



**Community Development Authority**  
**Meeting Minutes**  
**Friday, April 5, 2019**  
3930 N. Murray Avenue, Shorewood, WI 53211

**1. Call to order.**

The meeting was called to order at 7:31 a.m. Members present: Chair Peter Hammond, Tr. Jessica Carpenter, Mike Dawson, John Florsheim and Jon Krouse. Also Present: Village Manager Ewald, Planning and Development Director Bart Griepentrog and BID Executive Director Ericka Lang.

**2. Consideration of March 1, 2019 meeting minutes.**

Chair Hammond requested some non-substantial wording edits to the minutes. Ms. Dawson moved to approve the minutes, as amended, seconded by Mr. Krouse. Vote 5-0.

**3. Consider 2019 and 2020 priorities.**

Chair Hammond thanked Manager Ewald for the extensive history within the report and asked if the Authority had any questions or need for additional information. Mr. Krouse indicated there was no need to recap. The Authority then discussed the projected work list as detailed within the bulleted list in the report.

Manager Ewald provided updates on the current activities on the horizon, including the Transportation and Parking Analysis, neighborhood and business loan program review, recommendation of a financial advisor to the CDA, investing CDA funds and MOUs with the Village and BID.

Manager Ewald also posited how the CDA would like to move forward with better understanding housing issues. She indicated that there has been discussion of a market study to evaluate how housing has evolved since recent redevelopments and the concept of affordable housing. She noted that staff would come back to the CDA to confirm the specifics of what they would like to research, including a market study RFP. Chair Hammond noted that it would be great for the CDA to be able to have this conversation with the facts using the same information.

The CDA next discussed how they would like to proceed with educating and using TIF in Shorewood. Manager Ewald referenced a recent publication from the Wisconsin Policy Forum on the topic as a source of information. She noted that providing additional information to residents on this subject is often requested. Mr. Florsheim provided that, similar to school financing, this topic continues to be raised and that it's hard to provide answers to individuals with different backgrounds and desires, but that making the effort is good.

Chair Hammond noted that there are multiple levels to the education and that the first level starts with the CDA. He directed staff to provide education on TIF to the CDA, as well as the greater community. Mr. Florsheim noted that the information has to be presented in a way that is useful. Mr. Krouse agreed and mentioned that different depths of information for different interest groups could be provided. It was agreed that the Wisconsin Policy Forum report was a great place to start. Mr. Florsheim noted that a speaker from that organization would be terrific. Director Lang questioned if the education should be project specific or general. Ms. Dawson said it could be both, starting with basic and then more detailed if used in the future. Manager Ewald iterated that the education would be added to the toolbox and remain accessible for future reference. Tr. Carpenter indicated that a third party neutral voice would be critical and that the education does not need to be tied to a

specific project. She also noted that different levels of digestible information would be desired.

Manager Ewald also noted that the Conservation Committee had requested the CDA to weigh in on the draft Green Development Tools. Chair Hammond noted that these had been presented to the CDA previously, but that the document has been updated since that time. He suggested that the CDA should consider how to incorporate this information into its future activities. Mr. Krouse asked how these recommendations relate to the CDA's responsibilities, and Chair Hammond noted that they could be utilized when participation is sought, either through a redevelopment or loan, for example. Director Griepentrog mentioned that he's had discussion within his department about making this document more useful and perhaps splitting it out into two categories: residential and commercial. He also noted that three subcategories within each classification could be detailed: informational, required or incentivized. He noted that he would reach back out to the Conservation Committee with his ideas.

Chair Hammond asked the committee if they were in agreement on the bulleted list of initiatives presented, so that direction would be clear to staff as to what to work on. He included that direction on TID and the Green Development Tools was also requested. He noted a preference to wait on the Green Development Tools until the Conservation Committee needed action from the CDA.

Chair Hammond also questioned whether or not the CDA should also look at larger strategic goals as well. He noted that staff is dealing with a lot of tactical issues right now, but perhaps a closer look at overall strategy should be considered. Tr. Carpenter agreed and noted that as members of the community, the CDA's expertise is knowing the pulse of the community and being able to use staff to research and implement those ideas. Ms. Dawson noted that the CDA needs the big picture to help drive activities from year to year. Director Griepentrog offered that the current driving document referenced by staff is the Central District Master Plan. From a housing standpoint, he offered that the Village's adopted Comprehensive Plan has a housing chapter that should be referenced. Manager Ewald noted from a management standpoint a need for prioritization because we cannot do all things at the same time, particularly if we want them done well.

Director Lang noted that this item is listed as a consideration and she wanted clarity as to whether or not business loans could be considered while the program is being reevaluated. Mr. Krouse asked staff if the proposed changes to the program were more administrative or a potential total revamp. Manager Ewald noted that at a minimum the loans should be administered by a bank. Manager Ewald also noted that if the program was kept open in the interim, the BID would need to administer it. Director Lang noted that other than taking in the documents, the BID would not be able to review the contents of the materials to provide guidance on approval. Chair Hammond noted that without the needed process improvement, the program should be suspended for reevaluation and that no new applications be solicited or received. He is hopeful that the CDA could accomplish this within six months.

Chair Hammond asked the CDA to formally consider the priorities discussed. He asked for any additional feedback on the bulleted list. Ms. Dawson requested that the CDA add a working session to look at existing strategic planning. She noted that she'd like to do it before any housing study is considered. Chair Hammond expressed that this type of activity would not need to involve a lot of staff time and that it should be member driven. Mr. Krouse recommended to keep the list as drafted, and Ms. Dawson requested to add strategic planning. Mr. Krouse was

agreeable and noted that such planning could take place at a separate meeting. Manager Ewald confirmed that the strategic planning would take a look at the Central District Master Plan and offered to send out a survey of potential dates and times.

Mr. Krouse motioned to direct staff to focus on the priorities as submitted, in addition to strategic planning; seconded by Ms. Dawson. Chair Hammond confirmed that this motion included education on TIF. Mr. Krouse and Ms. Dawson agreed. Vote 5-0.

#### **4. 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. He highlighted discussions and documentation that took place in the last month regarding the taxable nature of the relocating Ascension clinic. Ms. Lang provided a verbal update, indicating that interest for opportunities in Shorewood has increased and that rents being too high is often an issue.

#### **5. Adjournment.**

Tr. Carpenter moved to adjourn the meeting at 8:42 a.m., seconded by Ms. Dawson. Vote 5-0.

Recorded by,



Bart Griepentrog, AICP  
Planning & Development Director