

COMMUNITY DEVELOPMENT AUTHORITY

MINUTES

APRIL 11, 2016

1. **Call to Order** – meeting was called to order by Secretary Harvey Potter at 5:33 p.m.
2. **Determination of quorum and that the meeting was properly posted** - It was confirmed that a quorum was present and the meeting was properly posted. In attendance were Mick Conrad, John Hogan, Harvey Potter, and Jerrud Rossing. Mike Elder arrived at 5:36 p.m. Jim Ahearn and Jennifer Pickel were absent and excused. Also in attendance were Village Attorney Lee Boushea, Planning Director Erin Ruth, and Kyle Adams from Ruedebusch.
3. **Public Appearances** - There were no public appearances.
4. **Discuss and consider approval of minutes of the March 14, 2016 CDA meeting** – *Motion by Conrad and second by Hogan to approve minutes as presented. Motion approved 4 – 0.*
5. **Discuss and consider invitation from CGI Inc. to produce Village marketing videos** – Ruth presented his staff report which provided an overview of the program and a brochure from CGI. The program includes the production of three to five approximately 1-minute videos for placement on the Village website at no cost to the Village. *Motion by Hogan and second by Rossing to recommend participation in the program to the Village Board. Motion approved 5-0.*
6. **Discuss and consider 2016 Village marketing packet and list of recipients** – Ruth presented a draft of the Village marketing packet and a list of potential recipients in the Madison, Milwaukee, and Fox Cities areas. Ruth noted that packets intended for specific recipients can be customized with minimal effort by editing the letter, adding logos to maps, etc. Hogan said he thought the packet looked good. Rossing agreed. Adams noted that Milwaukee brokers are looking more at the Madison market, so sending the packet to Milwaukee recipients made sense. *Motion by Potter and second by Conrad to approve packet as presented and to direct staff to begin sending the packet to recipients. Approved 5-0.*
7. **Discuss and consider outline of business development strategy, which will form the basis of the Economic Development Chapter in the Village Comprehensive Plan** – Ruth presented a draft of the outline that was revised per the feedback from the previous meeting to include reference to additional geographic areas within the Village. *Motion by Conrad and second by Hogan to approve outline as presented as the basis for continuing development of the Economic Development chapter of the Comprehensive Plan. Approved 5-0.*
8. **Discuss and consider criteria for prioritizing industry types for Village marketing** – Ruth presented a staff report and a matrix that were revised per the feedback from the previous meeting.

Hogan questioned using average wages as a criteria, given that some part-time lower paying jobs may still be desirable for young people. Hogan agreed that potential growth is the most important criteria and should have the most points, as shown in the matrix. Hogan asked if there was information about where residents work. Ruth directed the group toward a page in the above mentioned marketing guide that showed labor and commute sheds for the Village. There was discussion as to how important the ‘matching existing experience and skills’ criteria is if there is so little overlap between residents and employees within Village. *Motion by Hogan and second by Eldred to proceed with the Economic Development chapter using the matrix as presented. Approved 5-0.*

9. Future agenda items – Discussion occurred regarding the current status of the Overlook Crossing project.

10. Adjournment – *Motion by Hogan and second by Conrad to adjourn at 6:10 p.m.*