



Whitewater CDA

MINUTES

Monday, February 22, 2010
4:30 PM – CDA Board of Directors
2nd Floor – Lakefront Conference Room
Whitewater Municipal Building
312 W. Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

Tom Miller called the meeting to order at 4:34PM.

Present: Jeff Knight, Alan Marshall, Tom Miller, Al Stanek, Marilyn Kienbaum (arrived at 4:47PM), Jim Stewart (arrived at 5:01PM)

Absent: Jim Allen

Others Present: Jim Caldwell (@ 4:45PM), Bud Gayhart, Doug Saubert, Kevin Brunner, Mary Nimm

2. Approval of the Agenda

Al Marshall motioned to approve the agenda. Knight seconded.

Ayes: Knight, Marshall, Miller, Stanek

Nays: None

Absent: Allen, Stewart, Kienbaum

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

3. 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.

4. Approval of the January 25, 2010 Minutes

Knight motioned to approve the January 25, 2010 minutes. Marshall seconded.

Ayes: Knight, Marshall, Miller, Stanek

Nays: None

Absent: Allen, Stewart, Kienbaum

The motion to approve the January 25, 2010 minutes passed on a voice vote.

5. Discussion and Possible Action on Future CDA Administration Funding & Financing

Brunner – distressed TID legislation, extend TID 4, no ext of spending, possible debt extension. Elkhorn rd venture has not made payment on their pilot. Hope is legislation will allow refinancing of existing debt for 10 years and renegotiation DA with Elkhorn road venture. TID 6 – agreement with RR Walton to make incentive payment (50k incentive). Will have to borrow for TID 6. Strategy to continue funding TID 4-2012, then TID 6 to include CDA administration. Will bring back financing plan that will be combo of both TID 4 & 6. Other alternative - \$ from general fund to finance CDA. This will be tough.

Saubert – CDA ½ has come from TID 4. Need to replace TID 4 source.

Miller – there was, is there still state funding for CDA administration???

Caldwell – 9% of CDBG programs

Brunner – will have to look into other TID's for funding sources after 2012

Stanek – lead time to generate income from developments???

Brunner – distressed TID will have impact, will have to put forth borrowing for TID 6. Perhaps a few members of the board can form a committee to work on funding plan for future of CDA.

Knight – will participate on committee.

Stanek – will participate on committee.

6. Discussion and Possible Action on entering into Memorandum of Understanding for 2010 with WCEDA (Walworth County Economic Development Alliance)

Brunner noted that the Tech Park has asked WCEDA to conduct an assessment of the Economic Impact of bringing CESA to the Whitewater Community.

Brunner then asked the question to the CDA Board to consider: do we need WCEDA, if so – what

do we want WCEDA want to do for us?

Knight – request Burkhart make a presentation to Common Council on Why we should retain membership

Caldwell – noted that Whitewater is ahead of others in County in Economic Development and could go alone however we felt we wanted to be a team player in county and should show our support as part of being pro development. WCEDA did bring in a USDA grant.

Brunner – noted there have been no payments yet this year to WCEDA and he has asked for an updated MOU for value added services. Bring back and consider along with annual report.

Miller – why can't we pay same rate at County until we see improvement?

Stanek – have we gotten a proposal for 2010?

Brunner – we can get a proposal for 2010 from WCEDA and have the director bring to the CDA. We want support on Economic Development initiatives. We need value added services.

Stewart – suggested Brunner draft letter, noting the need to receive a report from 2009 as well as an agreement proposal for 2010.

Caldwell – look at other community MOU's...

Gayhart – compare on proposed versus delivered upon and fees for investment

Knight – what is JCEDC doing for Jefferson County that WCEDA can be doing for us?

7. Consideration and Possible Action on extending Business Park Marketing Campaign

The Business Park Marketing Committee met in 2009 and discussed the idea of extending the Business Park Marketing Campaign and making another effort to mail postcards and make phone calls in 2010.

Current inventory of postcards is:

Yellow – Financial Advantages (158)

Blue – Location (940)

Orange – Labor Pool (2050)

Purple – UW Centers of Excellence (2990)

Green – Summary Card (3000)

To have another mailing of 2,000 of each post card, we would have to order more of the Yellow (Financial Advantage) & Blue (Dream Location) cards at these prices:

The full color printing for your postcards has been done in bulk so there are limited quantity choices.

1,000 5"x7" 4/4 on 14pt C2S - \$145

2,500 5"x7" 4/4 on 14pt C2S - \$250

Stanek motioned to approve extension of Business Park marketing campaign with a list of up to 2,000 recipients. Marshall seconded.

Ayes: Jeff Knight, Alan Marshall, Tom Miller, Al Stanek, Jim Stewart, Marilyn Kienbaum

Nays: None

Absent: Jim Allen

Stewart – TPB might be doing a similar marketing program. Could be a tie-in???

8. Consideration and Possible Action on “Show Me the Green Profitable Practices for Small Businesses That Build on the Local Advantage” Workshop

Nimm reported that as part of the Whitewater Buy Local program, she has been working with Mr. Richard Brooks, founding member of the Dane Buy Local Program. Mr. Brooks runs a program entitled, “**Show Me the Green Profitable Practices for Small Businesses That Build on the Local Advantage.**” In an effort to make attendance to the program affordable for local business owners, the CDA is working with Mr. Brooks to find sponsors. Nimm reported she has approached several service organizations in the community and are requesting \$100 from each, including the CDA. In addition to the \$100 sponsor fee, the CDA is being asked to provide refreshments for the morning and lunch hour. Please see the handout for more info on the program.

Show Me the Green:
***Profitable Practices for Small Businesses
That Build on the Local Advantage***

Overview

This half-day collaborative workshop offers results-oriented strategies and resources for small businesses to take advantage of current knowledge on sustainability, energy conservation and green business practices. It builds a support system for adopters of sustainability approaches to engage other businesses, enhance profitability, nurture local economic vitality and improve the quality of life.

Earn money, save money, establish your niche in the market, have a safer and healthier workplace, products and services; and contribute to the quality of life in your community and the world.

Learning Objectives

By the end of this workshop all participants will be familiar with:

- Basic sustainability concepts and vocabulary (e.g. The Natural Step, eco-efficiency, sustainability, “greenwashing,” carbon footprint, LEED certification, permaculture, Fair Trade, etc.) *Note: It is assumed that many attendees are already conversant with this terminology but some are not. To optimize the value of the short workshop duration, instruction will integrate basic concepts throughout, and will provide supplementary materials.*
- Barriers and objections to green practices, and practical strategies to overcome those barriers.
- Strengths, weaknesses, opportunities and threats to small businesses which are associated with “green” business practices.
- Best practices, case studies and role models in business categories relevant to their sector of the economy.
- Informational resources and peer support for implementation of new practices.
- Strategies and incentives for finding common ground between the private and public sectors regarding green practices (e.g. policy for procurement, model programs for collaboration).

Behavioral Objectives

By the end of this workshop, attendees will be able to identify and/or obtain

- **Financial and technical assistance resources** for energy and water conservation, green procurement and green building, products and services consistent with green practices,
- **Assistance in obtaining local, regional and national recognition** for their green practices through listings on websites, in national directories and membership organizations such as Travel Green Wisconsin, Green Built Home, Coop America’s Green Pages, Business Alliance for Local Living Economies (BALLE) network and others.
- **Technical assistance and peer support** for Local First/Buy Local initiatives.

By three to six months after the workshop, participating businesses will be listed online on the Wisconsin Green Exchange and will be able to describe measurable changes in their business practices or revenues as a result.

Collaboration Strategies for Show Me the Green

Note: Training events will be coordinated by UW-Madison Continuing Studies. We want to strike a balance between ensuring that all parties have meaningful roles in design and execution of programs and cost effectively using each organization’s resources. All co-sponsors will be recognized on literature, emails, websites and related publicity.

If feasible, these half-day workshops will be scheduled in pairs in each market; one in the morning and one in the afternoon, a month or so apart to give potential attendees choices that make it easier to fit their schedules. Ideal workshop size is between 25 and 40, with a minimum of 15 paid registrants.

Curriculum development, travel expenses, materials and instructional costs for each workshop are estimated to total an average of \$1,800. If local and statewide sponsors can generate at least \$700 per workshop and in-kind contribution of food, a registration fee of \$39 per person will generate enough revenue to cover costs if at least 30 people attend. Any revenues beyond \$2,000 will be divided among the local host, WiscPSA and UW-Madison after all expenses are covered, and will be devoted to follow up on issues brought up by participants through the WI Green Exchange.

UW-Madison Continuing Studies

In coordination with co-sponsors as needed:

- Provide primary presenter and recruit local expertise
- Create and coordinate budget for training
- Write, design, print and mail training brochures (hard copy) to statewide business lists
- Design and produce downloadable promotional materials
- Create and distribute targeted emails with educational and promotional information
- Post announcements on Continuing Studies website
- Promote through local and statewide media
- Coordinate, negotiate and contract with presenters and resource persons for workshops
- Coordinate registration and billing as needed.
- Follow up with specific issues from participants

Local Hosts and Co-sponsors

- Provide local workshop sites, scholarships, food or other resources
- Find local sponsors
- Promote to local media, constituent lists and businesses
- Invite business students to attend

Wisconsin Partners for SustainAbility (WiscPSA)

- Coordinate content, curriculum, displays, handout materials, AV and other resources
- Post announcements on WiscPSA website
- Provide discussion facilitator for each workshop
- Coordinate follow-up and posting of WI Green Exchange profiles

Wisconsin Business Development Finance Corporation

- Help identify training sites, local hosts, co-sponsors and workshop participants
- Review and enhance curriculum to meet needs of WBD participants
- Promote workshops and WI Green Exchange participation through WBN contacts Provide presenters and/or media re: WBD resources and services
- Provide scholarship assistance or workshop sponsorship in selected communities

Show Me the Green Workshop Agenda

This program can be offered in the morning, early or late afternoon. The following agenda illustrates a typical morning agenda.

- | | |
|--------|--|
| 7:30am | Registration, continental breakfast, exhibits
Participants are asked to write three priorities/questions they wish to address on an index card, and list what they consider to be model green practices or businesses |
| 8am | 20 min Introductions, identification of resources in the room
15 min Overview of The Natural Step, Eco-Efficiency and Principles of Sustainability
10 min Large group solicitation of participants' lists of model practices
15 min Review of internet and Wisconsin resources |
| 9am | 15 min Robin Pharo of Healthy Homes presents frameworks for green practice (three short videos)
15 min Review of the Green Exchange Self Assessment Tool, introduction of alternative certifications and checklists (e.g. SEAT Travel Green Wisconsin)
15 min Power Pt. presentation of three case studies selected from |

- real estate, retail, dental office, marketing, office supplies, restaurant, hotel
 - 15 min Promotion of Buy Local, the local advantage
 - Large group discussion of challenges and issues
- 10am
 - 10 min Break, exhibits
 - 30 min Panel/round table of local business owners and resource experts (e.g. Focus on Energy, Association of WI Recyclers, Green Builders, WI Business Development Finance (WBD), sustainability advocates, financial institutions).
- 11am
 - Small group exercise: What you can do--from easy/inexpensive to long-term
- 11:30
 - Close, evaluation and informal Q & A

Sample materials from Wisconsin government agencies, private sector groups and businesses with green practices will be on display and made available to all participants.

Marshall motioned to take part in the show me the green workshop and provide sponsorship at \$100. Knight seconded.

9. Whitewater Technology Park/CDA Relationship

Brunner stated that at the last CDA meeting the CDA adopted the MOU, all that's left is that it will need to have signatures. The Tech Park Board has approved. Will need subsequent agreements.

10. Whitewater Technology Park Update(s)

Nimm and Brunner reported:

- a. Bid Documents for Innovation Center to EDA on March 9, 2010
- b. Anticipated Bid Date for Innovation Center April 15, 2010
- c. Innovation Center Ground Breaking April 27 @ 3:30PM

11. CDA Coordinator

- a. **Whitewater Business Park/Technology Park Land Ownership Update**
Nimm was directed to conduct more research on how the land was paid for – which source of funds – CDA, City or TID4?
- b. **WEDA Governor's Conference**
Nimm reported she had attended the WEDA Governor's Conference on Economic Development in Madison.
- c. **EI (Energy Independent) Communities 25x25 Planning Grant**
Nimm reported that she will be serving on the 25x25 Planning Grant team.
- d. **Train Depot Restoration Grant Project**
The contract with the Architect has finally been approved by the CDA/City/Isthmus Architects and the WisDOT. Both Isthmus and the City have signed and the contracts have been forwarded to WisDOT for their signature. A project schedule/timeline has been requested.
- e. **First Time Homebuyers Workshop**
Nimm reported that a March 6 First Time Homebuyers Workshop is being organized.
- f. **Lead Safe Renovator Workshop**
Nimm reported that a March 17 Lead Safe Renovator Workshop is being organized.
- g. **Buy Local Program Update**
Nimm reported on the Buy Local Program and gave this update:

Notes Following our meeting on 2-11-2010:

1. Discussed the 3 50 project - where supporters of the "buy local campaign" pledge to spend \$50 per month at 3 businesses in town that they would HATE to see close. Come to the next meeting

to learn more. We think this "project" should be incorporated into our campaign.

2. Discussed a logo for the BUY LOCAL SAVES GREEN (BLSG) campaign - Kim has attached some samples to consider.

3. For this campaign to be viable and productive, we need more people involved.

a. I PROPOSE WE MOVE THE MEETING ON 2/25/2010 TO CITY HALL WHERE WE CAN ACCOMMODATE 25 PEOPLE. MARY IS IT POSSIBLE?

b. ALL OF US NEED TO FIND PEOPLE WHO ARE INTERESTED AND WHO WOULD HELP GROW THIS CAMPAIGN and get them to our next meeting.

4. We can meet forever and never get anything accomplished.

Here are some of the things we need to do:

a. Find businesses who will support the campaign

1. Membership fee or dues? Do we want them?

2. Volunteers - Willing to chair various initiatives?

b. Promotion materials

1. What? Buttons, tote bags, t-shirts, window clings for store fronts, etc - How do we fund them?

2. Radio

3. Posters

4. Feature Stories

5. Special events.

6. Buy local gift cards

7. Buy Local Saves Green email newsletter - a monthly newsletter highlighting and promoting BLSG

c. Cooperative advertising

d. Website perhaps - whitewaterbuylocal.com ???

e. other ideas.....

h. Site Search Request(s)

Nimm reported she had one site search request for warehouse space.

i. Site Assessment Grant(s)

Nimm reported that she and Brunner had been notified by the Wisconsin DNR that the City/CDA was not awarded Site Assessment Grants for the property(ies) listed:

i. 503 S Janesville Street

ii. 216 E Main Street

iii. 202 E Main Street

12. Future Agenda Items

WCEDA - MOU

TID Presentation - to include county and school district increment value

TID - map, with TID's and then a ½ mile illustration

13. April Meeting Update - change date to: April 19

14. Adjourn

Jim Stewart motioned to adjourn at 6:02PM. Marshall seconded.

Respectfully Submitted,

*Mary S Nimm
CDA Coordinator*