

Minutes
Community Development Authority Meeting
February 23, 2010

The meeting of the Community Development Authority for the City of Monona was called to order by Chair Cari Fuss at 6:30 p.m.

Present: Chair Cari Fuss, Aldm Jim Busse, Mr. Andrew Homburg, Mr. George Lightbourn, Mr. Jason Scott , and Mr. John Surdyk.

Absent: Aldm. Jeffery Wiswell

Also Present: City Administrator Pat Marsh, Planning and Community Development Coordinator Paul Kachelmeier, and CDA consultant from Vierbicher Associates Gary Becker

MINUTES

A motion was made by Mr. Lightbourn, seconded by Aldm. Busse for approval of the minutes of December 22, 2009.

The motion carried.

APPEARANCES

Mr. Matt Aro of 110 Henuah Circle appeared and said that he is a candidate for City Council and is in support of the proposed new City of Monona Housing Stock Improvement Program. He said if this does become a very popular program he hopes it does not draw too much funds from TIF Districts in commercial areas of the City as these are very important to those commercial areas too. He said we could find good standards for criteria for home improvements at the Department of Interior and that he would send information regarding this to Chair Fuss.

Ms. Micha Petersen with Monona State Bank appeared and said she is a mortgage lender at Monona State Bank, and that the bank has a big stake in the Monona community. She said they are interested in the proposed new Housing Stock Improvement Program both as a lender and to help operate the program. She said she has helped make loans to hundreds of people and that she has heard prospective homeowners say they want to move to Monona but they can't find a home they can afford or that the homes they can afford need a lot of work. She said this proposed program would help as the funds could be layered with funds that the bank could provide. She said she has thought of four major considerations with a program like this:

1. How would recipients be chosen? How would the process be kept equitable and simple? Perhaps by developing a scorecard of some type.
2. To make sure the money goes into the house.
3. Repayment of the loan and different considerations for that.

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4. The long-term stability of the program.

She said this program could definitely help retain households in Monona as well as help attract people to move into the City.

Mr. Lightbourn asked if she felt that \$10,000 would be enough for the loans.

Ms. Petersen said yes, if it help's to make the improvements that are needed.

There were no other appearances and the appearances section was declared closed.

UNFINISHED BUSINESS

Item 5A. Consideration of Resolution Regarding the Boundary of Redevelopment Project Area No. 8.

Chair Fuss said the CDA still needs to decide on the boundaries of the proposed Redevelopment Project No. 8.

Mr. Gary Becker of Vierbicher Associates said the City Council had found all of the parcels on Map # 3, parcels 1-9 to be blighted, so this did not include parcels 10-13.

A motion was made by Aldm. Busse, seconded by Mr. Scott to approve Map #2 with parcels 1-10 as the Boundary of Redevelopment Project Area No. 8.

Aldm. Busse said he thinks it makes sense to include parcel #s 8 and 9 as this creates a northern border that tells developers that the area can be redeveloped.

Mr. Homburg asked why parcels 12-13 would be excluded since the vision is broader.

City Administrator Pat Marsh said that he didn't think anyone ruled out using at least some of Lottes Park as part of the redevelopment of this area.

The maker of the motion Aldm. Busse and the second of the motion Mr. Scott agreed to add parcels 11, 12, and 13.

The motion carried.

Item 5B. Consideration of Housing Stock Improvement Loan Program

Chair Fuss described the meetings that she, City Administrator Pat Marsh, and Planning and Community Development Coordinator Paul Kachelmeier are having with local banks in Monona, Monona State Bank and WPS Community Bank, to get feedback from them on the proposed new Housing Stock Improvement Program.

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There was discussion of the ways a housing stock improvement program can be funded by Tax Incremental Financing Districts. Mr. Becker said that TID No. 2 is generating about \$1.2 million per year in increment.

City Administrator Pat Marsh said that the City's Finance Director said the City could not close it out until at least 2016.

There was discussion of funding the Housing Program after the funds from TID No. 3 are loaned, through the future funds from extending TID No. 2 one more year after its retirement.

The CDA discussed the basis of the program and what the funds should be used for.

Mr. Scott asked if more weight should be given toward homes on the market for sale.

Aldm. Busse said we should have a scorecard of eligible expenses and then weight the improvements to the exterior higher.

Mr. Lightbourn asked if the program should be geared more toward improving the value and condition of homes or toward attracting families.

It was discussed if we can quantify the program more with a scoring system?

Mr. Becker said he can prepare a scoring system and use the U.S. Department of Interior criteria.

There was discussion of the length of the loan and a period of 7 years, administrative fees to pay the costs that a bank administering the program would have, and that these fees would be paid with the loan funds, and repayment.

Mr. Homburg said that we would need to be sure that administrative funds are set aside in the TIF Districts for the use of the CDA as well.

Chair Fuss said she'd go over the changes the CDA discussed with Mr. Becker in the next week.

Mr. Lightbourn said that he agreed with Ms. Petersen that it is very important that this be a sustained program.

Item 5C. Discussion of the North Monona Drive Development Plan

Chair Fuss asked for feedback from the CDA.

Mr. Becker said he pulled out information from the Monona Drive Revitalization Plan and put it in the form of a Redevelopment Plan.

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Chair Fuss said the research we did definitely supports the assumption we have in the plan.

Mr. Lightbourn said he didn't see in the plan necessarily the thing that really lead the CDA toward trying to improve the Monona Drive commercial and residential areas that are not carrying their weight and that are not increasing in value as much as other properties.

Chair Fuss said the CDA's obligation under state statute is to put this Redevelopment Plan together since we are in the process of purchasing properties. She said the next step would then be to have a public hearing and get public input. She said that CDA members could send any comments they have to Pat.

Mr. Becker said the CDA needs to think about the goals and types of development for Monona Drive as well as how to achieve this.

Mr. Lightbourn asked what the expected development timeline was and how the CDA would cause that to happen and for the redevelopment to occur. He said that the message would have to be very crisp and clear.

City Administrator Pat Marsh said that the introduction should be expanded into more of an Executive Summary.

Chair Fuss said the vision of a town center that could create more excitement in the community is missing and perhaps we can incorporate something like that into it.

Mr. Homburg asked if a goal could be set that would try to make Monona Drive be more like what people want and see on Monroe Street. He said he thinks the CDA needs to push this vision.

The CDA discussed the Urban Design Guidelines for Monona Drive that the Plan Commission has been working on. They agreed that the designs and overall vision in the Urban Design Guidelines is the type of redevelopment the CDA is trying to achieve.

The CDA asked that City Staff send a copy of the most current draft Urban Design Guidelines to the CDA members. There was also discussion of a joint meeting of the CDA and Plan Commission to discuss the Redevelopment Plan and obtain input on it from the Plan Commission.

Planning and Community Development Coordinator Paul Kachelmeier said he could also send out a copy of the streetscape plans, designs and renderings for Monona Drive.

NEW BUSINESS

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A motion was made by Mr. Homburg, seconded by Mr. Scott, to move into closed session under Wisconsin Statute section 19.85(1)(e) Deliberating or Negotiating the Purchasing of Public Properties, the Investing of Public Funds, or Conducting Other Specified Public Business Whenever Competitive or Bargaining Reasons Require a Closed Session (Acquisition of real estate for redevelopment).

On a roll call vote, the motion carried.

A motion was made by Aldm. Busse, seconded by Mr. Surdyk to return to open session.

The motion carried.

MISCELLANEOUS BUSINESS

The next meeting is scheduled for Tuesday March 23, 2010.

ADJOURNMENT

A motion was made by Mr. Homburg, seconded by Mr. Surdyk to adjourn.

The motion carried.

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