



Whitewater CDA - MINUTES
Monday, December 13, 2010
4:30 PM
CDA Board of Directors
1st Floor Community Room - 312 W Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

Tom Miller called the meeting to order at 4:32PM

Present: Jim Allen, Jeff Knight, Al Marshall, Tom Miller, Al Stanek (4:32), Jim Stewart (4:34)

Absent: Patrick Singer

Others Present: Mary Nimm, Kevin Brunner, Doug Saubert, Mike Vandenbosh – WCEDA, Jim Caldwell (4:50)

2. Approval of the Agenda

Allen Motioned to approve the agenda. Marshall Seconded.

Ayes: Allen, Knight, Marshall, Miller

Nays: None

Absent: Singer, Stanek, Stewart

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.*

4. Approval of the November 15, 2010 Minutes

Marshall Motioned to approve the Minutes. Allen Seconded.

Ayes: Allen, Knight, Marshall, Miller, Stanek

Nays: None

Absent: Singer, Stewart

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

5. Discussion and Possible Action on Strategy for Marketing in 2011

Nimm opened this item for discussion as Stanek had requested the CDA discuss a marketing strategy for 2011.

Nimm noted they had a meeting in November, but felt it didn't produce any results worth reporting. She noted that she has a meeting scheduled with the director of DTW and Tourism Council President and is looking for some direction from the CDA.

Knight – suggest the BP marketing Committee meet and discuss. Marketing does relate to the broader message for WW. Need a better understanding of the qualities that makes a person decide to locate in WW. Needs to be more analysis of the understanding of the message. Recommend the BPM Committee re-meet or have another joint meeting to create a specific plan.

Stanek – suggest we want to have budget parameters to decide what we can accomplish given the funding.

Allen – mailers?

Marshall – business park marketing committee meet again, and then re-meet with the other groups

Knight – call a meeting in January of the BPM C.

6. Discussion and Possible Action on Renewal of Business Park Vacant Property Listing Contract with Equity Commercial and/or other Brokerage Firms

Nimm noted that the listing contract with Equity Commercial expires on 12.31.2010. She asked the board to direct her on the possibility of re-listing with Equity or should she put out an RFP/RFQ and solicit other brokers.

Stewart – suggests no listings until after the marketing plan is formatted

Stanek – thinks we should re-examine our options, might be best to start from scratch

Knight – considers collaborating with WUTP Ex Director

Stewart motioned not to renew the contract with Equity Commercial, Stanek seconded.

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

Nays: None

Absent: Singer

The motion to not renew the contract with Equity Commercial passed on a roll-call vote.

7. Discussion and Possible Action on Whitewater Technology Park

a. MOU – CITY OF WHITEWATER, CITY OF WHITEWATER COMMUNITY DEVELOPMENT AUTHORITY, and the WHITEWATER-UNIVERSITY TECHNOLOGY PARK, INCORPORATED

Brunner introduced the MOU. General agreement is that the CDA would let Technology Park Board handle the management of the Innovation Center and Technology Park. The draft MOU is for CDA review. MOU would be between the City/CDA/TPB, there will then be a subsequent MOU between TPB/UWW. This draft copy is based on outline from the last meeting.

Stanek – term length?

Brunner – 15 years

Knight – run past Attorney Simon?

Stanek - \$20k? in budget?

Brunner – services provided, insurances provided

Stanek – estimate of insurance costs?

Saubert – current carrier is competitive

Stewart – pg 5 – 8.01: include Federal Governing Laws? 11.01: define counterparts?

Knight – concern – termination; need financial responsibilities defined at point of termination

Stanek – 30 day termination notice seems quite short, review of timeframe? Suggest 6 months, list damages and process for termination. Amendments to the agreement: need mechanism to amend the agreement.

Knight – if additional funding needed?

Brunner – financial burden is on the CDA and City, TPB has no funds. What happens with additional revenues of lack of revenue?

Knight – land sale revenues come back to CDA?

Stewart – sinking fund: excess revenue in sinking fund?

Knight – 20 year term to match the EDA first mortgage term?

Stanek – have we built in sinking-fund concept in the lease rates? Long-term maintenance and repair?

Brunner – should have a revised MOU approximately one week before the next meeting in January...

b. Innovation Manager Search

Brunner noted no candidate has been selected as of yet.

c. Economic Development Administration Update

Nimm noted that EDA has switched case managers effective 12.13.10. Our project files are now in the hands of EDA Legal. The EDA project manager has made a request for a legal property description of the parcel that holds the Innovation Center. Nimm and McDonell are working on the paperwork.

Brunner – first request was large and submitted a few months ago, second request has been submitted. May have to go to Council for approval to do an internal borrowing as we have funded the entire project to date without any reimbursement from the EDA.

Saubert - \$3.5m in requests, additional bills to be paid and submitted. By end of 2010 City will have paid their 58% as required by EDA (the grant).

d. Infrastructure Updates

i. Starr Road Extension

Brunner noted that Starr Road is essentially completed with the exception of the surface course, street lights up this week. Scheduled to open in spring, 2011.

ii. Tech Park Infrastructure

Brunner noted TP Infrastructure surface course will be installed in spring, 2011. East Main Court has not been constructed, shall be done in spring. E. Main RR crossing in spring, 2011. Stormwater ponds are completed. Multi-use trail done in spring.

8. CDA Coordinator Updates

a. Business Park Wetland/Ditch Project

Nimm noted that prior to her starting in 2004, the CDA was working on a project that involved the relocation of a "ditch" with DNR involvement. She noted that the project is very near completion as they (she and Fischer) have determined that the purchase of Wetland Credits from a Wetland Bank is a less expensive and quicker solution to completing the project under DNR standards. Nimm shall have the Wetland Affidavit to the Wetland Bank by year end.

b. 25x2025 Planning Grant Status

Brunner – presentation made in Jefferson on City's initiatives to become more energy efficient. The final

presentation shall be made to the Office of Energy Independence on December 15th with the final report being due on December 31st, 2010. Presentations shall be made to the Common Council and CDA in January, 2011.

9. **Adjourn to closed session at approximately 5:35PM to reconvene approximately 5:45PM per Wisconsin State 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.**

Tom Miller motioned to adjourn to closed session at 5:15PM. Miller invited Ed Daeger and Russ Blakely to participate in the discussion item 9.a. Vandenbosh was also invited to participate in 9.a. Allen seconded.

Present: Allen, Knight, Marshall, Miller, Stanek, Stewart

Absent: Singer

Others Present: Nimm, Brunner, Blakely (9.a.), Daeger (9.a.), Vandenbosh (9.a.)

- a. **Economic Development Loan Application for DR Plastics**
- b. **Economic Development Loan Extension Request, 226 Whitewater Street, Whitewater, WI**
- c. **Economic Development Loan Extension Request(s), 333 West Center Street, Whitewater, WI**
- d. **Facade Loan Extension Request, 333 West Center Street, Whitewater, WI**

10. **Reconvene and Roll Call**

Jeff Knight motioned to reconvene at 5:47PM. Marshall seconded.

Present: Allen, Knight, Marshall, Miller, Stanek, Stewart

Absent: Singer

Others Present: Nimm, Brunner

11. **Discussion and Possible Action on Economic Development Loan for DR Plastics**

NO action taken

12. **Discussion and Possible Action on Economic Development Loan Extension Request, 226 Whitewater Street, Whitewater, WI**

Knight motioned to approve the loan extension request on a 5yr payment term of P&I. Allen seconded.

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

Nays: None

Absent: Singer

13. **Discussion and Possible Action on Economic Development Loan Extension Request, 333 West Center Street, Whitewater, WI**

Knight motioned to approve the loan extension request on a 5yr payment term of P&I. Allen seconded.

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

Nays: None

Absent: Singer

14. **Discussion and Possible Action on Façade Loan Extension Request, 333 West Center Street, Whitewater, WI**

Knight motioned to approve the loan extension request on a 5yr payment term of P&I. Allen seconded.

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

Nays: None

Absent: Singer

15. **Future Agenda Items**

None requested

16. **Adjourn**

Al Marshall motioned to adjourn at 5:55PM. Stewart seconded.

Respectfully Submitted,

Mary S Nimm, CDA Coordinator