



## Whitewater Community Development Authority Board of Directors Meeting Minutes

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**Date:** Thursday, February 25, 2021

**Location:** Virtual (not in person).

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**Members Present:** Jim Allen, Al Stanek, Jason Gleason, Patrick Singer, Jon Kachel (entered at 6:08 p.m.), Bruce Parker (entered at 6:18 p.m.).

**Members Excused:** Greg Meyer.

**Staff Present:** Cathy Anderson (CDA Executive Director), Cameron Clapper (City Manager), Steve Hatton (Finance Director), Bonnie Miller (CDA Administrative Assistant)

**Guest(s) Present:** Joe Scanlon (Scanalytics. Inc.)

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### Minutes

#### 1. Administrative Items

- a. Call to Order. The meeting was called to order by Chair Patrick Singer at 5:30 p.m.  
Roll Call: Allen, Stanek, Gleason, Singer; Excused: Kachel, Parker, Meyer.
- b. Welcome Statement: Welcome to the Whitewater CDA monthly meeting. Before we begin the meeting this evening, each Commissioner is asked to adjust their camera and microphone, be attentive, actively listen and participate, speak in turn, only speak to items on the Agenda, and not surmise the opinions or ideas of private citizens.
- c. Declaration of Conflict of Interest: Would any member(s) of the Board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda? - None declared.
- d. Hearing of Citizen Comments: None.
- e. Approval of Agenda: Moved by Allen and second by Gleason to approve the Agenda. AYES: Allen, Gleason, Stanek, Singer (4); NOES: None; ABSENT: Kachel, Parker, Meyer.
- f. Approval of Minutes for February , 2021 Meeting. Moved by Allen and seconded by Stanek to approve the January 21, 2021 Minutes as presented. AYES: Stanek, Allen, Gleason, Singer; NOES: None; ABSENT: Kachel, Parker, Meyer.
- g. Review Preliminary Financial Statements for Period Ending 12/31/2020. Director Anderson provided a brief review of the preliminary Financial Statements for period ending 12/31/2021. Finance is in the process of making end-of-the year adjustments as appropriate.

2. **Loan Presentation.** Director Anderson introduced Joe Scanlin, Co-Founder and CEO of Scanalytics, Inc. who provided an update with regard to their business activities out of the Innovation Center, including adjustments required during the unpredictability of the past year due to the COVID-19 Pandemic. They were able to make significant business adjustments that allowed them to retain all of their existing employees and are anticipating a better year in 2021.

3. **Action Items – None.**

4. **Updates & Discussion**

a. Commissioner Committee Updates:

- i. **Finance Committee:** Singer provided a brief review of the last Finance Meeting, including a brief discussion of potential paid holiday in observance of Martin Luther King Day.
- ii. **Innovation Center Board:** Stanek reported that there are three “cubical type” space available for rent.
- iii. **Plan & Architectural Review Commission:** Anderson reported on the upcoming opening of Grunzillo Pizzeria including application for a liquor license. Kwik Trip has begun blasting on their Round-About location in anticipation of beginning construction this summer. Cameron reported that Burtness has applied for a new sign for their West Main Street location. Clapper provided an update regarding the recruitment for the Neighborhood Services Director open position and the City is in the process of final a background check.
- iv. **Common Council:** Singer provided an update on activities of the Common Council, including a discussion of potential paid holiday in observance of Martin Luther King Day.

b. **Grocery Update.** Anderson reported discussions are ongoing with Golden Market of Rhinelander/Merrill and anticipates hosting a visit from a representative of Golden Market in Whitewater to explore potential sites for location of a grocery store. Stanek inquired about the status of the Whitewater Gro Co; Anderson reported that their last scheduled meeting was cancelled by the Gro Co.

c. **Annual Report Presentation:** Anderson provided an overview of a draft of the Annual Report covering June when she assumed the position of Economic Development Director through the end of December, including in introduction from the Executive Director and Board Chair, a community profile, CDA strategic goals and strategies, financials and programs, CDA project highlights, city-wide projects on the horizon, and CDA Staff Goals. Anderson requested that comments and suggestions from the Board be submitted to her prior to sending the report to the printer. At the request of Board Member Kachel, Anderson provided an explanation of the Water Tower Project and the loan of the available CDBG Closeout Funds to the Whitewater Water Utility for the construction of a new water. In closing, Anderson

fielded questions from the Board regarding filling upcoming vacancies on the Board in April due to term expirations.

**5. Future Agenda Referrals:**

1. Roles & Responsibilities of the CDA. (Review each item this evening and address how to complete each task – keep or remove?)
2. Schedule board members for WEDA 2021 ED 101 Training for Board Members and Elected Officials.
3. Discuss a marketing strategy for the CDA.
4. ~~Fix the CDA description in the 2021 City Budget Document.~~ (Completed January 2021)
5. ~~Establish a reno group for 206 E. Cravath.~~ (Completed January 2021)
6. Discuss an agreement between City & CDA for CDA's percentage of US Bank P-Card rebates.
7. Create policy between the CDA and City regarding transfers of residual equity from the CDA to the City.
8. Create policy between the CDA and City regarding procurement.
9. ~~Create policy between the CDA and City regarding repayment of 2021 CDBG Closeout Program funds from the City.~~ (Completed January 2021)
10. Land Sale Policy (Finance director Steve Hatton) – Discussion of Policies and Procedures for Land Sale Transactions by the CDA on behalf of the City.
11. Improvement of physical condition of Lot 9B in the Business Park.
12. Discuss a detention area on Lot 6B with National Guard.
13. Update Capital Catalyst Program Manual & Application Materials.
14. CDA Alternative Revenue Streams.
15. Continue TIF extension & redraw decisions.
16. Director to visit (virtual/in person) with Whitewater's employers.
17. Add Tax Increment.
18. Recruitment of a grocery merchant.
19. New Housing.
20. Increase population in the Industrial Park.

**7. Adjournment**

- a. Moved by Allen and seconded by Parker to adjourn at 6:45 p.m.

Respectfully submitted:

Bonnie Miller, Administrative Assistant

Minutes approved on March 25, 2021