification on the contract, which requires the funds to be spent in the twelve month contract period, or they would be forfeited. This body confirmed that is correct. Staff was directed to apprise the grantee of the contract requirements.

7. Discussion and possible action on Down Payment Assistance Loan request for 406 E Milwaukee (/TRA 00048)

Motion to approved the Down Payment Assistance Loan made by Board Member Kromholz, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Kachel, Board Member Kromholz, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

8. Discussion and possible action on responses to RFP for Brokerage Services

The Legacy Realty Group withdrew their proposal to provide brokerage services on June 13, 2025.

Kristen Parks and Patrick McGlinn from Anderson Commercial Group were in attendance to answer questions regarding their proposal to provide brokerage services.

Board Member Kachel asked what communities they compare to Whitewater. They responded that Fort Atkinson and Lake Mills have some similar demographics. One difference that Whitewater has is the University. In terms of pro-development communities, Whitewater ranks pretty high as well as Elkhorn and Mukwonago.

Motion to approve entering in to a contract with Anderson Commercial Group for brokerage services with the following stipulations:

1. Commission on internal City/CDA land transfers is prohibited.
2. The contract will automatically renew every six months, with a 30-day notification required for non-renewal.
3. The contract will include a conflict of interest statement regarding anyone in the company who may become involved in a development deal pertaining to City/CDA land.

Motion made by Board Member Kromholz, Seconded by Council Representative O.Smith.  
Voting Yea: Board Member Kachel, Board Member Kromholz, Council Representative  
O.Smith, Board Member Christon  
Voting Nay: Council Representative Schanen

## **FUTURE AGENDA ITEMS**

If needed: Closed Session under Clause 4: Legal Advice regarding the KLD, LLC matter for further consultation between the law firm and the CDA.

## **ADJOURNMENT**

Motion to adjourn made by Board Member Kromholz, Seconded by Council Representative Shanen.  
Motion carried by voice vote.

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.**



## CDA Agenda Item

Meeting Date:	July 17, 2025
Agenda Item:	Attorney Fees Update
Staff Contact (name, email, phone):	Emily McFarland, Economic Development Director, emcfarland@whitewater-wi.gov

### BACKGROUND

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

Upon reviewing financial statements at the June CDA meeting, the amount spent to date for attorney fees was discussed. The amount budgeted for "Legal/Professional/Marketing" for CDA for the twelve months ending December 2025, is \$5,000. For reference, that is account 910-56500-212.

For the month of May 2025, a total of \$6,578 was charged to attorney fees for CDA work, specifically on loans. For legal action related to two existing loans (Black Sheep/Fine Food Arts and Slipstream) \$4,401 was spent on legal fees in May. For the two recently approved loans (SafePro and Lemon & Sage) total fees in May were \$2,177.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

### FINANCIAL IMPACT

(If none, state N/A)

There is fund balance available to cover these costs, and there are ongoing discussions with the Finance Department regarding legal fees. Additionally, should the city bring on an in-house City Attorney, there will be an opportunity to utilize that person and save on future costs.

### STAFF RECOMMENDATION

### ATTACHMENT(S) INCLUDED

(If none, state N/A)





## CDA Agenda Item

Meeting Date:	July 17, 2025
Agenda Item:	Housing Strategy Update
Staff Contact (name, email, phone):	Emily McFarland, emcfarland@whitewater-wi.gov

## BACKGROUND

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

Included in the packet for the June 17<sup>th</sup> Common Council meeting was the attached memo. The goal was to provide an update on housing, while also laying out the plan of action to attract more housing. I am providing this to you all for your reference. I will be attending the August 19<sup>th</sup> Common Council meeting to discuss this topic further.

## PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

This memo was at the June 17<sup>th</sup> Common Council meeting.

## FINANCIAL IMPACT

(If none, state N/A)

Nothing immediate; certainly, housing developments will have a financial impact on the community as they occur.

## STAFF RECOMMENDATION

n/a

## ATTACHMENT(S) INCLUDED

(If none, state N/A)

Memo to council



www.whitewater-wi.gov  
 Telephone: 262-473-0148  
 Fax: 262-222-5901

Office of the CDA  
 312 W. Whitewater St.  
 Whitewater, WI 53190

To: Whitewater Common Council and City Manager Weidl

From: Emily McFarland, Interim Economic Development Director

Topic: Update on Housing Topics and Strategy

Date: June 10, 2025

---

Good Evening,

I am pleased to provide an update to you all on the housing projects and strategy that has been shaped over the last six weeks. Below is a listing, in no particular order, of the projects that are currently underway. In addition, you will find general information on potential projects, and lastly, a high-level overview of the housing rehabilitation and development strategy.

### Current Projects

- Park Crest/Neumann Companies (single family)
  - 9 of the 19 homes have been started
  - Sold 6 homes and in process with one additional buyers
  - 3 unsold homes on the ground, 2 of which are listed in the MLS at \$399,900
  - Neumann was considering a project on the Hoffman property; however, that deal did not go through
  - Neumann is working with an additional property owner in Whitewater for a potential neighborhood
- Pre-3/Lot 10B (multi-family, medium density)
  - The land is under contract and the buyer and the City are working through the items laid out in the offer to purchase
  - Pre-3 is beginning the process of applying for the rezoning and other steps necessary to continue the development, including working with Ehlers on a financial evaluation
  - Pre-3's intention is to build 60 units with private entrances (meaning no central hallway)
- Habitat/216 E main (single family/town home style)
  - This project is pending the demolition of the existing building
    - The demolition RFP process was reviewed, and contracts were drafted and provided to contractors the first week of June



www.whitewater-wi.gov  
 Telephone: 262-473-0148  
 Fax: 262-222-5901

Office of the CDA  
 312 W. Whitewater St.  
 Whitewater, WI 53190

- This project is three houses with zero lot lines
- Habitat is aware of the progress, and is hopeful to begin yet this year
- Slater/Kowalski (multi-family, higher density)
  - This project is located at Moraine View Parkway and Jakes Way
  - This project is slated for groundbreaking in late June/July
  - The project is 8- 16-unit buildings, in phases for a total of 128 units

The housing strategy will be further outlined below, but the approach – in short- is housing and housing of all kinds. Until the supply catches up with the demand, the approach will be to work to impact every part of the system. The need for housing in the city and in the region is well documented, and we know a variety of new product is important, as is the maintenance of the city's existing housing stock. With the aforementioned work, there are currently 210 housing units of varying styles "in process," and work is underway to update (where needed) and communicate the various components of the Affordable Housing Policy.

### Potential Projects

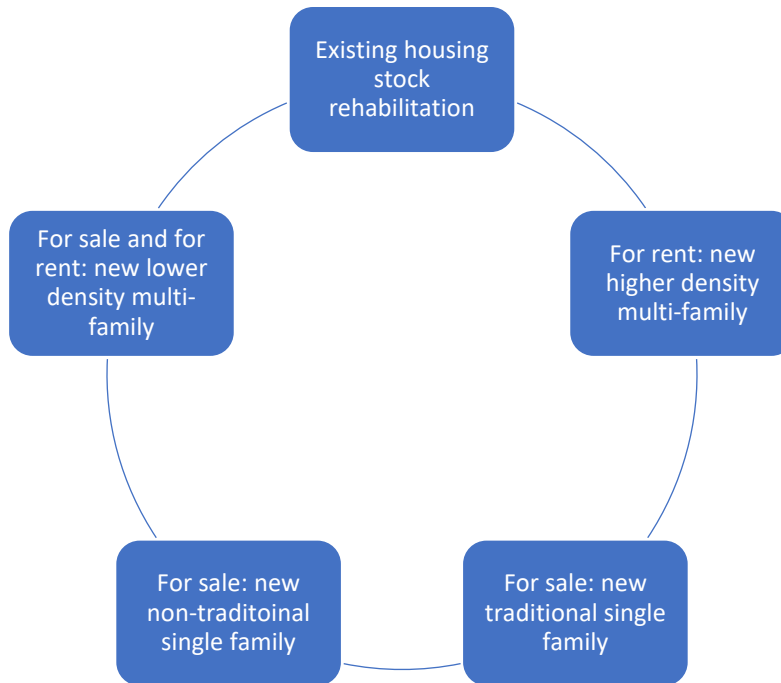
The City is working with three additional housing development concepts. These are outlined below:

- A large home builder has been working with a landowner in the city to build a new neighborhood; the city has been a partner in supporting that negotiation.
- A developer that would develop a spectrum of residential housing, from traditional single family detached, to single family attached, to side-by-side, and multi-family has been working with the city. This will likely have the best chance of success by participating in the RFP process outlined below.
- A new concept for single family is being discussed with a developer. The City Manager and I will be reviewing the residential housing option and exploring if it is the right product for Whitewater
  - If so, this project would start with 1-2 single family homes; with the opportunity to expand to 10+ homes.

### Strategy

The strategy is simple; housing and housing of all kinds. Treating housing as a system with various inputs that need attention, is the approach the team intends to take. This means there will be a focus on rehabilitation of the city's existing housing stock, and bringing new products,

both for sale and for rent, to the community. The figure below is an illustration off the products at play, and demonstrates that each has an impact on the other.



With the major metropolitan areas either being saturated with developments or becoming cost prohibitive, the region has seen an influx of consideration from developers; in particular housing developers. The City of Whitewater does have transportation access issues that can be challenging for large commercial/industrial development; however, the geographic location of being between major metropolitan areas does make Whitewater desirable for housing development. Employees need a place to live, and if they can have a new home, an older rehabilitated home, or something in between, in Whitewater, we will have a better chance of attracting them to live and spend their time and resources in the City.

While the Economic Development team will continue to work on business development, retention, and expansion (see last council meeting for data on that), housing must also be a focus. In communities like Whitewater, housing development and rehabilitation serves as the nucleus for community growth; housing benefits nearly every facet of a community.

- Housing positively impacts workforce availability- having more residents increases Whitewater's ability to maintain and attract new business and increases the labor basin.
- Housing positively impacts the tax burden; the more properties there are to share in that burden, the better.
- Housing can positively impact schools which are funded per pupil; more housing can equate to increased enrollment, or at least, aide in the decline of enrollment.



[www.whitewater-wi.gov](http://www.whitewater-wi.gov)  
Telephone: 262-473-0148  
Fax: 262-222-5901

Office of the CDA  
312 W. Whitewater St.  
Whitewater, WI 53190

- Housing development benefits small/local business by virtue of having a larger customer base.

In order to operationalize the development of a variety of housing, two major items are being considered, in addition to fully mobilizing the components of the Affordable Housing Policy. The first is the creation of a Revolving Loan Fund (RLF) that is funded by both private and public investments. The second, is a formalized Request for Proposals (RFP) for housing development. The RFP will outline the land available, the capital stack inputs available, the desired housing styles, and timelines pertaining to how quickly the product could get to market. The details of the plan are being finalized and will be presented to the Finance Committee, Community Development Authority, and the full council. These two concepts, combined with the Down Payment Assistance Program and the Homeowner Rehab Revolving Loan Fund (both currently in the Affordable Housing Policy), will allow funds to be available for existing and new housing stock, and will allow for the full spectrum of housing needs to be addressed.

This City of Whitewater has a good amount of land available for development and more financial resources than a lot of comparable communities in the area; this combination- along with the aforementioned plan, will allow the city to have a balanced, planned, and careful approach to growth. Housing is both a long game and a sprint, it requires partnership with the public and private sector, and it requires alignment around what is in the best interest of our community today, and our community 10 years from now.

Thank you for allowing me to provide an update; should you have any questions about this memo, or would like to meet to discuss this topic or strategy, please do reach out to me at [emcfarland@whitewater-wi.gov](mailto:emcfarland@whitewater-wi.gov).

Thank you,

Emily McFarland

Interim Economic Development Director



## CDA Agenda Item

Meeting Date:	July 17, 2025
Agenda Item:	Presentation Stonehaven Development
Staff Contact (name, email, phone):	Emily McFarland, emcfarland@whitewater-wi.gov

### BACKGROUND

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

The City has been working with Stonehaven Development on a concept to bring modular single-family homes to the community since May. Throughout the last two months, the developer and I have been working on details on the development such as the site, product type and some initial pro forma work. That work was positive and led to a site visit with the developer, the City Manager and I to view the product and manufacturing first hand.

The intended purpose is to build modular style, three-bedroom, two-bathroom, 1300-1500 square foot affordable single-family homes. The homes will have standard eight foot poured basements that are plumbed for a future bathroom, site concrete completed including a patio, driveway and walkway to the home, dirt/seed/straw matting landscape, and all appliances including washer and dryer.

Stonehaven will present additional information.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

n/a

### FINANCIAL IMPACT

(If none, state N/A)

n/a

### STAFF RECOMMENDATION

This item will be discussed in closed session.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

Development informational flyer



# **STONEHAVEN DEVELOPMENT**

