



Whitewater CDA - MINUTES
Wednesday, May 18, 2011
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 4:33PM.

Present: Donna Henry, Larry Kachel, Jeff Knight, Tom Miller, Patrick Singer, Jim Stewart

Absent: Jim Allen

Others Present: Mary Nimm, Kevin Brunner

2. Election of Officers

Jeff Knight motioned to nominate Tom Miller as Chair. Singer seconded.

Ayes: Henry, Kachel, Knight, Miller, Singer, Stewart

Nays: None

Absent: Allen

Larry Kachel nominated Jeff Knight for Vice-Chair. Singer seconded.

Ayes: Henry, Kachel, Knight, Miller, Singer, Stewart

Nays: None

Absent: Allen

Singer questioned the appointment of the CDA Rep to the Tech Park Board. Nimm will research and bring back in June if necessary.

3. Approval of the Agenda

Jeff Knight motioned to approve the agenda. Singer seconded.

Ayes: Henry, Kachel, Knight, Miller, Singer, Stewart

Nays: None

Absent: Allen

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. Approval of the May 2, 2011 Minutes

Jeff Knight motioned to accept the May 2, 2011 minutes. Signer seconded.

Ayes: Henry, Kachel, Knight, Miller, Singer, Stewart

Nays: None

Absent: Allen

6. CDA Coordinator Updates

a. Retention Visits

Nimm noted that During the month of April, the Retention Team visited with Executives at Generac. I am still contacting these businesses in an attempt to schedule future visits:

Universal Electronics

Polymer Tech

Provisor

Randix

Schenk Accurate

b. Site Inquiries

Nimm noted that she received inquiries on available lease spaces to include office and labs.

c. WUP 0033 & WSS 00060 – North Jefferson Street

Nimm noted Appraisal Status – A copy of the summary statement is in the packet.

Brownfield Status –the package of materials for the DNR has been submitted. I am working to assemble information as it relates to disturbed soil and how to handle with future developments.

d. Housing Study Update

Nimm noted there was a meeting with Russ Kashian to discuss the initial steps in the Housing Study and Survey process.

Knight asked if there was a 2008 Study done by Kashian.

7. Discussion and Possible Action on Proposals for Listing of Vacant Parcels for Sale in the Whitewater Business Park

John Henderson, MLG – expressed an interest in working with Whitewater to market the Business Park. I will work with Vyttau Barcus closely along with Nimm and Brunner to find space available for inquiries. The CDA should have property listed with “some agency” so that people know the property exists. Process has changed and brokers are 100% commission. Advantage is to work together to market the area, especially Walworth county as “one”. Goal is to market collectively. Currently direct marketing to contractors. There isn’t much space in Walworth County and there is a demand for space. Land sales will happen where companies need to be. Whitewater has qualities that others don’t. MLG are members of WCEDA and are on the WCEDA board. There is a property database and there is a link through WCEDA. MLG also represents Fort Atkinson and the goal is to have a mass of properties to market collectively to get prospects looking.

Knight – 10% or min per acre? Calculations are over at approx 12.5%.

Henderson – same fee as other communities. Last piece of industrial land sold was to a utility company for a substation. Must make sure people know you exist.

Knight – co broker piece – 50/50 split or 10/40 fee... how would you handle the two locals?

Henderson – if they do commercial, we will do 50/50.

Brunner – would you write into the agreement that Walton and Tincher would have 50/50?

Henderson – yes.

Knight – look at land prices and market?

Henderson – will evaluate pricing per acre. Price of land has little to do with the decision. Tools can be made available through our global company that will be practical for WW. Like to build relationships to build other opportunities.

Knight – pricing to be merit based? No TID funding available to help assist. Does this include any of the land in the research park?

Henderson – should be marketed as two separate parks. Could install a cancellation clause. Don’t want to miss this year’s sales season.

Brunner – does it make sense to have two agreements?

Henderson – can amend contract to include.

Knight – would like to combine and have the discussion on using same agency.

Henderson – encourage moving forward to get the property on the market.

Henry – representing many communities – how do you decide which community to sell?

Henderson – depends on what companies are looking for (company criteria) and which community has what the company needs. Every community is vastly different. It really is a company decision.

Brunner – many interested parties call City Hall.

Henderson – web-based communication system for daily access to what’s going on at no cost.

Knight – what’s in it for whitewater?

Henderson – original proposal included in marketing plan for Whitewater. Specific marketing for Whitewater to brokers, users and related firms.

Kachel – how long have you had contracts and what are the terms?

Henderson – most are two-year contracts.

Brunner – please recount the comment on space in Walworth County.

Henderson – no space available, how can we entice someone to build here? I brought in the building that WinkHaus was in. There is a demand for space and there is none.

Brunner – broker open house? Consider at IC? Helpful...

Henderson – can coordinate. Need to have something that makes it worthwhile.

Knight – concern about priorities... what’s different today and what would put whitewater ahead of other communities?

Henderson – highlight benefits of WW to prospects. Need to have criteria and highlight what makes whitewater different than others.

Henry – University is mixed blessing...

Stewart – TPB and CDA – combined contract? Adding later would be better, than approving contingent to.

Knight – would like to discuss with TPB to see if they have an interest. Signing is premature. Would rather table, talk to TPB and let them come back with new ideas. Concern is they list all around us.

Stewart – timing of TPB?

Brunner – not scheduled to meet until second Wednesday of June.
Knight – downside of delaying?
Brunner – decisions are made between May and December?
Stewart – enter now, and bring in others later.
Singer – want someone to advocate for us.
Miller – waiting might push back too far.
Knight – clause that if TPB goes after other marketing, we can cancel at any time. The TP property is special.
Singer – is going with them going to give us an opportunity that we might miss if we wait?
Miller – we need to be pro-active.
Knight – not force on TPB and go another approach if need be.
Brunner – what about a 6mo opportunity?
Kachel – same commission if we bring the opportunity to the broker?
Singer – can't compare Equity... what do we have to lose?
Singer motioned to enter into a contract with MLG for a 6mo term, to include the 50/50 sharing with Tincher and Walton to include legal review. Stewart seconded.
Ayes: Henry, Kachel, Knight, Miller, Singer, Stewart
Nays: None
Absent: Allen

8. Future Agenda Items

Knight – market comparison? Housing report. Joint meeting with TPB.

9. Adjourn

Singer motioned to adjourn at 5:40pm. Stewart seconded.

Respectfully Submitted,

Mary S Nimm
CDA Coordinator