

Whitewater Community Development Authority  
Meeting Minutes  
February 25, 2013

**1. Call to order and roll call**

The meeting was called to order by Chair Jeffery Knight at 4:30 p.m. The meeting was held at the Innovation Center, Room 105, 1221 Innovation Drive, Whitewater, WI 53190

Present: Allen, Henry, Kachel, Knight, Meyer, Singer, Winship (4:38)

Absent: None

Also: Cameron Clapper, Patrick Cannon, Wally McDonell, Doug Saubert

**2. Hearing of Citizen Comments**

None

**3. Approval of the Following Minutes**

**a. December 27, 2012**

The minutes were approved as presented

Kachel (1); Allen (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Singer

Nay: None

**4. CDA January 2013 Financials**

The Financial Statements were presented by Finance Director Doug Saubert. He noted that we are having problems with loan collections from one loan. Staff is to contact them and see what can be done to insure timely payments.

No formal action was taken to accept the statements.

**5. Innovation Center August 2012 Financials**

Mr. Winship enters the meeting at 4:38.

Mr. Saubert discussed these statements also. The Board was concerned that current projects revenues will not create enough revenues to allow the CDA to pay its annual PILOT to the City. The annual amount is \$92,500 and current revenues only allow for half of the required payment.

The Board Chair requested that the topic of TIF 4 and the Innovation Center be discussed at a future meeting. City Manager Clapper indicated that the Innovation Center is required to make an annual presentation to the City Council. That meeting has not been scheduled at this time. The Board indicated that they would like the Chancellor to attend the discussion regarding the financial situation of the park.

No action was taken

**6. Consideration and discussion of the RLF manual update.**

Staff noted that the draft manual had not been sent to the Board members. Therefore no discussion took place. Staff was asked to send the draft out to the members for their consideration.

No further action was taken

**7. Consideration and discussion of partnering with the University for Administration and marketing of the Innovation Center and Technology Park.**

The Chair indicated that he had met with the Chancellor regarding how the CDA can assist in the marketing of the building and the Park. Both parties would like to see a coordinated effort to market the area.

Currently the CDA owns the Innovation Center Building, but the City is the financial backer for the bonds.

Staff is to review the current ordinances and draft changes that might be helpful. The Board would like these proposed amendments at least two weeks prior to the discussion at the CDA meeting.

No formal action was taken.

**8. Consideration and discussion of a marketing program for the CDA.**

It was noted that the prior program has not reached its full success due to a conflict with the Milwaukee & group. That group was concerned that the efforts by Whitewater were solely intended to relocate businesses from their area to Whitewater. They indicated that a prior agreement to which the City was a party did not allow this. Therefore, the marketing efforts were directed to the Northern Illinois area.

City Attorney McDonell indicated he would review the agreement and see what the CDA can do to market in that area.

Staff is also to send out copies of the prior marketing materials to the Board members.

**9. Consideration and discussion of “shovel ready” status for the Business Park.**

Staff noted that they are making progress on this project. The application is due in April.

**10. Adjourn to closed session per Wisconsin State Statute 19.85(1)( e) “Deliberating or negotiating the purchase of public property, the investing of public funds, or conducting other specified public business, wherever competitive or bargaining reasons require a closed session”**

- a. **Confidential discussion regarding potential business developments**
  - 1. **Main Street Retail**
  - 2. **Downtown Restaurant**
- b. **Consideration of a development agreement with DP Electronic Recycling**
- c. **Discussion regarding Elkhorn Road Ventures, LLC project.**

Motion to go into closed session as per state statutes

Knight (1); Allen (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Singer, Winship

Nay: None

**11. Return to open session for possible action**

A motion was made to return to open session.

Singer (1); Kachel (2)

Aye: Allen, Henry, Kachel, Knight, Meyer, Singer, Winship

Nay: None

No action was taken in open session.

**12. Future agenda referrals**

- 1. Mr. Winship would like staff to compile additional information on Realto Capital Investments
- 2. Staff to review the demo information regarding LMIS programs
- 3. Mr. Singer would like to discuss the future use of UDAG funds for outdoor dining furniture.
- 4. Discussion of TIF #4
- 5. Discussion of the Revolving Loan Fund (RLF) draft manual

**13. Adjournment**

A motion was made at 6:54 p.m. to adjourn the meeting

Singer (1); Winship (2)

Aye: All via voice vote  
Nay: None

The minutes were reviewed and approved by the CDA at its meeting on:

Jeffery Knight  
Chairperson

Patrick Cannon  
Recorder