



Community Development Authority Meeting Minutes

Friday, February 1, 2019

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 7:33 a.m. Members present: Chair Peter Hammond (via phone), Tr. Jessica Carpenter (arrived during item 3), Tr. Wesley Warren, Mike Dawson, Jon Krouse and John Florsheim (arrived during item 3). Also Present: Village President Allison Rozek, Village Manager Rebecca Ewald, Planning and Development Director Bart Griepentrog, Finance Director Mark Emanuelson and BID Executive Director Ericka Lang.

2. Consideration of December 7, 2018 meeting minutes.

Ms. Dawson moved to approve the minutes, seconded by Mr. Krouse. Vote 4-0.

3. Review of Q4 Financial.

Director Emanuelson presented an overview of the Q4 Financial report.

Tr. Carpenter questioned why the two outstanding façade grants were so late in reimbursement. Ms. Lang noted that the reimbursement for Blue's Egg was still missing one document, but would be submitted shortly. It was also noted that the application date for the PowerCycle sign was not accurate and that the materials for that reimbursement were submitted this week. Manager Ewald also questioned the timeline for reimbursement and was informed that the agreements extend for 60 days after completion. Mr. Krouse confirmed that the BID administers the program. Chair Hammond noted that the CDA wants to work with the businesses on these grants and not be too procedural, but rather be a partner. Tr. Warren questioned why the grant amounts and amount disbursed do not align, and was informed that the reimbursements are based on actual costs.

Several line items in the report were discussed, including a decrease in loan interest income due to loans being paid off and increased professional financial fees due to requests for edits to the CDA Annual Report. Manager Ewald noted that a new process for the annual report would be sought moving forward.

President Rozek questioned where funding from the Transportation and Parking Analysis could be sourced and was informed that the Assessment and Planning line item would be utilized. President Rozek also questioned how the budget totaled \$1.1M while the Village only transferred approximately \$880,000. Director Emanuelson noted that transfer of loans are also a part of the budget amount.

Chair Hammond questioned whether the CDA should discuss the restricted account balances and the appropriate uses of those funds. Manager Ewald noted that topic would be placed on a future agenda, along with investing CDA funds. Chair Hammond concurred, noting that it would be a new process. Mr. Krouse questioned what was new about it and was informed that the money was only recently transferred around 2 years ago.

President Rozek also noted that the TIF plans have budgets. Director Emanuelson noted that historically TID 1 funded many projects, but the spending period for that is now closed. He further noted that the other TIDs have more constrained budgets. Tr. Warren questioned where those TID budgets are tracked, and Director Emanuelson noted that they were in the Village Board's annual and quarterly reports.

The CDA also discussed the future procedure for reviewing and voting on a budget amount for the Transportation and Parking Analysis, and was informed that it would come back to them in March. Manager Ewald summarized an understanding that the CDA has expressed an agreement in principle on participating in the study, but not on a specific amount as that would need to be determined by the results of the RFP.

4. Consider joint participation with the Village in RFP for financial advisory services.

Chair Hammond presented this item and noted that it makes sense for the CDA to participate in the RFP and could follow the Board's lead, but must make their own determination for their needs. Chair Hammond noted that it will be important for the CDA to know the implications if they chose a different advisor than the Village Board. It was noted that there would be one RFP but separate line items or scopes for Village and CDA services and that each entity could choose their advisor out of the same respondents. Mr. Florsheim noted that from a practical standpoint the RFP would serve a fiduciary responsibility to make sure that competitive bids were received. President Rozek also noted that the RFP would provide equal opportunity to all contractors. She also noted that selection criteria and scoring should be set up. Chair Hammond reiterated that it would be the CDA's responsibility to make its own determination.

Mr. Florsheim motioned to move forward with the RFP process with staff bringing back the RFP to the CDA for approval prior to issuance and the CDA ultimately selecting their own financial advisor at the end of the process; seconded by Ms. Dawson. Vote 6-0.

5. Review of suggestions for 2019 community survey.

Chair Hammond referenced the materials that were provided to the CDA in their meeting packets. Manager Ewald informed the CDA that the survey was being provided to other committees for suggestions of things to include. Suggestions would be forwarded to the Strategic Initiatives Committee for inclusion. President Rozek provided a brief history, noting that changes to the survey should be minimal, so that comparative data can be learned. Mr. Krouse noted that some form of data needs to be gathered on housing affordability. The CDA discussed options to include related to that issue and Manager Ewald noted that staff will be looking into the Neighborhood Loan Program this spring and that a market study may be associated with that. Director Griepentrog also noted that data from the Census and American Community Survey regarding housing issues can also be accessed for free at any time.

Ultimately there was consensus that the CDA did not have anything to add to the community survey at this time.

6. 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.

Of note within the scope of the report, the CDA discussed the activity surrounding the meeting of the Village President, CDA Chair, Village Manager, Planning Director

and potential developer of the former North Shore Bank site at 4414 N. Oakland Ave. (Mr. Florsheim excused himself for the discussion.)

Chair Hammond mentioned that he had received some questions from several members about the process that he wanted to clarify. He noted that as part of an early exploratory stage, developers often want to gather information and learn more about a potential project without it being a big deal, so they reach out to staff to ask questions. In this instance staff also invited the Chair and Village President to participate in that conversation. That conversation is then brought back to the CDA, so that the group understands what is going on. He noted that others have asked to participate, and he wants to be respectful of their requests. But, suggested that developers would likely be reluctant to have any public discussion while still in the fact-finding stage.

President Rozek noted that this process is the same as within any other municipality she's worked in. Developers always meet with staff to discuss such issues and then once they have a request then it would go to the full CDA. However, at this time, President Rozek noted that she would want to know if the CDA was open to any participation that would be worth bringing back to the conversation. Tr. Carpenter agreed and iterated that she would like to establish a baseline understanding of what other people think, so that a realistic expectation can be conveyed.

Ultimately, Chair Hammond noted that this was a good discussion and should be added to a future agenda. He also asked for direction from the CDA about how to handle future meeting requests. Tr. Carpenter agreed that is should be discussed as a future agenda item. President Rozek noted that drafting a policy has been discussed for several years. Chair Hammond noted that the CDA did offer that as an initiative last year. Manager Ewald noted that some other items would need to be dealt with first, but that this conversation would be brought back.

Tr. Warren excused himself after this discussion.

Executive Director Lang discussed the updates listed within her report, including forthcoming façade and business loan requests. (Mr. Florsheim re-entered the meeting.) Some discussion took place as to whether or not to bring loan requests that exceed the maximum amount to the CDA prior to financial evaluation. It was generally agreed that having all of the data, including financial evaluation, to review the request was preferred.

7. Adjournment.

Mr. Krouse moved to adjourn the meeting at 9:10 a.m., seconded by Tr. Carpenter. Vote 5-0.

Recorded by,



Bart Griepentrog, AICP
Planning & Development Director