

**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: November 11, 2019

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.