



**Community Development Authority  
Meeting Agenda  
Friday, October 11, 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 3), Michal Dawson, Jon Krouse, Desty Lorino, and Joe Lesage.

Also present: Village Manager, Rebecca Ewald, and Planning and Development Director Bart Griepentrog.

**1. Call to order.**

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

**2. Consider September 12, 2019 meeting minutes.**

Ms. Dawson moved to approve the minutes, as drafted, seconded by Mr. Krouse. Vote 6-0.

**3. Discuss Comprehensive Market Study and Needs Analysis project timeline and proposed public engagement efforts. (Part 1 – 0:28)**

Director Griepentrog presented a brief overview of the proposed timeline for the Housing Market Study and Needs Analysis. The new timeline pushed the finished product into February 2020 and would involve Town Hall meetings the week of November 4<sup>th</sup>. Chair Hammond questioned if the revised timeline allowed us enough time to promote the public engagement. Director Griepentrog informed that a similar communication strategy to what has taken place with the Transportation and Parking Analysis would be undertaken. Tr. Amenta suggested using the Library to help drive engagement. Mr. Krouse mentioned that CDA members could also promote the activities to their personal networks. Summarizing the timeline, Chair Hammond noted that the projected dates seemed to work and that leaving the final presentation in February would provide some cushion, if needed. Tr. Amenta also noted that the public may be more interested in the recommendations and time may be needed to confirm those aspects. She mentioned that the January 13<sup>th</sup> presentation of recommendations could be scheduled as a special night CDA meeting.

Chair Hammond provided a quick overview of the survey and questioned the concept of gathering people's personal experience versus opinions. Members Krouse and Lorino noted that quantitative data would also be gathered by the consultant. Director Griepentrog and Manager Ewald added that follow-up stakeholder interviews would be utilized to clarify the compiled data to test perceptions with reality. Mr. Krouse concurred that his goal for the analysis would be to understand the reality of our situation. Tr. Warren noted that we'll still need to deal with perceptions. Chair Hammond stated that it's easier to do that with data.

Chair Hammond expressed some caution in making sure that public comment is obtained in a thoughtful way. Director Griepentrog suggested that the Town Hall and online survey were more broad in nature, but that those efforts would be coupled with the quantitative data to identify areas unique to Shorewood that needed more clarification. That clarification would be sought through key stakeholder interviews within the process. Mr. Krouse requested that staff follow-up with the consultant to confirm how that would take place. Chair Hammond mentioned that the expertise of the consultants should also be able to help us identify aspects that there may not be data about. Tr. Amenta noted that she'd like to see them focus on groups who are transitioning, such as seniors, young families, renters or established families who want a bigger house. Tr. Warren added that he wanted to better understand who we are targeting or prioritizing in this study, because we cannot do everything. Chair Hammond summarized that he did not want to expand the scope of the project, but wanted to make sure that we are getting enough input to make the study complete. Manager Ewald reiterated that the data will be valuable.

Members discussed the limitations of doing a housing study in a built-out community. Mr. Lesage noted that environmental considerations, such as energy efficiency programs may be useful. Mr. Krouse noted that the age of our housing stock may be topical and could result in specific recommendations. He further noted that this study will be a good start and could identify other things to look into. Chair Hammond concluded that this study really should focus on providing the data and utilizing things like the survey to support that information with some element of community perception. He noted that focus groups could be an element of a future project. Mr. Krouse agree that this study can provide the base and may or may not lead to other actions.

Tr. Amenta noted that the CDA needs to be thoughtful in reaching out to people to participate in the survey to make sure that he data collected is useful. Manager Ewald noted that the results of the survey will not necessarily be statistically sound. Chair Hammond agreed and stated that the survey will provide perception, but that the actual data will come from other sources.

With regards to the draft survey, Chair Hammond noted that it was rather long, but agreed with others that many of the questions were easy to get through. Director Griepentrog noted that he felt like some questions were missing, particularly with relation to potential modifications to the home loan program and the topic of short term rentals. Chair Hammond suggested that question six be removed, and the members agreed. Question twelve was also questioned, but ultimately left in at the discretion of the consultant as the experts. Chair Hammond discussed the wording of questions 18 and 19 and suggested that it should be rewritten to obtain personal perspective or support rather than an uninformed opinion. Tr. Amenta wondered if question 15 was asking too much and was difficult to answer. Mr. Krouse wondered if the questions could be written with more nuance or logic that could lead to questions most relevant to the respondent. Director Griepentrog noted the difficulty of designing that type of survey in paper form, but suggested that the online version could have those features.

Chair Hammond reiterated the point that the survey needs to be promoted to as many people as possible. Mr. Lesage noted that in order to get a better response, the survey needed to be shorter and to the point. He suggested reordering it so that the most important or relevant questions are asked first. Tr. Warren noted that it was long, but quick to take. Mr. Lorino commented that it did not lead the responder into answering any questions in a certain way, which he appreciated. Chair Hammond expressed a desire to limit the survey to 20 questions, if possible.

Staff was directed to provide the comments from discussion to the consultant for incorporation into a revised draft, which would be shared back with the CDA for review prior to the next meeting.

**4. Review of PDD and BID monthly reports. (Part 4 – 13:56)**

Chair Hammond asked the CDA if they had any questions for Director Griepentrog pertaining to his PDD monthly report. Tr. Warren confirmed that Thief Wine and North Star Bistro received the same façade grant amounts. Tr. Amenta asked for additional clarification on the meeting with the new brokers for North Shore Bank and whether or not there were any updates with the former North Shore Legion Post. Director Griepentrog noted that staff is expecting to meet with the new property owner shortly.

**5. Adjournment. (Part 5 – 1:40)**

Tr. Amenta moved to adjourn the meeting at 8:42 am; seconded by Mr. Lesage. Vote 7-0.

Respectfully submitted,



Bart Griepentrog, AICP  
Planning & Development Director