



Community Development Authority
Special Meeting Minutes
Wednesday, April 15, 2020 at 5:30 p.m.
via Tele/Video-Conference

Present: Chair Peter Hammond, Tr. Davida Amenta, Tr. Wesley Warren, Michal Dawson, Jon Krouse, Joe LeSage and Desty Lorino

Also present: Tr. Michael Maher, Tr. Jessica Carpenter, Arthur Ircink, Kathy Stokebrand, Village Manager, Rebecca Ewald, Finance Director Mark Emanuelson, BID Director Steph Salvia, and Planning and Development Director Bart Griepentrog.

1. Call to order.

The meeting was called to order at 5:35 pm.

2. Consider Emergency Business Assistance Program.

Chair Hammond provided a brief overview of the item, noting that the Village Board sent it back to the CDA after discussion of the previous proposal. He also mentioned that staff had incorporated feedback from the Village Board into the revised program, which was now more actionable, efficient and administratively doable.

Ms. Dawson supported the revised proposal, indicating that the changes made it better and appreciated the inclusion of eligibility by business types.

Tr. Amenta noted the inclusion of eligible and ineligible business types, but questioned what would happen to businesses not specifically listed. Chair Hammond responded that those applications would go to the CDA. Tr. Amenta stated that she did not believe well-capitalized businesses, such as dentists, or businesses, who could still function remotely, such as psychiatrists, should be eligible. She stated that encouraging women or minority-owned businesses to apply was not enough. She wanted to provide extra points or consideration to those business types. She requested that a checkbox be added to the application to identify this type of business, and Mr. Emanuelson confirmed that he could do that. She also wanted to consider including some language that would obligate businesses to pay back the grant if they moved, noting that the forgivable loan after six months model in Wauwatosa's program made sense. She questioned how the CDA's approval would be provided.

Mr. Emanuelson stated that the BID Director would be the primary contact who would accept and compile the applications. Those applications would then be forwarded to the Finance Director for additional review, prior to providing the entire list to the CDA for a review of applications that were unclear and approval of the remainder.

Lastly, Tr. Amenta noted the limitations of the Federal Payroll Protections Program (PPP), which had already been exhausted and excluded sole proprietorships. She felt like businesses should be asked whether or not they had received those funds and considered making those businesses ineligible or requiring the funds to be returned to the Village if they eventually received them.

Tr. Warren stated that he liked the revisions, particularly in relation to the increased structure and oversight. He questioned if the CDA should make it clear that businesses not listed as eligible or ineligible should either be brought to the CDA for consideration or made ineligible. He also stated a desire to include a stipulation that if a business moves that the Village should reserve the right to request the grant funds be reimbursed.

Mr. Lorino stated that it was a well thought out program and believed that any grey areas should not exclude applications. He also confirmed that the program would not exclude owner-occupants.

Mr. LeSage noted that he took into account comments provided by businesses, which helped him clarify some needs. He stated he has some concerns over getting this money to the right people, but understood how difficult that would be to administer and reiterated that the Village cannot pick favorites. He thus supported the high-level approach and stated that this program was a better use of the money than the Façade Improvement Program. He noted that helping to retain businesses was as good as attracting new ones.

Mr. Krouse noted that the program should be simple, quick and organized for effect. He agreed with the concerns mentioned, but stated that we do not have the time nor the resources to get through those issues efficiently. He stated that he supported the program as written and acknowledged that there may be some leaky stuff, but noted that is going to happen.

Mr. Lorino motioned to establish the Emergency Business Assistance Program as proposed; seconded by Mr. Krouse.

Tr. Warren moved to amend the original motion by adding a statement under the Program Administration section a clause stating that in the event a business voluntarily moves out of Shorewood within 6 months of the grant or receives reimbursement of rent duplicative of what is provided by this program that such business would reimburse the Village for the grant.

Mr. Lorino stated that he did not mind the reimbursement requirement if the business moved, but did not want to punish eligible businesses for accepting other grants. Ms. Dawson agreed noting that this program will not cover all costs, so let them apply. Tr. Amenta confirmed the grant amounts and noted that the program would give more grant funding to big places, but stated that people wanted to help small locations. Tr. Warren acknowledged the need for businesses to apply for other grants but stated he was trying to solve the problem of limited funds. Chair Hammond questioned how the Village would enforce the 6 month moving out clause, and Mr. Krouse agreed with the sentiment but stated it was not practical. Tr. Amenta reminded the Authority that there has been criticism of empty storefronts and warned of criticism for providing money to businesses who might leave. Tr. Warren withdrew his motion to amend.

Tr. Warren moved to amend the original motion by adding within the Administration section a clause that in the event that a business moves outside of Shorewood within 6 months that the Village reserves the right to ask for the money back; seconded by Tr. Amenta.

Tr. Warren added that this would not be an automatic trigger, but that if the CDA saw someone taking advantage of the program that they could try to get the funding back. Tr. Amenta questioned if it was more legally binding to stipulate such a clause, and Tr. Warren noted that he believed it was softer than that. Chair Hammond questioned if this clause would be important to the Village Board, and Tr. Warren confirmed that he thought it would be. Ms. Dawson indicated that she was willing to support it. Mr. Lorino noted that this was simply reserving the right to ask, but that guidelines would need to be discussed if funding were requested back. He also noted that he thought it would be unenforceable. Tr. Amenta questioned what collection would entail. Tr. Warren responded by noting that if they didn't put this clause in there could be no recourse later. He further noted that he did not anticipate deploying it, but that without it in there the CDA's position would be weakened substantially. Mr. Krouse stated that he was on board with the amendment and understood the Trustee's needs.

A roll call vote was taken on the amendment: Ms. Dawson – Aye, Mr. Lorino – Aye, Chair Hammond – Aye, Mr. Krouse – Aye, Mr. LeSage – Aye, Tr. Amenta – Aye, Tr. Warren – Aye. Vote 7-0.

Tr. Amenta reiterated her desire to provide a preference for women or minority-owned businesses. She moved to amend the original motion by adding a clause that stated if not enough money was available to fully fund requests that priority for full funding would be given to sole proprietor women and minority-owned businesses. Mr. Krouse noted that this would be impossible to administer. Chair Hammond questioned whether or not a percentage was being sought. Tr. Warren noted that there may be legal

parameters involved and requested that Attorney Bayer be consulted. Mr. Krouse stated that this assumes that women or minority-owned businesses needed preference and that this would be picking winners and losers again. Ms. Ewald confirmed that the intent of the motion would be to fully fund these types of businesses and prorate the remainder. The motion did not receive a second.

A roll call vote was taken on the original motion, which incorporated the approved amendment: Ms. Dawson – Aye, Mr. Lorino – Aye, Chair Hammond – Aye, Mr. Krouse – Aye, Mr. LeSage – Aye, Tr. Amenta – No, Tr. Warren – Aye. Vote 6-1.

3. Consider Amendment #2 to the MOU between the Village and CDA

Chair Hammond summarized that the current MOU between the Village and CDA was written very specifically and would need to be modified to reallocate funding from the Façade Improvement Program to the proposed Emergency Businesses Assistance program.

Ms. Dawson moved to approve addendum #2 to the MOU between the Village of Shorewood and the Shorewood Community Development Authority to redirect any remaining Façade Improvement Grant funding balances to fund the Emergency Business Assistance Program, and recommend to the Shorewood Village Board to approve similar action; seconded by Tr. Warren.

A roll call vote was taken: Ms. Dawson – Aye, Mr. Lorino – Aye, Chair Hammond – Aye, Mr. Krouse – Aye, Mr. LeSage – Aye, Tr. Amenta – No, Tr. Warren – Aye. Vote 6-1.

4. Consider motion to apply general CDA activity funds to support the Emergency Business Assistance Program

Chair Hammond stated that a similar action would be needed to transfer general CDA activity funds to support the Emergency Business Assistance Program.

Ms. Dawson moved to apply \$90,000 of general CDA activity funds, which would be consistent with the MOU between the Village and CDA, to support the Emergency Business Assistance Program, pending the Shorewood Village Board approval of addendum #2 to the MOU to redirect Façade Improvement Grant funding for the same; seconded by Mr. Lorino.

A roll call vote was taken: Ms. Dawson – Aye, Mr. Lorino – Aye, Chair Hammond – Aye, Mr. Krouse – Aye, Mr. LeSage – Aye, Tr. Amenta – No, Tr. Warren – Aye. Vote 6-1.

5. Adjournment.

Chair Hammond motioned to adjourn the meeting at 6:52 pm; seconded by Mr. Krouse. Vote 7-0.

Respectfully submitted,



Bart Griepentrog, AICP
Planning & Development Director