



Community Development Authority
Meeting Minutes
Friday, March 1, 2019
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 8:34 a.m. Members present: Chair Peter Hammond, Tr. Wesley Warren, Mike Dawson and Jon Krouse. Also Present: Village President Allison Rozek (via phone), Planning and Development Director Bart Griepentrog and Finance Director Mark Emanuelson.

2. Consideration of February 1, 2019 meeting minutes.

Tr. Warren moved to approve the minutes, seconded by Ms. Dawson. Vote 4-0.

3. Consider RFP for financial advisory services.

Chair Hammond noted that the CDA has independent responsibilities from the Village Board and could utilize their own financial advisory service. However, he also noted that logistically that presents some challenges and is not practical. He shared his belief that the CDA could use the same financial advisor but get independent review. Therefore, he recommended that the CDA consider joining the Village in the proposed RFP and selection of a financial advisor. Director Emanuelson concurred with Chair Hammond's recommendation.

Tr. Warren questioned if there were instances when the CDA would want a separate advisor, and Chair Hammond expressed that it would be an issue specific exception and could be considered if ever needed. Director Emanuelson added that although hypothetically possible, he could not think of a situation.

President Rozek pointed out that the CDA is relatively new to having its own funds. She questioned whether or not a memorandum of understanding would need to be initiated or if both parties would sign the contract. Tr. Warren noted that it would make sense to have separate signature lines for both entities.

Tr. Warren moved to approve the RFP for financial advisory services and the review team of Budget & Finance Committee Chair (or designee), CDA Chair (or designee), Village Manager and Finance Director; seconded by Ms. Dawson. Vote 4-0.

4. Consider consultant and funding for parking and transportation study.

Chair Hammond introduced the item by pointing out that there were two elements to consider: funding level and consultant selection. He noted that in the past he had presented that the CDA had a specific obligation in relation to the Metro Market requirement of the study. However, after being involved with the RFP process it was clearer to him that the commercial corridor is a critical part of the study and that there are a lot of challenges and opportunities in that area to be identified. He further noted that the request to the CDA was presented more as an expectation and that in the future he'd hope for better upfront communication regarding participation. After talking with residents and Board members it was clear to him that this is an important topic, and the Board is limited in their funding ability and he is therefore comfortable at recommending the CDA's participation at the requested level of \$30,000.

Tr. Warren agreed that communication can be better between the groups, and reiterated that he felt \$30,000 was appropriate and that he hears need for this study from the constituents quite a bit. President Rozek shared that four persons were involved in the review of the RFP and within the interview process it was clear that the downtown commercial corridor was important to the study. She also added that

not just residents are calling for the study, but also businesses. Mr. Krouse shared that he agreed on participation, but had other questions on implementation from the perspective of a resident rather than a CDA member. He noted that while many people are concerned about the issue, he also hears that others are not as concerned, but ultimately was recommending participation with the hope that a good product is the result. President Rozek mentioned that the CDA would have a representative on the technical advisory group and suggested that Mr. Krouse might be a good choice so that he can be sure to have his concerns covered. Chair Hammond agreed that the group can talk about selecting their representative. Ms. Dawson had no questions, but voiced that she was on board with the study.

Mr. Krouse motioned that the CDA participate at the \$30,000 requested level by the Board for the parking and transportation study; seconded by Ms. Dawson. Vote 4-0.

Chair Hammond next led discussion on a recommendation for the selection of a consultant. He provided that himself, along with President Rozek, Tr. Warren and Director Griepentrog reviewed the RFPs and interviewed the three finalists. He shared that the group fairly quickly came to conclusion on the recommended firm of Walker Ericsson.

Mr. Krouse requested a brief explanation of the selection. Chair Hammond informed that the group felt community involvement was critical and that the analysis is as much about the process as it is the solution. Understanding that priority, the firm of Walker Ericsson was quite impressive and rose to the top. Mr. Krouse noted that too much community involvement could end up with paralysis. Chair Hammond agreed for that to be a fair point and mentioned that facilitation of the community involvement was a critical component of the evaluation. President Rozek shared that the level expertise and access to data from this firm was exceptional. She was also impressed at their understanding that paralysis can happen if the right people are not involved with the study. Chair Hammond expressed that the second and third firms were also good, but that the recommended firm would bring a new voice. This will ensure the community is able to focus on the issues. Ms. Dawson asked for information on cost comparison, and Tr. Warren noted that this was not the cheapest option, but it also wasn't the most expensive. All were very comparable. Tr. Warren summarized his feeling that the recommended firm was balanced in their approach to both transportation and parking, that they showed broad based expertise, and that he was comfortable with them guiding public discussion and appreciated the leadership time commitment. Chair Hammond noted that this project will provide the CDA a good opportunity to show their commitment and transparency.

Tr. Warren motioned to recommend that the Board enter into a transportation and parking analysis with Walker Consultants on the CDA's behalf; seconded by Ms. Dawson. Vote 4-0.

5. Review of PDD and BID monthly reports.

Director Griepentrog summarized the business/development activity that took place within the last month as included in his report.

Chair Hammond and President Rozek summarized their participation and understanding of the taxable nature of the Ascension relocation to 4023 N. Oakland Ave. It was noted that the current clinic, which is attached to the hospital operations, is taxable, and that Ascension has shared that to be their expectation moving forward. They also noted a potential switch to detach themselves from the hospital in the future, which would preclude tax exempt status and potentially better serve their

clients. The Village will continue to seek to memorialize the conversation and define any potential re-review if tax exemption were sought.

6. Adjournment.

Mr. Krouse moved to adjourn the meeting at 9:25 a.m., seconded by Ms. Dawson.
Vote 4-0.

Recorded by,

A handwritten signature in blue ink that reads "Bart Griepentrog". The signature is written in a cursive style.

Bart Griepentrog, AICP
Planning & Development Director