

COMMUNITY DEVELOPMENT AUTHORITY MEETING

June 17, 2010

Chairman Whalen called the meeting to order at approximately 6:04 p.m. Appropriate meeting notification was confirmed.

Members present: Day, Whalen, Kohlenberg and Dawson

Excused Members: Mayor Daley, Blaska and Zastrow

Staff present: Duffy, Gard and Wallace

2) **Public Hearings:** None.

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

4) **Review CDA Mission:** Day read the mission statement.

5) **Approval of March 18, 2010 Meeting Minutes:** Motion made by Day to approve the minutes of the March 18, 2010; second by Whalen. Motion carried.

6) **Old Business:**

A. **Discussion: Downtown Updates** – Duffy reported that Labelle Boutique, located at 117 Wisconsin Avenue, would be opening Saturday. In addition, Duffy stated that Plan Commission and Common Council approved the conditional use permit for Fiesta Cancun. They are planning to remove the existing red canopy and utilize that space as an outdoor patio and expand into the adjacent building.

In addition, Duffy stated that the Mayor had a few individuals from downtown speak at the Committee-of-the-whole meeting this past week. CDA members Dawson, Kohlenberg, and Whalen had been at the meeting to hear the comments.

7) **New Business:**

A. **Discussion/Action: Downtown Business Development Loan Approval** – Duffy stated the loan pool was established to help businesses such as, retail/restaurants in the downtown. Lori Boldig submitted an application to open her own framing and gallery. This is the first request to be processed. Duffy gave a brief background. The request had been scrutinized by the CFO of First Bank, which is funding the loan pool, the City Attorney, The City Administrator, City Finance Director and the City Economic Development Director and is unanimously recommended to the CDA.

Members discussed some issues and concerns as follows: the loan pool approval process, what happens if the business goes out of business, what the loan is used is for and in future applications, members would like a copy of the business plan, with the understanding that privileged information will not be included.

Ms. Boldig explained her business plan to the members. Kohlenberg stated he objects to the approval of the loan at this meeting because he wants more time to pursue information. Day pointed out that the agenda packet, along with the information provided in person by Ms. Boldig at this meeting, provided substantial information to those who had read it. Kohlenberg stated he did not read the agenda packet.

Motion made by Day to approve the loan request of \$25,000 for Lori's Frame & Gift Shop located at 153 E. Wisconsin Avenue; second by Whalen. Motion carried, 3-0 with Kohlenberg abstaining.

- B. Discussion/Action: Downtown Design Guidelines** – Duffy stated that the CDA has been working on this for quite some time. The next step is to meet with Common Council.

Members discussed the guidelines, the key issues of height, density and parking and the need for a joint meeting with Common Council.

Duffy pointed out that proposals in the downtown use the Planned Development process of the zoning ordinance. If the council approved, we could use the design guidelines to draw up planned development districts for the various areas. This would provide more direction and assurances to developers, and shorten the approval process.

Whalen stated a joint meeting with the Common Council should be setup to gain consensus on the design guidelines sometime in the near future. Duffy stated he would consult with the mayor to setup the meeting.

- C. Discussion/Action: Business Attraction Piece** – Duffy stated he did a promotional campaign with Thiel Design. Thiel Design has developed ads to promote tourism, the Library and Park & Recreation Departments. Duffy stated he has a proposal with Thiel for the business attraction piece. He needs acceptance to continue using Thiele.

Members discussed the promotional ideas.

Motion by Whalen to approve Thiel Design project estimate to develop the business attraction piece, second by Day. Motion tied 2-2. Kohlenberg and Dawson voted no.

Dawson said he was opposing the brochure at this time because he felt the City needs a full campaign, including website, etc. and that any promotional piece should be part of a whole. He offered to assist in planning the campaign. Kohlenberg stated he voted against this at Council. He does not think we will get businesses downtown with a brochure. The City needs one on one personal contact.

- 8) Discussion: CDA Report/Information to be shared with Plan Commission and Common Council** – Duffy stated he would schedule a meeting after the special Common Council meeting on June 22, 2010 at 6:30 pm.

- 9) Comments from CDA Members:** Kohlenberg stated that he had already told the Council that the CDA state statute was intended to create a powerful agency that could navigate to get jobs done quickly. He stated the Oconomowoc ordinance has created a CDA that is just another layer of bureaucracy. He will push to either abolish or empower the CDA committee.

Duffy stated we may need to consider changing the date and time for this meeting; Whalen agreed, saying we should set up a time that is convenient for the mayor.

Motion by Day to adjourn; second by Kohlenberg. Motion carried unanimously. (7:25 p.m.)

Tina Wallace, Administrative Assistant