



Community Development Authority
Meeting AGENDA
September 9, 2016 7:30 A.M.

Village Hall Second Floor Committee Room
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.
2. Consideration of July 6, 2016 meeting minutes.
3. Presentation from Ehlers & Assoc regarding Tax Increment District #1 projections.
4. Presentation by Village Finance Director on procedures to transfer funds from Tax Increment District #1 to CDA.
5. Discussion and potential consideration on façade grant program updates.
6. Discussion and potential consideration on business loan program updates.
7. Update on CDA working groups.
8. Discussion of the CDA Project List and associated initiatives.
9. Future agenda items.
10. Scheduling of future meetings.
11. Adjournment.

DATED at Shorewood, Wisconsin, this 2nd day of September, 2016.

VILLAGE OF SHOREWOOD
Tanya O' Malley, Village Clerk WCPC

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



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**Community Development Authority
Meeting Minutes
July 6, 2016**

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 7:34 a.m. Members present Chair Peter Hammond, Michal Dawson, Tr. Allison Rozek, Andrea Roschke, Tr. Tammy Bockhorst (arrived 7:42 a.m.), John Florsheim and Pete Petrie via telephone. Also present: Village Manager Chris Swartz.

2. Consideration of May 6, 2016 meeting minutes.

Ms. Dawson moved to approve, seconded by Ms. Rozek. Vote 5-0.

3. Consideration of June 3, 2016 meeting minutes.

Ms. Dawson moved to approve, seconded by Ms. Rozek. Vote 5-0.

4. Consideration of amendment of General Capital's developer's agreement with the Village regarding timing of loan.

Attorney Bruce Block from Reinhart Boerner Van Deuren was present. The village requested Mr. Block to review the developer's agreement to the timing of the debt issue for funding the village loan. General Capital requested the village delay bonding for their loan because they have not determined if the village loan will be needed. Mr. Block prepared an amendment for members to review. The amendment: (a) provides that the village will not issue the debt underlying the village loan until the developer provides notice; (b) eliminates the cap on the repayment; and (c) allows the village to terminate the loan if a notice is not received by 30 days after the completion of Phase II.

Ms. Dawson recommended to the Village Board to approve the amendment to the developer's agreement between the Village of Shorewood and General Capital as recommended by Attorney Bruce Block in the letter dated June 29, 2016, seconded by Mr. Florsheim. Vote 6-0.

5. Consideration of request from Pingo-Oakland to delay their façade grant until 2017 for property 4144 N. Oakland Avenue.

Village Manager Chris Swartz stated the business withdrew their request.

Ms. Rozek questioned the process for this façade grant and execution of a developer's agreement.

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Mr. Hammond stated that this is a special project and wasn't managed by the Business Improvement District process. There are procedural nuances and the focus was on the merit of the request.

Mr. Florsheim added that fundamentally it doesn't change the decision to support the façade. Ms. Bockhorst agreed.

Members agreed the importance of adhering to the approved process.

6. Review of business incentive loan program.

Members were given a revised draft of the business loan program. Ms. Rozek and Ms. Dawson from the loan subcommittee made further revisions per previous discussions. Members discussed each proposed change.

The subcommittee will review the administration section and draft templates for applicants. Mr. Hammond would like a final draft at the next meeting for consideration.

7. Review Façade Program parameters.

Mr. Hammond suggested forming a subcommittee for reviewing the program with upcoming program changes in January 2017 because of the Tax Increment District #1 ending spending period.

The subcommittee will be: Chris Swartz, Pete Petrie, Peter Hammond, Jim Plaisted, Allison Rozek, Ericka Lang and Mark Emanuelson.

Members discussed grant limits, qualifying signs, defining eligible improvements, and funding.

8. Update on Façade Program funding.

Members received an updated applicant table, showing history of grant applicants, funding and status.

9. Update on CDA working groups.

Mr. Florsheim chairs the CDA retail work group. They will be meeting again before the end of the month. The effort is to identify and reach out to interesting retailers. The Mosaic commercial spaces are not appropriate for any start up business because of lease rates.

10. Discussion of the CDA Project List and associated initiatives as required including business vacancies.

Mr. Swartz noted a couple inquiries for development but no movement beyond that. There's an interested buyer for the 2107 E. Capitol building that is for sale. A new surfing business is opening soon at 1926 E. Capitol.

11. Future agenda items.

12. Scheduling of future meetings.

A meeting is tentatively scheduled for August 19th.

13. Adjournment.

The meeting was adjourned at 9:30 a.m.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned below the text "Recorded by,".

Planning Director Ericka Lang

Community Development Authority Project List

Updated 9-2-2016

Project or Program	Status	Comment
Metro Market Redevelopment	Completed	
Mixed Use Development Oakland/Olive	In process.	Retail completion Fall 2016. Rest February 2017.
Sherman Redevelopment	In process	Construction start delayed for DNR soil review.
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CDA Financial Plan and Projections	Ongoing	The CDA 2015 Annual Financial Report was completed and presented at a joint meeting of CDA and Village Board. Reviewed TID#1 closing scenarios.
Future CDA Strategies and Plans	In Process	Consolidated list from Master Plan. Completing member initiatives survey priorities and opportunities.
Commercial Business Recruitment and Retention	In process	Expect increased emphasis due to current vacancies and added Metro Market opportunities. Working on a restaurant opportunity.
Façade Program	Ongoing	Revisions completed February 2016. Further discussing program.
Business Incentive Loan Program	In process	CDA discussion April - June. Consideration September 2016
Work Group Update: Retail Relations		Continue efforts for Mixed Use tenant mix.
Work Group Update: Developer Relations		Meeting held late March and will continue quarterly meetings to understand market and Shorewood need.
Work Group Update: Community Outreach		Update provided to CDA 6/3/16.
Work Group Update: Ped and Bike Safety		
Work Group Update: Finance		