

Village of Cottage Grove
Meeting

Notice of Public

COMMUNITY DEVELOPMENT AUTHORITY

Wednesday, October 23, 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 September 9, 2019 CDA Meeting.

Documents:

[9-9-19 CDA MINUTES.PDF](#)

5. Presentation By Parks & Recreation Director Sean Brusegar Regarding Bakken Park And Trail Improvements.
6. Presentation By Sortis Digital Marketing Regarding Proposed Marketing Project For Consideration In The 2020 Budget.
7. Discuss And Consider Economic Development Budget For 2020.

Documents:

[CDA_MARKETING_2019-10-11.PDF](#)

8. Future Agenda Items
9. 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, September 9, 2019**

MINUTES

1. Call to order

The September 9, 2019 regular meeting of the Community Development Authority was called to order at 5:30 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 left meeting at 5:51 pm, Mike Millage and Sarah Valencia. Absent and excused was Jim Ahearn and Jerrud Rossing. 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.*
None

4. Discuss and Consider approval of minutes of the August 12, 2019 CDA meeting.

Motion by Hogan to approve the minutes from the August 12, 2019, seconded by Millage. **Motion** carried with a voice vote of 4-0-1 with Valencia abstaining.

5. Discuss and Consider Economic Development Budget for 2019.

Ruth explained the memo in the packet and was asking for direction for the 2020 budget. Last year the budget for CDA was \$7,500 which included an ad with MADREP, professional photography, printed materials, and conferences. If the same amount was allocated for 2020 then there would be \$2,000 left in the budget for other projects and Ruth would like direction. The committee agreed that the money should be used to promote Cottage Grove with tools like branding, website for economic development or logo. Ruth will continue to work on this and bring items back for next meeting. The general direction was to increase the budget to \$10,000 for 2020 and look into rebranding.

6. Update on Comprehensive Plan Amendment.

Ruth gave an update on the revisions to the Comprehensive Plan. The Plan Commission is meeting this week for the final review of the plan before there is a public hearing. The CDA will be looking at new projects in the new TIF districts before they move along to the Plan Commission, but this will be in more of a financial component for incentives for projects.

7. Future Agenda Items

Budget for 2020, TID#10 master plan and bike path update.

8. Adjournment

Motion by Elder to adjourn at 5:49 p.m., seconded by Millage. **Motion** carried with a voice vote of 4-0-0.

**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: October 11, 2019
MEETING DATE: **OCTOBER 23, 2019**

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

At the September meeting, the CDA discussed allocations for the 2020 budget request. The photography and printing were one-time costs, so assuming other allocations remained the same there would be \$2,000 to use on a different project.

It was suggested that the funds could go towards marketing efforts that build off of the branding study performed by the Chamber of Commerce. Potential projects that were discussed included a Cottage Grove website specifically oriented toward economic development and a broader rebranding initiative that could include a logo.

There was also a willingness to consider requesting an increase from last year's amount.



Given that the cost of such projects could vary widely, staff was directed to obtain more information regarding a more specific scope and budget.

At the recommendation of the Chamber, staff set up a meeting with Madison-based Sortis Digital Marketing. On October 9 a meeting was held with Jenny and Greg Sanders from Sortis, Paula Severson of the Chamber, and Lisa Kalata and Erin Ruth from the Village.

After talking through the issues, it was suggested that a small website focused specifically on business development would be the best place to start. If successful, this effort could be expanded later to include tourism and residential development.

Sortis will present their vision for this project at the October 23 meeting.

STAFF RECOMMENDATION

Following the presentation and associated discussion, staff will be seeking a final recommendation regarding a proposed budget for 2020.