



**Community Development Authority
Meeting Minutes**

November 4, 2016

3930 N. Murray Avenue, Shorewood, Wisconsin 53211

1. Call to order.

The meeting was called to order at 7:30 a.m.

Community Development Authority (CDA) Members present: Chair Peter Hammond, Mike Dawson, Trustee Allison Rozek, Pete Petrie, John Florsheim, Andrea Roschke, and Trustee Tammy Bockhorst (arrived 8:00 a.m.)

Also present: Village Manager Chris Swartz and Business Improvement Director (BID) Jim Plaisted.

2. Consideration of October 7 and October 27, 2016 meeting minutes.

Deferred.

3. Review of updated documents regarding Memorandum of Understanding between the CDA and Village of Shorewood, Business Loan Program and Façade Grant Program.

This is the final review to confirm incorporation of all items discussed from the October 27th special CDA meeting. The MOU describes transferring the Loan Program to the CDA at the end of 2016. One of the significant changes removed language for façade grants above the maximum amount. In discussing larger redevelopment projects suitable for Tax Increment Financing, the “but for” test may be applied.

CDA members recommended adding clarification language for an end date of the MOU. The existing language states that reviews may be done as needed but does not require it. Members agreed to add to the MOU creating item 10 c “Compensation to Village Staff shall be reviewed annually.” An agreement was drafted between the Village and CDA based on the MOU that will be provided at the subsequent CDA meeting.

CDA members agreed to remove attachments D2 and thereafter and retaining program templates of the Business Loan Program documents as provided and to modify the map along Wilson Drive to only include commercial properties on the east and west side of the road.

Ms. Dawson moved to include these changes, seconded by Ms. Rozek. Vote 5-0. (agenda items discussed out of order)

CDA members proceeded to discuss the Façade Improvement Program documents.

Members questioned how projects are handled if it goes outside the program template, suggesting clarification, that at a minimum these program requirements are met. The intent is that applicants follow all application process steps A through H and documentation B and C. This process will be used for projects above the maximum amount. Ms. Rozek moved to amend the document clarifying this item, seconded by Dawson. Motion passed 6-0.

CDA members continued reviewing other items within the Façade Improvement Program documents and agreed to the following revisions:

- a) Under Eligible Activities, add “vertical elements” for patios and anywhere else patios are noted.
- b) Under Non-Eligible Activities, clarify approved signs that were granted dimensional exceptions by the SDRB are eligible activities.
- c) Under Program Funding, titled Façade Improvement Grant, add “awnings” with signage, parklets and patios. Add “awnings” anywhere signage, parklets and patios are noted.
- d) Under Application Process Item E IV, remove the word “approved”.
- e) Under Application Process Item H, add “once final SDRB approval is obtained”, after application obtained.
- f) Under Application Process H, change 30 days to “90 days” to commence the project and in the Façade Agreement Item III, strike commencement language.
- g) Under Record Retention, add applications will be “retained by the Village of Shorewood and CDA and...” in the program documents and under item IH in the agreement. Also include the Village of Shorewood is the official custodian of the documents in both locations.
- h) Under Application Process Item I, strike cancelled checks and add “proof of payment”

Members discussed grant limits per storefront per five-year period. Subsequent requests within that five-year period will require direct approval by a majority vote of the CDA members. However, if a business for example, receives a \$5,000 grant and applies for \$3,000 more two years later, the \$3,000 request is eligible for funding because it is under \$10,000. In considering this the CDA shall take into consideration one or more of the following factors: change in ownership and change in business concept and the ability to attract new businesses. This language shall be added under Program Funding, section Façade Improvement Grant.

In the Façade Agreement document, under Item I(A), members agreed a mechanism is needed to extend the deadline requirement for extenuating circumstance, for example, the project is delayed because of weather, which is not known 90 days prior to project completion.

Members agreed in both the Program and Façade Agreement to clarify that the \$2,000 design grant is not included in the \$10,000 storefront maximum. Add language in parenthesis wherever \$10,000 is stated.

The Façade Program has an additional application form for the Design Phase not included in the packet. The application will be referenced under Application Process under item B “the applicant completes the design form as part of the application as Attachment D” and added as Attachment D.

CDA members requested the target area map for the Façade Improvement Program include only commercial properties on the east and west side of Wilson Drive as agreed on for the Loan Program.

Staff was asked to review all referenced attachments and exhibits in the documents and provide revisions to the Village Board November 7th meeting.

Mr. Petrie exited the meeting at 9:30 a.m.

Ms. Rozek moved to accept the document edits as outlined in the meeting minutes, seconded by Ms. Dawson. Vote 6-0.

Mr. Florsheim exited the meeting at 9:37 a.m.

Ms. Dawson exited the meeting at 10:15 a.m.

4. Discussion and possible consideration of business loan balance transfers.
Item deferred.

5. Discussion and possible consideration of procedure for future façade grant applications that exceed the maximum limit.

Ms. Rozek moved to require that all future loan and façade grant applications to the Village Board and CDA that exceed the maximum limit of the CDA/Village Board adopted Façade and Loan Programs and that are to be funded from an existing or future TID, must follow the same application and agreement procedures and documentation as set forth in the adopted CDA/Village Façade and Loan Programs until such time that the CDA and Village Board adopt separate procedures for these larger loans and grants. Seconded by Ms. Dawson.

BID Director Mr. Plaisted recommends amending language that recipients may not receive 50% of façade grant before the project is completed. CDA members agreed to remove.

Ms. Dawson moved to amend recommended façade grant program, seconded by Ms. Rozek. Vote 7-0.

6. Project list update

Deferred discussion. A project list was included in the meeting materials.

7. Future agenda items.

Per earlier discussion, add agreement between the Village and CDA regarding the transfer and loan items.

8. Adjournment.

The meeting was adjourned at 10:26 a.m. 4-0, motioned by Ms. Roschke, seconded by Mr. Hammond.

Recorded by,



Planning Director Ericka Lang