



**MINUTES – JOINT MEETING OF THE CDA & SHOREWOOD BOARD OF TRUSTEES
March 12, 2020**

1. Call to Order

President Rozek called a Village Board meeting to order at 6:14 p.m., as there was not a quorum for the CDA.

2. Statement of Public Notice

Village Manager Ewald stated that the meeting had been posted and noticed according to law.

3. Roll Call

Village Board members present: President Rozek (via phone), Tr. Amenta, Tr. McKaig, Tr. Maher (via phone). Excused: Tr. Warren, Tr. Bockhorst, Tr. Carpenter.

CDA members present: Chair Hammond, Krouse, Tr. Amenta. Excused: Tr. Warren, Dawson, Lorino, LeSage.

Others Present: Village Manager Ewald, Finance Director Emanuelson & Planning & Development Director Griepentrog (via phone), Trustee candidates Kathy Stokebrand and Ircink.

4. Strategic Goals Setting Work Session (6:29 p.m.)

Mikaela Huot and Art Davis from Baker Tilly provided introductions, and requested all Village Board members and staff present to also provide introductions and what they enjoyed most about Shorewood. The consultants reviewed a power point that included a summary of the stakeholder anonymous survey results. CDA member Lorino joined the meeting at 6:34 p.m. that established a quorum for the CDA. Baker Tilly staff then provided an introduction to policy options and discussed types of development incentives, how they are used, why communities use them and possible items to consider related to the housing analysis and possible opportunities.

President Rozek expressed the desire to obtain additional data prior to moving forward with discussion on policy. Baker Tilly relayed that the purpose of reviewing development incentives for economic development with the strategic planning session is to provide a framework on how incentives are used and how they may be beneficial to communities. The goal is to have discussion about what possible future priorities the community leadership should consider moving forward with economic development and housing initiatives. It is important for the CDA and the Village Board to be on the same page regarding the Village's priorities for economic development and housing. It is a large broad question, so there needs to be a narrowing down of options/issues for discussion and providing some action items to be worked on moving forward.

Tr. Amenta relayed that we are trying to come to some sort of agreement of what we are trying to accomplish together. President Rozek again relayed she would like to move forward with consideration of the data, and not perceptions gathered from the survey. CDA member Krouse relayed that the survey relays that everyone believes that all issues are a priority and that our community sees all sides of all the issues. The consultant relayed that we need to discuss the issues to see if there is broad consensus on a few issues that could be acted upon. Tr. Maher agreed with Tr. Amenta on the fact

that in the past there was an agreed upon vision with a plan laid out and action steps to accomplish the vision. It was agreed that this is a challenging discussion as we start with very broad concepts.

The consultant noted that if there is consensus on the goals, the CDA and Village Board will be able to apply resources more efficiency, facilitating better results. Tr. Maher relayed that it would be good to have consensus on what we would like to see on specific sites, such as North Shore Bank, Queensway Cleaners, etc. President Rozek again relayed she needs more data. The consultant relayed that developers desire to have clear direction and process from a community so that they are not wasting time on trying to identify the type, uses and density of development. If the rules of the game are known there will be more developer interest in working in Shorewood to help the CDA and Village Board accomplish their desired vision and goals.

The market can fill our district with the market needed uses; however, those uses may not be what the Village desires to see. President Rozek relayed that it is important to know if the Village desires to see a use, whether or not the market supports it prior to making it a goal. She again relayed she needs more data. Tr. Amenta asked in what type of situation would the group be willing to utilize incentives at all. CDA member Krouse relayed that there are plenty of options for people to finance affordable housing, but the Village would need to decide what density and height would be appropriate or is the Village willing to provide to incentivize affordable housing. Sometimes it is not just an incentive or subsidy, it is what the Village is willing to allow. Tr. Amenta again relayed the questions in which type of situations would the Village be willing to incentivize development. She relayed she is not willing to subsidize luxury housing. CDA member Lorino asked if the group would be willing to subsidize luxury housing if it had an affordable housing component.

Chair Hammond reflected that we continue to discuss affordable housing, but we have not talked about having a goal of a diverse community and defined how that goal fits into our priorities. President Rozek relayed that is important to know the types of affordable housing and workforce housing.

Baker Tilly reviewed various incentives and what drives the gap to require incentives. When looking at development and analyzing projects, it is a balance of the confidence level of a variety of issues. There are also proactive and reaction approaches to development. Both types can occur in a community simultaneously.

The end result is to have a set of guidelines for how the Village will want to proceed with real estate development. Within that, we need to establish what our purpose and objectives are so we can decide how we want to participate in development. The meeting participants identified their top values/goals for development:

- A. Maintain and Continue to Establish a Diverse Community with a High Quality of Life
 - i. Economically/racially/socially
 - ii. Historic character
- B. Diversify Zoning Codes/Land Use Guidelines
 - i. Clear and consistent rules for development
 - ii. Conversion of single family to duplexes, vice versa
- C. Encourage Housing Options for Senior Citizens
 - i. Increase Affordable Senior Citizens Accessible Housing
 - a. Creation of life cycle attainable housing options
 - b. Resulting in available single-family homes for families
 - ii. Proactively Identify Site for Development and Redevelopment
- D. Identify and Develop Programs to Assist Existing Businesses
- E. Pursue Targeted Economic Development Strategies to Increase the Village's Tax Base
 - i. Encourage Population Growth
 - ii. Pursue Investments, Projects and Initiatives that Increase Visitor and Destination Attractions
 - iii. Recruit and Pursue Investments that Maintain and Create Quality, Well Compensated Jobs
- F. Build Jobs and Tax Base in the Village, while Creating Sustainable Development Opportunities

5. Adjournment.

Tr. Amenta moved, seconded by Tr. Maher to adjourn at 8:42 p.m. Motion carried 4 - 0.

Respectfully submitted,

Rebecca Ewald
Village Manager