

Village of Cottage Grove  
Meeting

Notice of Public

## COMMUNITY DEVELOPMENT AUTHORITY

Monday, November 11, 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 October 23, 2019 CDA Meeting.

Documents:

[10-23-19 CDA MINUTES.PDF](#)

5. Update On 2020 Budget And Discuss Future Steps For Marketing Project.

Documents:

[CDA\\_MARKETING\\_2019-11-11.PDF](#)

6. Discuss And Consider Date Of December Meeting.

Documents:

[CDA\\_DECMTGDATE\\_2019-11-11.PDF](#)

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  
Wednesday, October 23, 2019**

**MINUTES**

**1. Call to order**

The October 23, 2019 regular meeting of the Community Development Authority was called to order at 5:30 p.m. by Valencia.

**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 Sarah Valencia, Mike Millage, Jerrud Rossing, Kim Sale. Absent and excused was Jeff Lennberg, Mike Elder and John Hogan. Also, in attendance were Planning Director Erin Ruth, Village Clerk Lisa Kalata, Parks & Recreation Director Sean Brusegar and Kyle Adams from Ruedeusch.

**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 September 9, 2019 CDA meeting.**

**Motion** by Millage to approve the minutes from the September 9, 2019, seconded by Valencia. **Motion** carried with a voice vote of 4-0-0.

**5. Presentation by Parks & Recreation Director Sean Brusegar Regarding Bakken Park and Trail Improvements.**

Brusegar presented a PowerPoint of the proposed updates that are scheduled for 2020 and 2021 in Phoebe Bakken Memorial Park. The proposed improvements are a 2,900 square foot park shelter with restrooms, a 2,500 square foot splash pad, Miracle League Baseball Field and Glacial Drumlin Trail Extension. The Miracle League Baseball Field will not be an expense of the Village, it is being funded through fundraiser by Miracle League of Dane County.

**6. Presentation by Sortis Digital Marketing Regarding Proposed Marketing Project for Consideration in the 2020 Budget.**

Greg and Jenny Sanders from Sortis Digital Marketing were present to explain what their company could do to market the Village. They would create an Economic Development microsite(website) and implement a multi-faceted marketing strategy.

**7. Discuss and Consider Economic Development Budget For 2020.**

Ruth explained the staff memo and the budget amount that was requested in 2019, if the amount would stay the same it would be \$7,500 and they have \$5,500 allocated for 2020, which would not cover the additional cost if they decide to do other marketing. Millage indicated that marketing has been a concern with the creation of the new TIDs and likes the idea of doing more marketing. Rossing indicated that the current budget is too low and would like to see an increase. Sale commented that the marketing is a good idea and they need to do something to promote Cottage Grove. Millage commented that this type of marketing could cross promote the Village.

**Motion** by Rossing to request the 2020 CDA budget of \$45,000, seconded by Millage. **Motion** carried with a voice vote of 4-0-0.

**8. Future Agenda Items**

2020 Budget

**9. Adjournment**

**Motion** by Valencia to adjourn at 7:02 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

<b>MEMO DATE:</b>	November 8, 2019
<b>MEETING DATE:</b>	<b>NOVEMBER 11, 2019</b>
<b>TO:</b>	Village of Cottage Grove Community Development Authority
<b>CC:</b>	Matt Giese – Village Administrator Lee Boushea – Village Attorney
<b>FROM:</b>	<a href="#">Erin Ruth, AICP – Village Planning Director</a>
<b>RE:</b>	<b>2020 Economic Development Marketing Budget</b>

## BACKGROUND

At the October meeting, the CDA recommended a \$45,000 marketing budget for 2020 based on the proposed project presented by Sortis Marketing along with other smaller projects such as the annual MADREP ad and various staff conferences.

## OVERVIEW

The Village Board considered the request at its Budget Workshop on October 28. While they were interested in the project, they were not able to accommodate the amount in the budget. The same \$7,500 amount as last year was allocated.

At the November meeting, the CDA should discuss how the marketing project could be timed to allow for easier funding.



# CDA STAFF REPORT

<b>MEMO DATE:</b>	November 8, 2019
<b>MEETING DATE:</b>	<b>NOVEMBER 11, 2019</b>
<b>TO:</b>	Village of Cottage Grove Community Development Authority
<b>CC:</b>	Matt Giese – Village Administrator Lee Boushea – Village Attorney
<b>FROM:</b>	<a href="#">Erin Ruth, AICP – Village Planning Director</a>
<b>RE:</b>	<b>December Meeting Date</b>

## OVERVIEW

The December CDA meeting is scheduled for Monday, December 9.

The Mid-America Economic Development Corporation's annual conference will be held in Chicago from Sunday, December 8 through Tuesday, December 10. Therefore, Erin Ruth and Kyle Adams would not be available for a December 9 meeting.

The CDA should discuss alternate dates for the December meeting.