

COMMUNITY DEVELOPMENT AUTHORITY MEETING

November 19, 2009

Chairman Whalen called the meeting to order at approximately 6:00 p.m. Appropriate meeting notification was confirmed.

Members present: Day, Zastrow, Sullivan, Blaska, Whalen and Pruscha

Excused Members: Nold

Staff present: Duffy, Gard and Wallace

- 2) **Public Hearings:** None.
- 3) **Comments from the audience:** None.
- 4) **Review CDA Mission:** None.
- 5) **Approval of September 17, 2009 Meeting Minutes:** The minutes were approved as written.
- 6) **Old Business:**

A. Discussion: Update on Downtown

- **Downtown Partnership** – Duffy reported that the group is placing ads downtown, in Wisconsin Trails and Milwaukee magazine. They will also be placing an ad on the billboard on Hwy 16 in December. In addition, the group talked about getting business and property owners together to discuss the Business Improvement District.
- **Downtown Oconomowoc Merchants Association** – Duffy reported that the Downtown merchants are planning a holiday event on December 4 and 5, 2009.

B. Discussion: Waterfront Master Plan & Parking Solutions Implementation

- **Title Search** – Duffy stated the City has a company working on title searches. Duffy stated he is still receiving some of the final searches. He still needs to research the deeds and get copies of the identified easements.
- **City Hall Geothermal Projects** – Duffy stated that last Thursday, November 12, 2009, he submitted a grant application to the Department of Commerce to assist in funding a geothermal heating & cooling system for City Hall.

C. Gateway Redevelopment Parcels – Duffy stated he did receive an analysis from Equity Commercial Real Estate, LLC stating the value of the vacant land. Duffy stated he has tried contacting John Spheeris.

D. Status of TIF #4 – Duffy reported that the TIF district is able to make current payments. The City refinanced a \$5,000,000.00 short-term loan, which they are paying interest only. If there were no development, the TIF would not be paid off by 2030.

Members discussed the following: Community Center project, the three properties to the east of the beach, boat launch and possible referendum.

7) **New Business:**

A. 2010 Budget Items for Downtown – Duffy stated there are two areas identified as potential projects. One being streetscape projects on S. Main St., Collins St., Silver Lake

Plaza and Cross St. and secondly, a \$50,000 Downtown Development Program from the City. Details still need to be worked out. In addition, Duffy stated he is exploring larger programs through TID to attract businesses to the downtown.

B. Updated Downtown Business Inventory – updated spreadsheet – Duffy stated there are no changes.

C. Recommendations for CDA activities in 2010 – Members discussed some ideas as follows: more development to support amenities, right size retail, define appropriate development areas, create more niches, implement the waterfront project and formulate a position for the downtown.

8) Discussion: CDA Report/Information to be shared with Common Council and Plan Commission – None.

9) Comments from CDA Members: Zastrow commented that he was pleased with all the comments and emotions that came out at tonight's meeting. Whalen asked that each member send an email to Bob Duffy with their ideas before the next meeting. The next meeting will be on December 10, 2009 at 6:00 p.m.

Motion by Day to adjourn; second by Blaska. Motion carried unanimously. (7:20 p.m.)

Tina Wallace, Administrative Assistant