

Village of Cottage Grove
Meeting

Notice of Public

COMMUNITY DEVELOPMENT AUTHORITY

Monday, September 9, 2019
Village Hall

5:30 p.m.

221 E Cottage

Grove Rd.

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The August 12, 2019 CDA Meeting.

Documents:

[8-12-19 CDA MINUTES.PDF](#)

5. Discuss And Consider Economic Development Budget For 2020.

Documents:

[CDA_MARKETING_2019-09-04.PDF](#)

6. Update On Comprehensive Plan Amendment.
7. Future Agenda Items
8. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE
COMMUNITY DEVELOPMENT AUTHORITY
Monday, August 12, 2019**

MINUTES

1. Call to order

The August 12, 2019 regular meeting of the Community Development Authority was called to order at 5:31 p.m. by Lennberg.

2. Determination of quorum and that the agenda was properly posted.

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, Mike Elder, John Hogan, Mike Millage and Jerrud Rossing. Absent and excused was Jim Ahearn and Sarah Valencia. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese and Village Clerk Lisa Kalata.

3. PUBLIC APPEARANCES – *Public's opportunity to speak about any subject that is not a specific agenda item.*

Sam Fassbender from Village Liquor was present to ask about relocating the business and the requirements. Ruth give his card and told Sam to call and set up an appointment with him to discuss the possible changes.

4. Discuss and Consider approval of minutes of the June 10, 2019 CDA meeting.

Motion by Hogan to approve the minutes from the June 10, 2019, seconded by Elder. **Motion** carried with a voice vote of 7-0-0.

5. Overview of Mid-America Economic Development corp. Best Practices Conference.

Ruth gave a brief explanation of the conference he attended in July. This conference was more about learning techniques and best practices for economic development. The conference in November is in Chicago and is when they bring in the site selectors with opportunities to speak to them.

6. Update on Development Activity in the Village.

Ruth gave an update on recent development activity in the Village. Movin Out is working on a project in TID#8 for an affordable housing development. The Plan Commission saw a concept plan for TID#8 rezoning the area north of CVS to possibly accommodate duplexes. In TID39 the old UW Health building has sold and will be a dental office and dental lab. TID#10 north of I-94 Greywolf is working on a user and will be coming to the committee soon. TID#5 Madison Window Cleaning has been approved, BB Jacks is open and Oakstone is under construction and plan to open the first week in September. The Plan Commission saw a concept plan for a mixed-use building, office/retail space and 8 condo units on the corner of Gaston Road and County N. Giese indicated that the Greywolf building is almost full.

7. Future Agenda Items

8. Adjournment

Motion by Hogan to adjourn at 5:49 p.m., seconded by Millage. **Motion** carried with a voice vote of 5-0-0.

**Lisa Kalata, Clerk
Village of Cottage Grove
Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.



CDA STAFF REPORT

MEMO DATE: September 5, 2019
MEETING DATE: **SEPTEMBER 9, 2018**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator
Lee Boushea – Village Attorney

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **2020 Economic Development Marketing Budget**

BACKGROUND

The 2019 Village budget included a line item of \$7,500 for economic development marketing.

Per CDA recommendation, the allocation of that funding was as follows:

- MADREP Guide ad - \$3,000
- Ground & drone photography - \$1,500
- Printing marketing materials - \$500
- Conferences - \$2,500
 - MAEDC Best Practices Conference - \$450
 - MADREP annual conference - \$150
 - Wisconsin Lodging Conference & Trade Show - \$300
 - Biz Times (Milwaukee) Economic Development conference - \$100
 - MAEDC Competitiveness Conference & Site Selector Forum - \$1,500

STAFF RECOMMENDATION

Staff asks the CDA to discuss the following.

Keeping in mind that projects related to a TID can be funded via the TID, what amount would the CDA request for next year?

The photography and printing were one-time costs. Assuming the MADREP guide and conferences are a similar cost, how would the CDA use the remaining \$2,000 if the same amount is allocated?