



Community Development Authority
Meeting Agenda
Friday, September 12, 2019 at 7:30 a.m.
Village Hall Committee Room
3930 N. Murray Avenue, Shorewood, WI 53211

Present: Chair Peter Hammond, Tr. Davida Amenta (arrived during item 3), Tr. Wesley Warren (arrived during item 3), Michal Dawson, Jon Krouse, Desty Lorino (arrived during item 3), and Joe Lesage.

Also present: Planning and Development Director Bart Griepentrog.

1. Call to order.

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

2. Consider August 9, 2019 meeting minutes.

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

3. Consider updates to Façade Improvement Program relative to paint, awnings and signs. (Part 1 – 0:38)

Chair Hammond noted the materials provided in the packet, which detailed the current program and summarized the proposed changes. Planning Director Griepentrog indicated that two topics were covered in the proposal. One would remove painting as an eligible activity, unless incidental to a larger, approved project. The other would create a separate category for signage and awning grants, apart from façade improvement grants. Chair Hammond noted that he was agreeable to proceeding with removing painting, but preferred to hold off on creating a separate category for signage and awnings. He also noted that any change would need to be approved by the Village Board, per the MOU. Tr. Amenta suggested that grants could be geared towards more historic properties and was not supportive of creating a separate category for signage.

Mr. Lesage moved to recommend modifying the Façade Improvement Program by including “Painting, unless incidental to a larger approved project” as a non-eligible activity; seconded by Tr. Warren. Vote 7-0.

4. Consider proposals for housing study. (Part 1 – 11:50)

Planning Director Griepentrog provided an overview of the RFP review process indicating that three consultants were selected based off their proposals and followed-up with via phone interview. Based on proposal content, work samples, references and the phone interview, staff was recommending to contract with Novogradac to perform the study. Tr. Amenta noted that most firms were from out of state and questioned if any local firms bid. Planning Director Griepentrog noted that Redevelopment Resources was from Madison and SB Friedman was from Chicago. She noted that it might also be good to have an outside perspective. Chair Hammond agreed and noted that there are similarities between the Kansas City and Milwaukee markets. Mr. Krouse noted that CDA members, staff and other stakeholders can provide local perspective. Tr. Amenta confirmed that two public meetings would be included. Tr. Warren asked Planning Director Griepentrog to summarize why staff was recommending Novogradac, and he provided that they had access to large data sources, their chosen personnel had proven experience, their provided sample work included detailed and nuanced interpretations of the data. Tr. Amenta questioned if women or minority representation was part of the consideration. Planning Director Griepentrog noted that two of the three personnel on the Novogradac team were women.

Tr. Amenta moved to approve that the CDA contract with Novogradac to perform a Comprehensive Housing Market Study and Needs Analysis for an amount not to exceed \$35,000; seconded by Ms. Dawson. Tr. Warren questioned the proposed amount, noting a discrepancy in the memo within the

packet. Planning Director Griepentrog acknowledged the error in the memo and confirmed that the proposed price was \$35,000. Vote 6-0. (Mr. Lesage abstained.)

5. Update on 2020 Strategic Planning Initiative. (Part 2 – 6:26)

On behalf of Village Manager Ewald, Planning Director Griepentrog provided a brief update, noting that on August 20, President Rozek, Chair Hammond, Tr. Amenta, Village Manager Ewald, Finance Director Emanuelson and Planning Director Griepentrog met with the new financial advisors at Baker Tilly to strategize the schedule and content for the collaborative Village Board and CDA initiative of Strategic Planning. It was concluded that surveys would be distributed to all volunteer committees, including the Village Board and CDA, to seek their thoughts prior to two planning sessions that will be held in January of 2020. Chair Hammond and Tr. Amenta also shared their recollections of the meeting and noted that it was helpful to give the consultants a good perspective on where the Village has been and what it is looking to get out of this initiative moving forward together. CDA members shared their perspectives on whether or not the community felt more or less like a village, in relation to the potential outcomes of strategic planning. Planning Director Griepentrog summarized that the survey would be drafted and shared shortly, in order to give volunteer committees/commissions time to discuss and submit their collective thoughts to the process. Chair Hammond clarified that committees/commissions would submit a coordinated response, but CDA and Village Board members would be provided the opportunity to submit individually.

6. Review of PDD and BID monthly reports. (Part 3 – 9:05)

Planning Director Griepentrog summarized the contents of his report and answered questions from CDA members on various topics, including the Ascension clinic's grand opening, Casa de Corazon's progress, the Transportation and Parking Analysis, potential business occupancies, planning for potential marijuana uses, commercial vacancy registration. He noted a letter from the Greater Milwaukee Association of Realtors, which expressed their views on multi-family construction in the region, was included in the CDA packet for reference. CDA members shared their perspectives on the topic, which would also likely be covered in the upcoming housing study.

7. Adjournment. (Part 4 – 16:35)

Ms. Dawson moved to adjourn the meeting at 8:40 am; seconded by Tr. Warren. Vote 7-0.

Respectfully submitted,



Bart Griepentrog, AICP
Planning & Development Director