

COMMUNITY DEVELOPMENT AUTHORITY MEETING

March 18, 2010

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

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

Excused Members: Day

Staff present: Duffy and Wallace

2) **Public Hearings:** None.

3) **Comments from the audience:** None.

4) **Review CDA Mission:** None.

5) **Approval of February 18, 2010 Meeting Minutes:** Motion made by Nold to approve the minutes of the February 18, 2010; second by Blaska. Motion carried unanimously.

6) **Old Business:**

A. **Discussion: Downtown Updates** – Duffy reported W. Wisconsin Avenue construction continues. The DOT project meeting will be held on April 14, 2010 at Lutheran Homes with the hired contractors.

7) **New Business:**

A. **Discussion/Action: Proposed Business Development Loan Pool for Downtown** – Duffy stated this was discussed at the last CDA meeting and to be put on the agenda as an action item. Duffy stated he talked to legal counsel, Bill Chapman and he concurred and suggested that the CDA recommend that we proceed and encourage Common Council to adopt the resolution. This resolution would go to the Finance Committee first and then to Common Council.

Motion made by Whalen to Establish a Business Development Loan Pool not subject to the \$10,000 limit in the bylaws; second by Blaska. Motion carried. Zastrow Abstained.

B. **Discussion/Action: Downtown Design Guidelines** – Duffy stated he has updated the Downtown Design Guidelines with the modification of including the roundabout area. Members discussed the concern of the Height and Height Bonus in the roundabout area. Members agreed to the following changes: Under Wisconsin Avenue and Silver Lake Frontage, remove the minimum 2 stories, change maximum to 3 stories, change the height from 50' to 40', remove minimum 6' setback at 4th story and remove the same information under the Height Bonus.

Whalen stated a joint meeting with the Common Council should be setup to gain consensus on the design guidelines sometime in the future.

Motion made by Zastrow that the CDA recommends the updated Downtown Design Guidelines for adoption with the roundabout area included; second by Nold. Motion carried unanimously.

C. **Discussion/Update: Community Promotional Campaign** – Duffy stated Common Council has approved the Continuing Appropriations for the Bureau. This includes the funds needed to proceed with promotional campaign project with Thiel Design. Duffy reported that the Chamber has started the ad process for the visitor guides. Thiel Design has developed ads to promote tourism, the Library and Park & Recreation Departments.

8) **Discussion: CDA Report/Information to be shared with Plan Commission and Common Council** – Duffy stated he would put together a resolution regarding the Loan Pool and submit it to Common Council for approval. Whalen asked the members to attend. Blaska will give the CDA statement of support if Whalen cannot attend.

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

Motion by Nold to adjourn; second by Blaska. Motion carried unanimously. (6:22 p.m.)

Tina Wallace, Administrative Assistant