



Whitewater CDA

MINUTES

Monday, June 29, 2009
4:30 PM – CDA Board of Directors
2nd Floor - Cravath Lake Front Conference Room
Whitewater Municipal Building
312 W. Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

Alan Marshall called the meeting to order at 4:30PM.

Present: Jim Allen, Marilyn Kienbaum, Jeff Knight, Alan Marshall, Al Stanek, Jim Stewart

Absent: Tom Miller

Others: Mary Nimm, Kevin Brunner, Max Ahmed, Fred Burkhardt – WCEDA, Jeff Hawkes, Jim Caldwell (5:10PM)

2. Approval of the Agenda

Jim Allen motioned to approve the agenda. Stewart seconded.

Ayes: Allen, Kienbaum, Knight, Marshall, Stanek, Stewart

Nays: None

Absent: Tom Miller

The motion to approve the agenda passed on a voice vote.

3. Election of Chair and Co-Chair Seats on the CDA Board of Directors

Jim Allen motioned to nominate as Miller Chair and to nominate as Marshall Co-Chair. Stanek Seconded and closed the election.

Ayes: Allen, Kienbaum, Knight, Marshall, Stanek, Stewart

Nays: None

Absent: Tom Miller

The motion to nominate as Miller Chair and to nominate as Marshall Co-Chair passed on a roll-call vote.

4. HEARING OF CITIZEN COMMENTS. *No formal CDA Action will be taken during this meeting although issues raised may become a part of a future agenda. Items on the agenda may not be discussed at this time.* **NO Citizen Comments**

5. Whitewater University Tech Park Update and Discussion

Brunner noted that with a large interest of faculty and start-ups in facility it is anticipated that the square footage is now near 60k sq ft.

Knight noted good chance for geo-thermal at the innovation center. Feasibility study will be done and potential for a ROI of six years on geo-thermal. The possibility exists that they may be able to eliminate natural gas usage from the facility. The Chancellor is engaged and doing a great job. We are fortunate to have the facility nearly 80% leased at start-up.

Brunner noted the board is discussing financing options for Innovation Center. Perhaps Build America Bonds, utilizing reduced interest rates. There are a number of potential tenants. Brunner introduced Max Ahmed, Nano Imaging Devices.

Mr. Ahmed gave a brief introduction to his new company and stated his intention to move his start-up business in Whitewater, with an intention to transition and move into the Innovation Center after his first year in Whitewater. Initially, the company will employ approximately 10 employees with an expectation to grow to 40+/- well-paid, high-level employees as well as to sponsor student researchers.

6. Discussion and Possible Action on Memorandum of Understanding between the City of Whitewater Community Development Authority and the Walworth County Economic Development Alliance

Nimm presented the board with a copy of the MOU. Brunner explained the City has been in a contracted relationship for 4 years. Burkhardt noted that WCEDA has had a paradigm year for the organization. In 2008, WCEDA picked-up a RLF and \$100,000 for technical assistance – ability to put staff time into specific businesses. Diversified portfolio, have new tools for business and small business development. Expanded the number of investors and network of people and organizations with whom they are working with. Submitted a loan application to the EDA for additional funding to enable additional assistance and service. WCEDA has also completed development of a package of “Assistance for Local Government”.

Stanek – relationship with Milwaukee 7?

Burkhardt – working relationship with Milwaukee 7.

Stewart – how do you determine priorities of a company for Whitewater versus the County?

Burkhardt – send notifications to investing communities about potential business prospects take responses and send onto client for client selection.

Stewart – who is Whitewater's largest competitor in business recruitment?

Burkhardt – Whitewater has distinguishing advantages that others don't and likewise with the other communities within the community.

Burkhardt noted that a MOU has been written to outline expectations. Six components – (Insert MOU)

Stanek motioned to enter into MOU with WCEDA as proposed. Knight seconded.

Kienbaum – noted that economy is tight and we must be careful on how we spend our funds.

Knight – suggested that the City hasn't spent enough money for economic development. The worst thing would be not participating.

Stewart – already in the 2009 budget. Will have to review priorities for 2010. Out of pocket costs is \$500 – does not seem like very much money.

Burkhardt – get approval before spending funds.

Knight – like to see Walworth Co encouraged to carry weight in helping with Economic Development. The cities should not have to bear the entire costs.

Ayes: Allen, Knight, Marshall, Stanek, Stewart, Kienbaum

Nays: None

Absent: Miller

The motion to enter into MOU with WCEDA as proposed passed on a roll-call vote.

7. Approval of the June 1, 2009 CDA Minutes

Stewart motioned to approve the June 1, 2009 CDA Minutes with a correction to Item #11, the motion and second. Stanek seconded.

Ayes: Allen, Knight, Marshall, Stanek, Stewart, Kienbaum

Nays: None

Absent: Miller

The motion to approve the June 1, 2009 CDA Minutes passed on a voice vote.

8. May 2009 Financial Reports

Nimm reported that Saubert noted no unusual activity. All accounts are current.

9. TID Presentation Discussion

Brunner and Nimm noted they met with Saubert and City Manager Intern Kayla Chadwick. The group compiled the information for the TID presentation and Chadwick assembled. This is the first attempt at a presentation (Insert Presentation). Trying to present the benefits of TIF as we go forward for potential borrowings from TID.

Knight – change revenue shortfall to something more positive – value of additional revenues to city as a result of TID. Like to see also the amount of school tax impact, perhaps the county portion as well – City and all other taxing agencies. When you look at total value, total amount of dollars generated for the City – benefit to the community?

Allen – mention not doing special assessments on Capital Projects.

Stewart – chart 5 = additional revenue impact?; chart 4 – anyway of doing something other than a chart?

Allen – look for article written by Stumpf, very clear description

10. CDA Coordinator

a. Marketing Campaign Update

Nimm noted that the series of 5 postcards have been mailed and that LK Marketing is scheduled to start the B-2-B calling this week. Calling is scheduled to take place on Monday and Tuesday, stop for the rest of the week and commence again on Wednesday, July 8, 2009. Nimm also noted she has created a page on Facebook for the CDA. Mailing list, had number of edits, reducing the overall total from near 6,000 to around 4,000.

Knight – ask for data for statistics that list turns over that quickly.

Stewart – class for web development

11. Adjourn to closed session at approximately 5:45PM to reconvene at approximately 6:15PM Per Wisconsin Statute 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

Marshall motioned to adjourn to closed session at 6:25PM. Marshall invited Jeff Hawkes to attend. Allen seconded.

Ayes: Allen, Knight, Marshall, Stanek, Stewart, Kienbaum

Nays: None

Absent: Miller

Others Present: Nimm, Brunner, Hawkes

The motion to adjourn to closed session passed on a roll-call vote.

- a. Downtown Eastgate Redevelopment**
- b. Janesville Street Development**

12. Reconvene and Roll Call

Jim Allen motioned to reconvene at 6:53PM. Stewart Seconded.

Ayes: Allen, Knight, Marshall, Stanek, Stewart, Kienbaum

Nays: None

Absent: Miller

The motion to reconvene passed on a roll-call vote.

13. Discussion and Possible Action on Downtown Eastgate Redevelopment

Allen motioned to obtain an Appraisal followed by redevelopment proposal for area as part of the City Comp plan and/or get other proposals for the area plan. Knight seconded.

Ayes: Allen, Knight, Marshall, Stanek, Stewart, Kienbaum

Nays: None

Absent: Miller

The motion to obtain an Appraisal and a redevelopment proposal for the Eastgate Redevelopment area passed on a roll-call vote.

14. Discussion and Possible Action on Janesville Street Development

NO action.

15. Confirm July Meeting Date of Monday, July 27 @ 4:30PM

Confirmed.

16. Future Agenda Items

Revisit TID 6 Action Plan – Knight

Loan Review – Thursday, July 9 @ 4:30PM

Keller Construction

Tech Park Restrictive Covenants

17. Adjourn

Stewart motioned to adjourn at 7:00PM. Knight seconded.

Respectfully Submitted,

Mary S Nimm
CDA Coordinator