

COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

Monday, March 21, 2016

4:00pm

Board Room – Village Hall

VILLAGE OF WHITEFISH BAY

5300 North Marlborough Drive

I. Call to Order and Roll Call

Chairman Krueger called the meeting to order at 4:05pm.

Present: Ted Balistreri, Michael Dwyer, President Julie Siegel, Trustee Jay Miller and Chairman Ray Krueger. Brian Vanevenhoven arrived at 4:08pm.

Also Present: Village Manager Steve Sheiffer, Assistant Manager Paul Boening and Village Attorney Chris Jaekels.

II. General Business

1. Approval of Minutes from the meeting held on March 7, 2016.

President Siegel moved, seconded by Michael Dwyer to approve the minutes of the March 7th meeting. Motion Carried, 5-0.

2. Discussion/Action on the DRAFT version of the Silver Spring Master Plan.

CDA members asked for clarification regarding the 2012 parking study, traffic signal replacement recommendation, market research and alley plans. Stephanie Hacker and Craig Huebner from GRAEF provided clarification on the items with the assistance of Village Manager Steve Sheiffer. Trustee Miller moved, seconded by Michael Dwyer to recommend that the Village Board adopt the Plan as drafted. Motion Carried, 6-0.

Chairperson Krueger moved item 6 forward on the agenda.

6. Discussion regarding Silver Spring Master Plan implementation.

Village Manager Steve Sheiffer commented on the importance of utilizing an implementation plan. He suggested working with a consultant to develop a matrix and budget. Chairperson Krueger questioned if the consultant would also help rank items by priority. Mr. Sheiffer indicated that prioritization would occur, and the project would last 3-5 years. He also spoke about CDA and staff roles associated with implementation. Discussion followed regarding property owner involvement, TID finances and projects.

3. Discussion/Action regarding future meeting schedule.

The CDA scheduled future meetings to be held at 7:00pm on Monday, May 9th and Wednesday, June 8th.

4. Discussion/Action regarding Retail Incentive Grant program.

Village Manager Steve Sheiffer began the discussion by noting that the program had been successful, and therefore, the fund was quickly nearing depletion. He also questioned whether the 50% BID funding should continue. Discussion followed regarding other options, funding, BID role, short vs. long-term plan and program guidelines. Ted Balistreri moved, seconded by President Siegel to recommend that the Village Board allocate \$50,000 to the existing program account with the goal of reexamining the program in 6 months.

Lengthy discussion followed regarding the BID's role and financial implications.

Chairperson Krueger amended the original motion to require the BID's committee to continue forwarding Retail Incentive recommendations to the CDA following review of requests. Motion Carried, 6-0.

Ted Balistreri moved to recommend that the Village Board waive the 2016, 2017, 2018 and 2019 BID contributions to the Retail Incentive Program. The motion died due to the lack of a second.

Discussion followed.

Ted Balistreri moved, seconded by President Siegel to recommend that the Village Board waive the 2016 BID contribution to the Retail Incentive Program. Motion Carried, 6-0.

5. Development Update from the Village Manager.

Village Manager Steve Sheiffer provided a verbal update regarding his recent discussions/meetings associated with properties in the TID.

7. Discussion/Action regarding proposed consultant activities with GRAEF.

Village Manager Steve Sheiffer commented on GRAEF's quote for development of the implementation plan. Ted Balistreri moved, seconded by Brian Vanevenhoven to recommend that that the Village Board (if required) authorize an amount not to exceed \$5,000 for GRAEF to assist in development of a Silver Spring Master Plan Update implementation plan. Motion Carried, 6-0.

Village Manager Steve Sheiffer commented on GRAEF's quote to assist with property owner meetings/consultations. Trustee Miller moved, seconded by Ted Balistreri to recommend that the Village Board retain GRAEF for property owner consultations in an amount not to exceed \$7,500. Discussion followed. Motion Carried, 6-0.

III. Adjourn

President Siegel moved, seconded by Michael Dwyer to adjourn the meeting at 5:58pm.

Paul Boening
Assistant Village Manager