

VILLAGE OF COTTAGE GROVE
COMMUNITY DEVELOPMENT AUTHORITY
Monday, September 10, 2018

MINUTES

1. **Call to order** – meeting was called to order by Williams at 5:30 p.m.
2. **Determination of quorum and that the agenda was properly posted** – It was confirmed that a quorum was present, and the meeting was properly posted. In attendance were John Williams, Jeff Lennberg, Jim Ahearn, Mike Elder, Jerrud Rossing. Absent and excused was John Hogan, & Mike Millage. Also, in attendance were Planning Director Erin Ruth, Administrator Matt Giese, Village Clerk Lisa Kalata.
3. **PUBLIC APPEARANCES** – None
4. **Discuss and consider approval of minutes of the July 9, 2018 CDA meeting.**
Motion by Ahearn to approve the minutes of the July 9, 2018 CDA meeting with the correction of the date list on the minutes to be July 9, 2018, seconded by Lennberg. **Motion** carried with a voice vote of 5-0-0.
5. **Discuss and consider marketing options for the new TIF districts.**
Ruth explained that in recent years they had purchased an ad in the Madison Region Economic Development Guide, however with the creation of the new TIF it has been discussed to promote these in other areas as well. Ruth provided a handout with several different options to discuss and get feedback from the committee. Ahearn asked how much feedback we get from the magazine ad, which is hard to gauge. Giese suggested looking at doing every other year with the magazine and pursuing some of the other ways as presented. Williams was concerned if we don't advertise in the magazine that this may give an impression that Cottage Grove is off the spot. Lennberg asked what other successful communities are doing and if they use the magazine, Ruth indicated that the magazine is the best if you want a magazine ad. Williams asked what Dane County does for economic development or State Chamber of Commerce and thought we should invite Cottage Grove Chamber to the next meeting. Ruth indicated that he will fine tune the ideas and bring it back at the next meeting.
6. **Comments from committee members**
Elder asked about the group that was going to come to a meeting for a possible project. Giese indicated that they had contacted them, and the project did not meet the priorities as a top project for this year, that they would be looking at it again next year.
7. **Future agenda items.**
Chamber for study update and logo
Budget items
8. **Adjournment**
Motion by Rossing to adjourn at 5:54 p.m., seconded by Ahearn. Motion carried with a voice vote of 5-0-0.

Lisa Kalata, Clerk
Village of Cottage Grove
Approved: October 8, 2018

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.