



# Community Development Authority

## Meeting Minutes

**January 8, 2016**

3930 N. Murray Avenue, Shorewood, WI 53211

**1. Call to order.**

The meeting was called to order at 7:30 a.m. Members present: Chair Peter Hammond, Pete Petrie, Andrea Roschke, Tr. Davida Amenta, Michal Dawson, John Florsheim and Tr. Tammy Bockhorst(arrived 8:04). Also present Village Manager Chris Swartz.

**2. Consideration of December 4, 2015 meeting minutes.**

Ms. Dawson moved to approve the minutes, seconded by Mr. Florsheim. Vote 6-0.

**3. Review and discussion of Draft 1 – Annual Financial Review presentation document for the February joint CDA/Village Board meeting.**

Mike Harrigan and Dawn Gunderson from Ehlers Financial were present. Members were provided various documents on all Tax Increment Districts. The discussion went over economic projections for each district. TID #1 must close in 2022 with expenditures stopping five years before. Ehlers discussed the process by which funds can be transferred out of a TID for ongoing activities such as a façade program and business loan program. In 2011 Shorewood identified these programs and the CDA, Village Board and Joint Review Board approved.

Bockhorst asked if tools other than TIF are available to the CDA and village for ongoing façade and loan programs.

Amenta noted that there should be a focus on neighborhoods and residences as well as business-related economic development.

Hammond noted that it is critical for the CDA and Village Board to determine what the next era will look like after TID #1 closes including whether to continue various economic development activities such as the Façade Program and Business Loan Program and, if so, how to fund these activities.

The CDA will be provided the entire financial report at the February CDA meeting for review and approval prior to the joint CDA/Village Board meeting.

**4. Review and discussion of the draft Façade Program recommendations. 4 attachments:**

- a. **Façade Program Recommendations – Draft 1 for January CDA Meeting.docx**
- b. **Façade best practices.docx**
- c. **Comparison of Program Grant Amounts.xlsx**
- d. **Façade Reporting Template.xlsx**

Business Improvement Business Director Jim Plaisted called into the meeting. Mr. Hammond introduced the item, reviewed the materials including the findings from his review of other community's façade programs and detailed the proposed updates included in the Draft of the update to the Façade Program. At the February CDA meeting, members will review the proposed program changes per discussion. Mr. Hammond noted that it was important to maintain the program's efficient and non-bureaucratic structure.

Members discussed various changes, such as, but not limited to:

- Roschke: for landscaping, would it be possible to postpone grant funding a few years to ensure the growth matches what was approved. Roschke also noted she did not believe it would be burdensome if all grant requests went to the CDA.

- Plaisted: the CDA could define specific levels of allowable landscaping and possibly use forgivable loan program for the landscaping. He concurred with the recommendation that no exclusionary language be inserted for BID Board members and that in the 30 comparative programs he reviewed, none had such language. He noted that one of the programs benefits was the clarity and simplicity of the program and that grants are approved if they meet criteria and there is no subjectivity to the process.
- Amenta: suggested that the CDA review and approve all grant requests and believes that this provides better management of public resources than the current process.
- Petrie: suggested that the CDA could review the current allowable grant amounts under the program and possibly have lower limits for approvals by BID staff. He also noted that Village Staff could review applications for an additional level of oversight.
- Florsheim: stated that, given the objective structure of the program as it currently stands, if a grant request meets the stated criteria, then there is no conflict of interest. He also stated he was not sure what benefit would be achieved by having the CDA review and approve all grant requests since grants are approved if they meet the criteria. He also stated that if all approvals had to go to the full CDA, this could diminish attention on other items.
- Dawson: stated that the CDA's job is to define and explain the program criteria and to oversee the program. She noted that one of the program updates is to enhance the level and timing of grant reporting to the CDA and Village Board and this increased level of grant reporting will allow the CDA to meet its oversight responsibility.

**5. Review prioritization of Opportunity Site List. Revised Pdf**

Mr. Hammond briefly reviewed the list and noted that the purpose of the list is to serve as a guide to help village staff prioritize activities.

**6. Update on identified action items**

- a. **Identification of potential candidates for the “small development project”**
- b. **Identification of any potential large façade project candidates**

**7. Future agenda items**

Tr. Amenta requests the construction costs for the General Capital project compared to what was approved.

Mr. Swartz noted that there will most likely be an economic development grant request for liquor reserve license.

**8. Scheduling of future meetings**

**9. Adjournment.**

The meeting was adjourned at 9:25 a.m.

Recorded by,



Ericka Lang  
Planning Director