



Community Development Authority Meeting Agenda

Friday, August 9, 2019 at 7:30 a.m.

Village Hall Committee Room

3930 N. Murray Avenue, Shorewood, WI 53211

Present: Chair Peter Hammond, Tr. Davida Amenta, Tr. Wesley Warren (arrived during item 4), Michal Dawson, Desty Lorino and Joe Lesage. Also present: Village Manager Rebecca Ewald, Finance Director Mark Emanuelson, Planning and Development Director Bart Griepentrog and BID Director Ericka Lang.

1. Call to order.

The meeting was called to order at 7:32 am.

2. Consider July 12, 2019 meeting minutes.

Ms. Dawson moved to approve the minutes, as drafted, seconded by Mr. Lesage. Vote 5-0.

3. Consider investment of cash balances pursuant to CDA investment policy.

Chair Hammond noted that the investment policy allows investment of up to 90% of the CDA's funds. He questioned if there were any timing or access needs that would need to be met with these funds. Mr. Emanuelson noted that the remaining 10% of cash reserves would be sufficient to cover any needs on a monthly basis, at which point the investment would be reset. Mr. Lesage questioned the amount of funds on hand and whether or not it was high. Chair Hammond noted that it is relatively new for the CDA to have these funds, which were approximately \$960,000 at this time.

Tr. Amenta moved to direct village staff to designate, on a monthly basis, a value equivalent to 90% of the reserve cash balances of the CDA to be held in the LGIP account of the village; seconded by Ms. Dawson. Vote 5-0.

4. Review of Q2 financial report.

Mr. Emanuelson provided an update to the CDA of activity through the second quarter of 2019. He noted that expenses from the Transportation and Planning Analysis would hit the report in the third quarter. Chair Hammond noted that it was good to see that activity was up on the façade grant program. Mr. Emanuelson noted that Mark Sweet paid off the balance of his loan in July. Tr. Warren questioned if there was an update on the Kensington Liquor loan, and Ms. Ewald responded that the CDA's attorney has reached out to them and filed the appropriate notices.

5. Consider façade grant for Alliance Francaise Milwaukee.

Mr. Griepentrog provided a brief overview of the request, noting that the entire building recently received a façade grant. As part of that project, the awning above this tenant space will be removed and the tenant has applied for a façade grant to replace it. Per the current façade program, grant requests are capped at \$10,000 per storefront within a five-year period. Any subsequent request within that period requires direct approval by a majority of CDA members.

Tr. Amenta noted that the cap on grants to the same storefront within a five-year period was incorporated to prohibit repeat requests for the same building from new property owners as they simply changed hands. Mr. Lesage noted that he was open to allowing new tenants to be eligible. Tr. Amenta questioned if the applicant could have rolled this awning request into the painting request. Ms. Lang noted that they could have, but that the request amount is capped at \$10,000, so each project would have received less funding. Tr. Warren noted that he supported this request based on the criteria within the program and is being requested by a different applicant, who is a long-term business within the community, and that the lower bid was selected. Tr. Amenta noted that she was not going to support this application due to the previous \$10,000 grant for painting. Chair Hammond indicated that the painting grant was a program issue and should not affect the consideration of this application.

There was general agreement that the program needs to be revisited, including discussion of whether or not signs requests should be considered separate from building improvements.

Tr. Warren moved to approve the façade grant for Alliance Franciase de Milwaukee; seconded by Ms. Dawson. Vote 5-1 (Tr. Amenta voting nay)

6. Review of prior plans.

Chair Hammond noted that this item was desired to re-orient or educate the CDA to the underlying documents that are guiding the CDA's current programs. He opened the conversation up by asking Trustees and staff how they use these documents in their day-to-day actions. Mr. Griepentrog stated that he references it when asked what the community vision is for a particular place or project site. Ms. Ewald agreed that the documents are usually referenced in a specific fashion for particular sites or topics. Tr. Warren noted that they are useful as a reference guide or high-level strategy. Tr. Amenta provided that it was an interesting exercise to take another look at these documents to see where things have changed in the market. She noted that supporting school enrollment was a primary goal and multi-family development was seen as a strategy to open up single-family home options for more residents. However, she questioned if that has been successful or if the other market actions took place and stated that this was a good opportunity to re-examine. Chair Hammond concurred that the general philosophy underlying these documents was worth discussion in current terms. He also raised the point that the market is the market and the CDA should understand what control it has or wants to have on that.

Members discussed their perspectives on how the Shorewood market has responded to recent developments. Mr. Lesage stated that you cannot control the psychology of people's decisions and noted that people are staying in their houses longer, in part because they want yards. Tr. Amenta stated that older people do not always want to move. Mr. Lorino indicated that most people want to own and not rent, and that the market for multi-family apartments is saturated. He noted that past projects were changed from condos to apartments to respond to the market at the time, but those may be converting in the future. He also noted that individual units are worth more than the whole and would benefit the tax base. Ms. Lang provided her memory that when drafting the current programs banks would tell her that this is not a starter home community. Mr. Lorino stated that interest rates also have a role in that discussion.

Chair Hammond summarized that the documents are being used and are helpful for orientation of new members. He noted that it would be good to pull out key themes and make them more concise. Tr. Warren shared that they were useful for him as he on-boarded as a new Trustee. He also noted that sometimes decisions reinforce these documents, but sometimes it is necessary to diverge. Chair Hammond agreed and mentioned there is a need to review and reconfirm the priorities. For example, he noted a desire to review target sites and understand what those even mean.

Ms. Ewald shared that the CDA is going to have the opportunity to review everything early next year as part of a joint strategy session with the Village Board the new financial advisors from Baker Tilly. A facilitator will lead two meetings with the groups, in conjunction with the results of the housing study that is being performed this fall. It is hoped that the results of those meetings will help staff pursue short term goals and better understand long term goals, such as a TIF policy. Chair Hammond noted that it will also be good to discuss a process for staying up to date.

As an overall question, Tr. Amenta noted that the groups need to understand who they are planning for and what unintended consequences may result. She noted that the multi-family development brought in new residents who have supported growth in the business district. Chair Hammond agreed that there are always unintended consequences and emphasized that it's important that the CDA asks the right questions when reviewing its actions.

7. Review of PDD and BID monthly reports.

Mr. Griepentrog answered questions relating to his monthly report. He provided a status update on the ongoing Transportation and Parking Analysis and responses to the RFP for the CDA's housing study. Several questions were asked about the proposed occupancy at 4001 N. Oakland Ave. by Sage Specialty Pharmacy.

Ms. Lang discussed recent inquiries for commercial vacancies. She noted possible improvements at the space adjoining Crave Café next year. She requested that the CDA consider meeting with the current broker of the former North Shore Bank office building to better understand possible repurposing of the building.

8. Adjournment.

Mr. Lesage moved to adjourn the meeting at 8:47 am; seconded by Ms. Dawson. Vote 6-0.

Respectfully submitted,

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

Bart Griepentrog, AICP
Planning & Development Director