

**COMMUNITY DEVELOPMENT AUTHORITY MEETING**

**February 18, 2010**

Chairman Whalen called the meeting to order at approximately 6:00 p.m. Appropriate meeting notification was confirmed.

**Members present:** Day, Nold, Blaska, Whalen, Sullivan and Zastrow

**Staff present:** Duffy, Gard and Wallace

- 2) **Public Hearings:** None.
- 3) **Comments from the audience:** None.
- 4) **Review CDA Mission:** None.
- 5) **Approval of January 21, 2010 Meeting Minutes:** Motion made by Blaska to approve the minutes of the January 21, 2010; second by Zastrow. Motion carried unanimously.
- 6) **Old Business:**
  - A. **Discussion: Downtown Updates** – Duffy reported W. Wisconsin Avenue utility reconstruction has started. Two new businesses opened in downtown. They are: AC Troyer Gallery at 148 E. Wisconsin Avenue and Natural Health Center for Acupuncture and Wellness at 132 N. Main Street. Duffy gave an update on the high-speed rail station. A map was included in the packets to show how it ties into the downtown. Duffy stated the City would meet with the DOT in the future.
- 7) **New Business:**
  - A. **Recommendations for CDA activities in 2010** – Duffy stated at the last meeting members requested information to understand the process. In response, Duffy stated going into an existing building, you would need a Certificate of Zoning Compliance, which is normally approved in 3-4 days. Complex projects require conditional use permits. An example would be a restaurant. This process takes approximately 60-90 days. A planned development is the most complex. This process takes approximately 4-9 months. As the members reviewed and discussed the processes, some comments and concerns were as follows: why so many copies, who needs the copies, cost of making changes, the need to simplify, procedures, change-zoning ordinance and the need to start a feedback form after the process is completed.

Motion made by Day to recommend Staff and Plan Commission review the different processes and measures to evaluate and seek expedited and efficient review process, second by Zastrow. Motion carried unanimously.
  - B. **Discussion: Proposed Business Development Loan Pool for Downtown** – Duffy stated he has been working with Mark Mohr and Nate Zastrow, from First Financial Centre, for the past 4-5 months on what we can do to help downtown development. First Financial will commit \$300,000 to establish a low interest loan pool. The program is designed to encourage new development downtown. Duffy stated that all banks in the City received the information about getting involved in the past, but no responses. Members questioned the CDA's authority to participate in providing City funding. Members directed Duffy to clarify the legal questions and bring this back at the next meeting. The group agreed with Mayor Sullivan that if the CDA had the authority to participate, we should follow through with other financial institutions to get involved.

C. **Discussion: Downtown Design Guidelines** – Duffy stated that less than a year ago, CDA went through a review of specific redevelopment area guidelines. It was put on hold as it was questioned: Do we move forward before or after the Waterfront Plan approval? The intent was to redefine areas and create planned development parameters. Members discussed making an application of redevelopment, taking it through the process and maximizing the guidelines. Members need to think about the different development areas and revisit in March. There was consensus on recommending the amended guidelines with formal action to come at the next CDA meeting.

D. **Discussion: Community Promotional Campaign** – Duffy passed around a folder of marketing information. Duffy stated he wanted the CDA to be aware of the promotional ads and community ads that are being done. Members discussed expediting funds for promotional materials. In addition, Duffy stated he is working with the Chamber of Commerce on the 2010 visitor guides.

Motion made by Day that the CDA recommend and support Council in expediting funds to allow additional work on taking the promotional material presented tonight to the next level of refinement, second by Zastrow. Motion carried unanimously.

E. **Discussion: Downtown Waterfront Master Plan** – Duffy passed out a copy of the Waterfront Master Plan. He stated that he met with Mark Powers, from Lake Country Engineering. It will be another week before the map is completed. Powers has identified shoreline and will take pictures of corners of buildings. Duffy stated he talked to Bob Felker and explained where we were. Duffy indicated that it would probably be most expedient to invite Mr. Felker to a Downtown Waterfront Master Plan Committee meeting rather than just the CDA, because some of the original Waterfront Committee could explain the rationale in recommending the plan.

8) **Discussion: CDA Report/Information to be shared with Plan Commission and Common Council** – None.

9) **Comments from CDA Members:** None.

The next meeting will be on March 18, 2010 at 6:00 p.m.

Motion by Sullivan to adjourn; second by Blaska. Motion carried unanimously. (7:56 p.m.)

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Tina Wallace, Administrative Assistant