



**Community Development Authority
Meeting Agenda
Friday, February 2, 2018 at 7:30 a.m.**
Village Hall Second Floor Committee Room
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.
2. Consideration of January 5, 2018 meeting minutes.
3. Discuss and provide direction on CDA bylaws and rules of procedure.
4. Adjournment.

DATED at Shorewood, Wisconsin, this 26th of January, 2018.

VILLAGE OF SHOREWOOD
Sara Bruckman, Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals



Community Development Authority Meeting Minutes Friday, January 5, 2018

3930 N. Murray Avenue, Shorewood, WI 53211

DRAFT

1. Call to order.

The meeting was called to order at 7:32 a.m. Members present: Chair Peter Hammond, Tr. Ann McKaig, Tr. Allison Rozek, Michal Dawson, John Florsheim, Pete Petrie, Andrea Roschke. Also Present: Village President Guy Johnson, Tr. Michael Maher, Rebecca Ewald, Mark Emanuelson, Bart Griepentrog and Ericka Lang.

2. Consideration of December 9, 2017 meeting minutes.

Member Dawson moved to approve the minutes, seconded by Tr. McKaig. Vote 7-0.

3. Consideration of “Shorewood Economic Development Programs.”

The CDA finalized the “Summary of Shorewood Economic Development Programs” that had been discussed and modified at the December 9, 2017 meeting. Additional recommendations were made and will be incorporated into the final document by staff, prior to posting. The document will be maintained and updated as a “living document” as future details are confirmed. Member Dawson moved to approve the document and Member Florsheim seconded. Vote 6-1.

4. Review and discuss CDA bylaws and rules of procedure.

Chair Hammond provided a brief overview and history of the previously drafted bylaws. The committee discussed whether or not staff should pursue drafting a modified version for eventual consideration by the CDA and Village Board, and provided general consensus for staff to do so.

5. Notification of upcoming survey to establish future priorities.

Rebecca Ewald informed the CDA that a survey to establish future priorities was being developed and would be sent out for implementation. The survey will build on previous goals identified in Vision 2025 and the CDA’s 2015 goals discussion.

6. Adjournment.

Tr. McKaig moved to adjourn the meeting at 9:10 a.m., seconded by Member Florsheim. Vote 7-0.

Recorded by,

Bart Griepentrog, AICP
Planning & Development Director

CDA Comments on 01.19.18 Draft of Bylaws & Rules of Procedure

Petrie:

1. 2.b. "Provision of recommendations" (just the words).
2. 2.f. Don't we do overall facilitation in addition to administering the assistance programs?
3. 3.g Developer recruitment too?
4. What about housing authority powers and activities?

McKaig:

5. The area that I wonder about is the Presiding Officer first paragraph about VB Trustee serving as chair- I just assumed that we wouldn't serve as an officer on CDA to share the leadership.

Roschke:

6. 2.a. delete "Preparation and implementation of" and insert "Provide recommendation on"

Rozeck:

7. 2b. CDA makes recommendations to rezone?

The Village ordinance does not require a recommendation from the CDA. Perhaps this line should be limited to redevelopment and the word rezoning be deleted. Any Board, Committee or Commission is also available to make a recommendation even when not required by ordinance or statute. Staff will ask legal counsel to confirm.

8. Does this pertain only to land that is receiving financial assistance or located within a TID? Or is it any land in the village?

Pursuant to the bylaws 4b, "Approval of TID creation, development agreements and other related TID expenditures." Staff has assumed CDA makes redevelopment recommendations only on land within a TID or possible TID; however, the CDA should provide direction.

9. Need to confirm via minutes and final motion whether or not the facade and business loan programs require village bd approval in instances where the program is changing or the maximum limits are changing.

Staff found the draft meeting minutes from this Joint CDA & Village Board meeting, see attachment. The minutes are still draft, as they were never approved – an oversight. Staff is unclear as to how they relate to the bylaws, but has provided them as reference for the discussion.

10. The bylaws specify when the chair and vice chair are elected. I am wondering if this is the correct document to address when we elect our CDA representative that sits on other boards. Examples: Marketing Advisory CDA Rep and the Business Improvement CDA rep. I do not see these positions addressed in any other document. Looking for the right place to address.

BID Board CDA representative – the Village's 2017-2018 Committee roster currently lists the CDA representative as Karen Dean without a term noted. Staff is not sure who (BID, CDA or Village Board) appoints this representative. When determined it will be easy to evaluate whether or not they should be

included in the bylaws. Please note the Village Board already appoints a CDA Trustee representative from the Village Board annually, also without a term specified.

Marketing Advisory CDA representative – includes 4 residents and 4 staff members (School District, Village, CDA and BID). In the past the 4 residents have represented each organization; however, it currently does not operate like this, but simply with 4 residents. In addition, the Village and CDA staff member attending is one individual from the Village Manager’s office.

Marketing Leadership representative(s) - in the past the CDA’s Executive Director and Chairperson would represent the Village and CDA on the Leadership Committee. Other members of the Leadership Committee include Shorewood School District, BID and the Village.

11. Under Treasurer, we may want to add that the Village Finance Director serves as the CDA fiscal agent.

The Village currently has an MOU that established the CDA as fiscal agent as the Village Finance Director. Should the Finance Director be included in the bylaws as the CDA’s fiscal agent, the CDA must understand that with our limited scope of our staff, new programs may not be able to be administered by Village staff. The MOU may require modification to address this matter moving forward.

12. Secretary Need to add a statement addressing that the Secretary works with our Administrative Agent (BID) to approve applications for facade grants (they do this jointly according to the new program) and that the Sec is responsible for maintaining the facade application and agreement documents.

There responsibilities are already noted in the program documents. Staff viewed the bylaws as a governing document and the program documents speak to the administration of the program. Staff is open to changing this if the CDA believes otherwise.

13. Item #5 Can a CDA not present yet on the phone vote?

Staff is interested to learn the CDA’s opinion on this matter. We do not have a position.

14. Where are member terms addressed? Specifically where are the terms for Trustee membership? Is it for 1 yr? or is it for the term of the Trustee?

Commissioners other than Board members serve 4 year terms per the adopting resolution. Staff suggest the CDA add “,to complete the remainder of that Commissioners term” after the last sentence of this section.

Village Board CDA members are appointed by the Village President. It would make sense to reappoint the Village Board members annually by May 31st.

Does the CDA want to insert specifications on how to fill the spot of an elected chair and vice chair upon their resignation?

Others:

15. Michael Dawson – “I’m ok with the draft at this point and look forward to our discussion.”

16. John Florsheim – “This all looks very straight forward and I am fine with how it is structured.”



**Minutes of the
Village Board and Community Development Authority Meeting
Wednesday, February 17, 2016**

1. The meeting was called to order by Village President Johnson and Community Development Authority (CDA) Chairperson Hammond at 6:03 p.m.
2. Present for the Village Board: President Johnson, Trustees Davida Amenta, Tammy Bockhorst, Patrick Linnane, Ann McKaig, Michael Maher and Paul Zovic

Present for the CDA: Chairperson Peter Hammond, Members Pete Petrie, Tammy Bockhorst and Davida Amenta. Andrea Roschke arrived at 6:35 p.m.

Others Present: Village Manager Chris Swartz, Ehlers & Associates representatives Mike Harrigan and Dawn Gunderson.

3. Presentation of Community Development Authority and Tax Incremental Districts 2015 Annual Financial Report dated February 10, 2016 by the Village of Shorewood's financial advisors Mike Harrigan and Dawn Gunderson of Ehlers and Associates. CDA member Pete Petrie detailed the recommendations on 2016 transfers to the CDA.
4. Trustee Maher moved and Trustee Zovic seconded to accept the Tax Increment Districts 2015 Annual Financial Report as prepared by Ehlers & Associates dated February 10, 2016 and presented to the CDA and Village Board, and as modified by the CDA. Motion approved 7 -0.
5. Trustee Amenta moved and Trustee Maher seconded to agree with the overall economic development strategies and accept the resulting projections contained in the Tax Increment Districts 2015 Annual Financial Report dated February 10, 2016 for TID's #3, #4 and #5. Motion approved 7-0.

Trustee McKaig moved and Trustee Linnane seconded to agree with the overall economic development strategies and accept the resulting

projections contained in the Tax Increment Districts 2015 Annual Financial Report dated February 10, 2016 for TID #1. Motion carried 6-1.

6. Trustee McKaig moved and Trustee Linnane seconded to approve the recommended transfer of \$838,500 from TID #1 to the Shorewood CDA in late 2016, subject to Village Board confirmation that TID #1 still has the capacity to close in 2021 if the transfers were made in the recommended amounts:
 - a. Future façade program expenditures in what is now designated the TID #1 geographic area in the amount of \$330,000
 - b. Establishment of a perpetual District-wide business loan program in the amount of \$200,000 subject to future Village Board approval of CDA recommended business loan program plan.
 - c. Other future recurring expenses in what is now designated the TID #1 geographic area in the amount of \$308,500.

Motion carried 6-1.

7. CDA Chairperson Peter Hammond provided an overview of CDA recommended amendments to the Village of Shorewood Façade Program, based on program evaluation.

Trustee Zovic moved and Trustee Maher seconded to accept the Façade Program amendments as recommended by the Community Development Authority at their February 5, 2016 meeting and as detailed in the report submitted by CDA Chairperson Peter Hammond (copied with highlighted amendment attached to these minutes). Motion carried 6-1.

8. This meeting was duly noticed and published as required by law.
9. A motion by Trustee Zovic, seconded by Trustee Maher to adjourn at 8:37 p.m. Motion carried 7-0.

Respectfully submitted,

M. Chris Swartz
Village Manager

COMMUNITY DEVELOPMENT AUTHORITY OF THE
VILLAGE OF SHOREWOOD, WISCONSIN

By-Laws and Rules of Procedure
Adopted by the Village Board on **/**/**

1. **GENERAL RULES BY STATUTE OR RESOLUTIONS**

The Community Development Authority (CDA) of the Village of Shorewood shall be governed and controlled by Statutes of the State of Wisconsin, and as the same may hereafter be amended and by the within rules of procedure.

2. **GENERAL POWERS AND DUTIES OF THE CDA**

The CDA shall exercise all powers conferred and perform all duties imposed, by state and local ordinance of the Village of Shorewood, and shall perform such further and other duties as may properly from time to time be required by the Village Board. Specific duties of the CDA include, but are not limited to:

- a. Preparation and implementation of the Village of Shorewood Central Business District Master Plan and periodic updates.
- b. Provide recommendations on rezoning and redevelopment.
- c. Preparation and implementation of Tax Increment District (TID) financial management guidelines.
- d. Evaluation and preparation of TID project plans and financial projections.
Prepare annual report of projections of Tax Incremental District expenditures, revenues and other CDA programs or initiatives.
- e. Preparation and implementation of redevelopment assistance criteria, including recommendation of developer agreements for specific projects.
- f. Preparation and administration of business recruitment and retention assistance programs.

3. **REVIEW BY PLAN COMMISSION**

Should State Statute or Village Ordinance require, the CDA shall submit recommendations to the Plan Commission prior to submission to the Board of Trustees. Recommendations to the Plan Commission may be by resolution or in such other form as the Board of Trustees deems appropriate and upon adoption of any recommendation.

4. **APPROVAL BY THE VILLAGE BOARD**

Specific action taken related to the following powers shall be subject to review and approval by the Village Board:

- a. Acquisition of land by eminent domain or other methods, and disposition of any land within the Central Business District Master Plan.
- b. Approval of TID creation, development agreements and other related TID expenditures.

- c. Issuance of debt, other than "conduit debt" which is not supported in any way by the CDA or Village of Shorewood.
- d. Proposed contracts requiring use of municipal funds.
- e. Amendments, deletions or additions to these By-laws and Rules of Procedure.

3. **CDA MEMBERSHIP**

Membership. Membership shall be comprised of 7 Commissioners. Five Commissioners shall be resident persons appointed by the Village President, with confirmation of the Village Board. The Village President shall appoint two Village Board members as Commissioners. Commissioners, other than Board members, shall serve terms of 4 years expiring May 31st of each year. Should a resident appointment resign or be unable to fulfill their term, the Village President shall appoint a new resident member, subject to confirmation of the Village Board.

Presiding Officers. Whenever the Village President shall serve as a commissioner of the CDA, the President shall act as its Chair; otherwise the Chair and Vice-Chair of the CDA shall be elected from among the commissioners of the CDA by majority vote of the commissioners at the first meeting in June annually. In the absence of the Chair, the Vice-Chair shall preside. In the event of absence by the Chair and Vice-Chair, the longest tenured Village Board member serving on the CDA in attendance shall preside over the meetings.

The Presiding Officer shall preside at all meetings of the CDA and shall have the right to vote and make motions; shall rule on matters of procedure, subject to appeal from such rulings by proper motion; shall conduct the meetings in accordance with the rules; shall have such powers and duties as may be necessary for conduct of orderly meetings; and such other powers and duties as herein assigned or as may be assigned.

4. **MUNICIPAL LIAISONS**

Executive Director. The Village Manager shall perform the duties of Executive Director and shall perform duties as may be required to carry out the CDA's tasks. The Village Manager may utilize such members of the Village of Shorewood staff as may be made available to accomplish said tasks.

Treasurer. The Village Treasurer shall perform duties of the Treasurer. The Treasurer of the CDA shall handle and keep a record of the financial dealings of the Authority.

Secretary. The Village Director of Planning & Development shall be the Secretary. The Secretary of the CDA shall record the minutes, file applications, request any and all documents directed to the CDA; to publish or mail, as the case may be, all notices and advertisements required by law or as directed by the CDA; to prepare meeting materials, a summary statement of the nature of each item on such agenda and a copy of the minutes of the last meeting.

4. **AGENDA**

The Executive Director shall prepare the agenda with direction from the Chair.

Order of Business. The order of business at all meetings, regular and special unless varied by a

suspension of rules agreed upon by a majority of the Authority shall be as follows:

Call to Order
Public Hearings
Person desiring to be heard
Approval of Minutes of Previous Meeting
Old Business
New Business
Adjournment

5. **MEETINGS**

Regular Meetings. Regular meetings shall be held at a time and place designated by the Authority. Regular meeting times are subject to change only by consensus of the members.

Special meetings. Special meetings may be set at a regular meeting by the majority of the CDA, Chair whenever in their judgement such meeting is necessary, and the Chair shall call such special meeting whenever they are requested to do so by at least four (4) members of the CDA in writing to the Executive Director. Any business which could be done at a regular meeting may be done at such special meeting.

Quorum. A quorum for all meetings shall consist of four present members, and the presiding officer shall be included in such a count. Teleconferencing members may not count towards a quorum; however, teleconferencing member may participate in meeting discussion.

6. **VOTING**

Provided a quorum is present and except as otherwise by law or these rules provided, the affirmative vote of a majority of the members' present shall be required to decide any matter up for consideration.

In the event that any member shall disqualify themselves to vote on any matter due to conflicts of interest or other reasons, they shall, none the less, be counted in determining whether a quorum is present, but the disqualification shall not decrease the number of votes required for passage of any motion, resolution or the taking of any other action.

7. **PUBLIC HEARINGS**

The Order of Business for holding public hearings shall be as follows:

- a. A brief statement by the executive director as to the topic of the public hearing and the manner in which notice of the hearings was given.
- b. Presentation (by applicant if applicable) on the top including any documents filed.
- c. Statements of all persons in favor.

- d. Statement of all persons in rebuttal.
- f. Statements in rebuttal by the applicant and by other persons favoring the request.
- g. Statements in rebuttal by opposing the request.
- h. Adjournment of the hearing.

Conduct of Public Hearings. The presiding officer shall announce immediately prior to each public hearing that no one will be heard unless they state their name and address. The presiding officer shall briefly explain the order of business. They shall have the right prior to the hearing to announce that each person's statement shall be limited to a specified period of time, and that rebuttals shall be limited to a specified period of time, and they shall have the right to terminate any statement when the speaker's time has elapsed, or in the event of unnecessary repetition, or in the event the statement is not material or germane.

Appearance. All persons desiring to be heard shall be heard, in person or by attorney.

Withdrawal of Application. At any time prior to a motion to grant or refuse a request, application or petition, the applicant may withdraw his request, application or petition if applicable and such withdrawal shall not entitle the applicant to a refund of whatever filing or publication fee may previously have been paid.

10. **AMENDMENT OF RULES**

These rules may be amended from time to time upon a concurring vote of 2/3 or 5 members of the CDA and upon approval of the Village Board.

The general rules of procedure of the CDA shall be governed by Robert Rules of Orders where no specific statute, law or ordinance controls or other provisions of these bylaws control.

Prepared by BID Executive Director Ericka Lang

I. BUSINESS/DEVELOPMENT

- Dogtopia December Plan Commission deferred the conditional use application at Sunseeker's site, 2420 Capitol. Second discussion February.
- Sendik's space updates, 4027 Oakland
- Katz space updates, 4001-11 Oakland
- Ogden space updates, 4014 Oakland
- Hayek's building interests, 4001 Downer
- Businessinquiries

II. WOOD SQUARE EVENT PROGRAMMING

- Village Board approved BID administers program for space, 1/8/18
- Highlights:
 - Up to 4 BID events/year
 - Local community organizations, non-profits can use space- max 4x/year- must apply to BID.
 - Max 12 events per year administered via BID.
 - Will not compete w/ existing events.
 - Village Board notified for each event.

III. UPCOMING EVENTS

- Shorewood Chill Feb 10 – BID table w/ raffle, newsletter signups, popcorn
- St. Patrick's Day Saturday March 17, partnership idea

IV. MARKETING COMMITTEE MEETING 1/22

Identified the following BID events for 2018

Major Events:

1. Bike Criterium- Thursday June 28
2. Fall Harvest Festival – Saturday Sept 29
 - Close Street, several blocks, with music, activities, chef-to-table ticketed dinner in street. Include vintage cars.
 - Road Run in morning.
3. WinterFest @ Wood Square – Saturday Dec 1

Minor Events:

1. St. Patrick's Day – Sat March 17 w/ shuttle bus and tent at Kensington Square (parade in 2019)

2. Second Saturdays – 6/6, 7/14, 8/11 @ Wood Square. Local businesses, arts/crafts.
3. Wine Walk – TBD
4. Ice Cream Social – possibly 2200 Capitol Block. TBD
5. Trick – or- Treat in business district, Saturday 10/27
6. Night of the Ghost Train, 10/31
7. Vintage Cars – 1 day in parking lot.

V. FAÇADE GRANT STATUS

- PENDING. Awaiting application from Stone Creek (attached rendering). Village Board approved Special Privilege application.
- APPROVED. Reviewing application for Blue’s Egg façade \$10,000 façade plus \$2,000 design for five garage doors on north façade (attached rendering)

VI. BUSINESS LOAN PROGRAM

- No inquiries. Program will be in Spring Shorewood Today magazine including façade program.

**SHOREWOOD CDA FAÇADE PROGRAM
PENDING AND PAST FAÇADE GRANTS**

Property Location	Applicant Type	Status	Applicant Name	Meeting	Date of Application	Application Approved	Reimbursement Date	Tot Project Cost	Amount of Grant	Sign/Awning	Summary of work performed
2017											
4010 N. Oakland Ave.	Tenant	Completed	Allstate Insurance - Andrew McCabe		4/10/2017	4/17/2017	6/2/2017	\$1,660.00	\$ 830.00	1	Replace torn/worn awning
3596 N. Oakland Ave.	Owner	Inquiry	David Wu -Inquiry		2/1/2017						owns Crave Café, asking if he creates new business in vacancy whether it would qualify for more grant dollars (he received \$10,631 under old program)
4022 N. Oakland Ave	Tenant	Approved	Scott Schaefer- Milwaukee Brat House		6/1/2017	7/7/2017	11/1/2017	\$23,400.00	\$12,000.00		install garage doors front façade and design; (not included 1 wall sign; 2 blade signs)
4106 N. Oakland Ave	Tenant	Inquiry	Stone Creek-Alex	10/1/2017							Add permanent seating/canopy/landscape hardscape, front and side
4121 N. Wilson Drive	Tenant	Inquiry	Larry Fox North Shore Legend Post	11/6/2017							Modify front entrance; remove sign in transom; new railings
4529 N. Oakland Ave	Tenant	Completed	Luke Laga, Structural Elements	11/8/2017	11/8/2017	11/10/2017		\$5,840.00	\$1,500.00	1	Routed out internal lit box sign.
								2017 Total Grants	\$14,330.00		
2018											
4195 N. Oakland Ave	Tenant	Approved	Dan Sidner- Blue's Egg	various	1/12/2018	1/16/2018		\$30,000.00	\$12,000.00		5 Garage doors for building addition.
								2018 Total Grants	\$12,000.00		



Planning & Development Department – CDA Report

January 26, 2018

I. BUSINESS/DEVELOPMENT

- a. 4001 E. Downer Ave. (former Hayek Pharmacy)
 - i. Toured property with owner and real estate representative
 - ii. Provided information regarding Master Plan and zoning perspective
 - iii. Subsequently talked with interested buyer and architect regarding development/occupancy procedure
- b. 4027 N. Oakland Ave. (former Sendik's)
 - i. Toured property with real estate broker
 - ii. Discussed Master Plan and zoning perspective in terms of drive-thru potential
 - iii. Sent draft site redevelopment plan to City Engineer for comment

II. UPCOMING ACTIVITIES/EVENTS

- a. Village of Shorewood Citizen's Academy
 - i. Session 3 – February 15, 2018 "Planning & Development" 6:00-8:00 pm
 - 1. Planning & Development Update – Plans and projects
 - 2. Shorewood BID – Role of BID and benefits
 - 3. Ehlers – TIF policy

Prepared By:

Bart Griepentrog, AICP
Planning & Development Director