

**Village of Sherwood Community Development Authority
Special Meeting Minutes
January 29, 2014**

- 1) Call to Order/Roll Call – *Chairman Kaas called the Meeting to order at 5:45 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Bob Gillespie
Roger Kaas
Steve McGrath (6pm)

Absent:

Todd Thiel, excused
David Miller, excused

Others present:

Randy Friday, Administrator
Susan Williams, Clerk
Jim Rath, Village President

- 2) Pledge of Allegiance – *Recited.*
- 3) Approval of the Agenda – ***Boll moved to approve the agenda as presented. Gillespie 2nd. Motion carried unanimously.***
- 4) Citizen Comments on Agenda Items – none.
- 5) Approval of Minutes: Oct. 23 (Regular Meeting) – ***Gillespie moved to approve the minutes for the regular meeting of the Community Development Authority October 23, 2013 as presented. Boll 2nd. Motion carried unanimously.***
- 6) Old Business:
- a) *Local Economic Development Workshop: Second businesses’ meeting (Jan 20.). – Reviewed.*
 - b) *Downtown Master Plan Request for Proposals – ‘Pre-Proposal Discussion’ (Jan. 22). Reviewed.*
 - c) *Wink-Mart property: Update. Reviewed.*
- 7) New Business:
- a) *Business signage controlled through local Zoning: Review Best Advantage Credit Union and Dick’s Family Foods sign status; Visual Preferences Survey (2005). – reviewed.*
- 8) Correspondences: None.
- 9) Adjournment. – ***Kaas by unanimous consent adjourned the meeting at 7:07 p.m.***

Respectfully submitted for review and approval by Susan Williams, Clerk

**Village of Sherwood Community Development Authority
Meeting Minutes
February 26, 2014**

- 1) Call to Order/Roll Call– *Chairman Kaas called the Meeting to order at 5:45 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Bob Gillespie
Roger Kaas
David Miller
Todd Thiel

Absent:

Steve McGrath, excused

Others present:

Randy Friday, Administrator
Susan Williams, Clerk
Jim Rath, Village President

- 2) Pledge of Allegiance – *Recited.*
- 3) Approval of the Agenda – *Miller moved to approve the agenda as presented. Boll 2nd. Motion carried unanimously.*
- 4) Citizen Comments on Agenda Items
- 5) Approval of Minutes: Jan. 29 (Regular Meeting) – *Gillespie moved to approve the minutes for the regular meeting of the Community Development Authority January 29, 2014 as presented. Dewing 2nd. Motion carried unanimously.*
- 6) Old Business:
- a) *Local Economic Development Workshop:* Third businesses’ meeting (Feb. 17th) re-sked (Kaas). – *Reviewed.*
- b) *Condon Haul Road:* Update (Friday). –

Administrator Friday reported meeting is set with J & E Construction owners on February 27th, Miller and SEH personnel will be in attendance

- c) *Downtown Master Plan – Grant Application:* Update (Friday). –

Friday stated SEH will be submitting an economic development grant (WEDC) on behalf of the village and the fees paid to SEH will be 20% of the total received.

- 7) New Business:
- a) *Downtown Master Plan Request for Proposals:* Review and selection of firms for interviews. –

The Authority reviewed the proposals and the firms selected for further consideration through in-person interviews are SAA, SEH and I & S Group.

Kaas suggested the interview panel consist of a Plan Commissioner, Village President Rath, Miller, Friday, himself and any other Community Development Authority members available that date.

8) Correspondences: None.

Dewing reported attending the grocery store focus group meeting, where the ownership family and Super Valu representative presented a very positive and interactive meeting with residents.

9) Adjournment. – *Miller moved to adjourn the meeting at 7:59 p.m. Thiel 2nd. Motion carried unanimously.*

Respectfully submitted for review and approval by Susan Williams, Clerk

VILLAGE OF SHERWOOD COMMUNITY DEVELOPMENT AUTHORITY

Special Meeting – Minutes

March 13, 2014

- 1) Call to Order and Roll Call – *Chairman Kaas called the meeting to order at 10:00 a.m. with roll call:*

Present:

Tom Boll
Bob Gillespie
Roger Kaas
David Miller
Steve McGrath

Absent:

Cheryl Dewing, excused
Todd Thiel, excused

Others present:

Randy Friday, Administrator
Jim Rath, Village President
John Sharer, Plan Commissioner

- 2) Pledge of Allegiance – *Recited.*
- 3) Approval of the Agenda – ***Boll moved to approve the agenda as presented. Miller 2nd. Motion carried unanimously.***
- 4) Registered citizen comments on agenda items

- 5) *Closed Session: Review consultant presentations (3) for selection of recommended firm to Village Board for Historic Downtown Master Plan.*
Note: Per Wis. Stats. 19.85(1)(e), the Board may move to closed session when deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

Miller moved to go into closed session per Wis. Stats. 19.85(1)(e) at 10:05 am. Boll 2nd. Motion carried unanimously.

- 6) *Open Session: Finalize consulting firm recommendation to Village Board for Historic Downtown Master Plan.* (Note: Recommendation forwarded to Village Board for final approval on Monday, April 14th.)

Miller moved to return to open session at 4:20 pm. Boll 2nd. Motion carried unanimously.

Authority directed Administrator Friday to communicate with the firms to obtain additional information for consideration at the next regular Community Development Authority meeting March 26, 2014 in order to provide a recommendation to the Village Board at the April 14, 2014 meeting.

- 7) Adjournment – ***Miller moved to adjourn the meeting at 4:20 pm. Boll 2nd. Motion carried unanimously.***

Presented for review and approval by Randy Friday, Village Administrator.

**Village of Sherwood Community Development Authority
Special Meeting Notice and Agenda**

Wednesday, March 26, 2014 – 5:45 pm

Sherwood Village Hall – W482 Clifton Road; Sherwood, WI.

NOTE: Due to a lack of business, the regularly scheduled monthly meeting of the Community Development Authority is herewith cancelled.

Welcome to the Community Development Authority Meeting! Please observe the following rules of conduct during the meeting:

1. Register to speak on the sign-in sheet on the table in the rear of the room.
2. Speak only to issues on the Agenda.
3. Limit your presentation to three (3) minutes.
4. Do not address Board Members during their deliberations unless requested to do so.
5. Any item listed on the Agenda may be acted upon by the Board.
6. A Quorum of any other Board or Commission is incidental to the CDA meeting and no action shall be taken on their behalf.
7. Requests from persons w/ disabilities needing assistance should be made to the Clerk (989-1589).

Village of Sherwood Community Development Authority Minutes
April 9, 2014

- 1) Call to Order/Roll Call – *Chairman Kaas called the Meeting to order at 5:45 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Bob Gillespie
Roger Kaas
David Miller
Steve McGrath
Todd Thiel

Absent:

None

Others present:

Randy Friday, Administrator
Susan Williams, Clerk

- 2) Pledge of Allegiance – *Recited.*
- 3) Approval of the Agenda – *Gillespie moved to approve the agenda as presented. Boll 2nd. Motion carried unanimously.*
- 4) Citizen Comments on Agenda Items – *None.*
- 5) Approval of Minutes:
- Feb. 26 (Regular Meeting)

Miller moved to approve the Community Development Authority Regular Meeting Minutes from February 26, 2014, as presented. Dewing 2nd. Motion carried unanimously.

- Mar. 13 (Special Meeting)

Boll moved to approve the Community Development Authority Regular Meeting Minutes from March 13, 2014, as presented. Miller 2nd. Motion carried unanimously.

- 6) New Business:
a) *'Downtown Master Plan' Firm Selection: Finalize consulting firm recommendation to Village Board for Historic Downtown Master Plan.*

Andrew Dane (S.E.H.) presented information on branding to supplement the S.E.H. proposal.

Thiel moved to recommend approval to the Village Board of the amended S.E.H. proposal for the 'Historic Downtown Master Plan' NTE \$74,947. Miller 2nd. Motion carried unanimously.

7) Correspondences:

McGrath distributed an 'Explore the Shore' brochure and informed the Authority of the opportunity for Sherwood businesses. Staff will distribute this information via e-mail to the Sherwood Business Owners group.

Gillespie informed the Authority of the meeting at High Cliff Restaurant on the Impact of High Cliff State Park on the local economy.

8) Adjournment. – ***Kaas by unanimous consent adjourned the meeting at 7:05 p.m.***

Respectfully submitted for review and approval by Susan Williams, Clerk

Village of Sherwood Community Development Authority
MEETING MINUTES
April 23, 2014

- 1) Call to Order/Roll Call. – *Chairman Kaas called the Meeting to order at 5:45 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Roger Kaas
David Miller
Steve McGrath
Todd Thiel

Absent:

Bob Gillespie, excused

Others present:

Randy Friday, Administrator
Susan Williams, Clerk
Jim Rath, Village President
Steve Summers, Plan Comm. Chair.

- 2) Pledge of Allegiance. – *Recited.*
- 3) Approval of the Agenda. – *Miller moved to approve the agenda as presented. Boll 2nd. Motion carried unanimously.*
- 4) Citizen Comments on Agenda Items.
- 5) Approval of Minutes: April 9 (Special Meeting).

Boll moved to approve the Community Development Authority Special Meeting Minutes from April 9, 2014, as presented. Miller 2nd. Motion carried unanimously.

- 6) New Business:
a) *Historic Downtown Master Plan:* Review project ‘Work Plan’, ‘Timeline’, ‘Goals’, etc.

Andrew Dane (S.E.H.) and Renee Torzala and Randy Stadtmueller (Stadtmueller and Associates) distributed handouts of timetable and Sherwood Public Relations Plan and requested specific dates for events.

The Community Development Authority (CDA) confirmed the community will be invited to participate May 28, 2014 (Village Gym) for the Visioning Workshop (broad based public input), the CDA will meet June 10, 2014 for information review and the community is invited June 11, 2014 for the report of information gathered, another sharing opportunity and Charrette (hands on process with designers) in the Village Gym.

Kaas inquired as to the medium to be used to inform the village of these dates. Administrator Friday replied that a postcard mailing can be done.

b) *Branding*: Consider process and outcomes.

Torzala shared with the CDA the targeted publics of the branding process are the Sherwood Businesses, CDA/Village Officials, park or friends groups/tourists, and residents.

Torzala stated a survey will be developed for park visitors/tourists, both paper and online. Torzala requested access to the Village Facebook page and Village website in order to share information on the process.

McGrath suggested including people who use the Marina in this process.

Torzala stated use of e-mail distribution for those groups who have databases that they would be willing to distribute information on behalf of the Village.

Torzala suggested a public reception take place in the evening of June 11, 2014, with a format of a short presentation and open house including layout of boards of the gathered/summarized information.

Dane stated sharing process information online through website availability similar to that conducted by S.A.A. for the Wanick Park project.

McGrath suggested requesting Sherwood Business Owners group to assist with informing the public through hanging posters at their establishments.

Torzala reported after the scheduled work returning 3 to 5 examples for the brand task force to review and narrow down.

Friday requested if the group would use the existing logo as a starting point in the process.

The Authority agreed the existing logo could be in the options to consider.

Kaas stated the ordinance signage review/standards issue was not specifically addressed in the S.E.H. proposal, and wanted to make sure it is included in the process.

Summers stated the ordinance signage review/standards of S.E.H. should progress as the process occurs.

Dewing questioned how many residents are familiar with the current logo and suggested the majority of residents will accept the branding process and possible new logo.

The next event to be scheduled by the CDA is the SWOT (Strengths, Weaknesses, Opportunities and Threats) workshop, which will take place with the brand task force (CDA/stakeholders) as soon as can be scheduled.

Friday inquired if S.E.H. has any concerns about the sign ordinance review.

Dane replied that S.E.H. will internally conduct a review with a fresh set of eyes and at the end of this process the work product will give the Village options for the new vision. Dane stated he hoped the Village would not rush into changing the ordinance before the process finishes.

Kaas suggested S.E.H. refine the Visual Preference Survey in the course of their work.

Thiel inquired if Friday's question about sign review encompassed County and State restrictions.

Friday stated that S.E.H. will supply updated scheduled with dates discussed for Village distribution.

7) Correspondences: None.

8) Adjournment. . – ***Kaas by unanimous consent adjourned the meeting at 7:33 p.m.***

Respectfully submitted for review and approval by Susan Williams, Clerk

Village of Sherwood Community Development Authority Special Meeting
Minutes
June 25, 2014

- 1) Call to Order/Roll Call. – *Chairman Kaas called the Meeting to order at 6:30 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Roger Kaas
Steve McGrath
Tom Vande Hey

Absent:

David Miller, excused
Todd Thiel, excused

Others present:

Randy Friday, Administrator
Susan Williams, Clerk
Jim Rath, Village President
Joe Hennlich, Village Trustee

- 2) Pledge of Allegiance. – *Recited.*
- 3) Approval of the Agenda. . – *Boll moved to approve the agenda as presented. Vande Hey 2nd. Motion carried unanimously.*
- 4) Citizen Comments on Agenda Items.

Mike Bouchette, W4937 Spring Ct., Sherwood – concerns of High Cliff State Park visitor traffic on Spring Hill Drive.

- 5) Approval of Minutes: April 23 (Regular Meeting). – *Dewing moved to approve the minutes of the regular meeting April 23, 2014, as presented. McGrath 2nd. Motion carried unanimously.*
- 6) Old Business:
- a) *Historic Downtown Master Plan:* Review project ‘Work Plan’, ‘Timeline’, ‘Goals’, etc.
Plan: Update (S.E.H.)

Andrew Dane (S.E.H.) and Randy Stadtmueller (Stadtmueller & Associates) presented the master plan process, visioning workshop/charratte events and information collected to date. Authority members posed questions and provided input.

Dane requested a meeting with Kaas, Rath, Plan Commission Chairman and Administrator Friday to discuss undefined areas related to the master plan and branding (Clifton Rd., scheduling, etc.).

- 7) New Business:
- a) *Consider Sub-Committee establishment regarding special projects:*
- Matching Grant Program.

- Information Kiosk.
- Visitor's Center.
- Revolving Loan Fund.
- Farmer's Market.
- Condon Haul (bypass roadway) – Future development.

Kaas presented a review of information from the Sherwood Business Owners group meetings.

Kaas stated High Cliff State Park (HCSP) is updating the Sherwood Business listing for distribution to their visitors and HCSP has space available for visitor guide and individual business advertisements.

Kaas explained the special projects and opened up the discussion.

Hennlich offered to research Farmer's Markets organization report back.

Kaas and Vande Hey volunteered to develop the application and judging criteria of the Matching Grant Program. Kaas stated the remaining topics will be on hold.

McGrath reported attending the Explore the Shore meet and greet last week and believes the Village can learn a lot from what that group has accomplished. McGrath committed the Village to participate in a grant program for marketing funds.

8) Correspondences: None.

Kaas inquired of the Authority Members and they agreed to change the regular meeting start time to 6:30 p.m. (on the 4th Wednesdays of the month).

9) Adjournment. – ***Kaas by unanimous consent adjourned the meeting at 8:50 p.m.***

Respectfully submitted for review and approval by Susan Williams, Clerk

**Village of Sherwood Community Development Authority Special Meeting
Minutes
July 23, 2014**

- 1) Call to Order/Roll Call. – *Chairman Kaas called the Meeting to order at 6:30 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Roger Kaas
Steve McGrath
Tom Vande Hey

Absent:

David Miller, excused
Todd Thiel, excused

Others present:

Randy Friday, Administrator
Susan Williams, Clerk
Jim Rath, Village President
Joyce Laux, Village Vice-President
Bob Benz, Village Trustee
Stacy Gedman, Village Trustee
Joe Hennlich, Village Trustee
Steve Summers, Plan Commission Chair
Kathy Salo, Plan Commissioner
John Sharer, Plan Commissioner
Milan Deprez, Utility Commissioner
Tom Jack, PRUT Chair

- 2) Pledge of Allegiance. – *Recited.*
- 3) Approval of the Agenda. – *Kaas suggested amending the agenda to postpone approval of the minutes until the next meeting. McGrath moved to approve the agenda with the minute postponement and the rest as presented. Boll 2nd. Motion carried unanimously.*
- 4) Citizen Comments on Agenda Items.
- 5) Approval of Minutes: June 25 (Regular Meeting). – *Postponed until the next meeting.*
- 6) Old Business:
- a) *Historic Downtown Master Plan: Project Update (S.E.H.) - Authority and public in attendance heard update on the plan.*
- 7) New Business:
- a) *Design Preference Survey: Public input on design elements. – Andrew Dane (S.E.H.) conducted exercise with attendees to formulate design preferences.*
- b) *Logo/Branding Draft Concepts: Review consultant proposals. – Renee Torzala (Stadtmueller & Associates) solicited input from attendees to assist logo/branding development.*

8) Correspondences: None.

9) Adjournment. – *Kaas hearing no objection adjourned the meeting by unanimous consent at 8:32 p.m.*

Respectfully submitted for review and approval by Susan Williams, Clerk

Village of Sherwood Community Development Authority Special Meeting Minutes

August 27, 2014

- 1) Call to Order/Roll Call. – *Chairman Kaas called the Meeting to order at 6:30 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Roger Kaas
Steve McGrath
Tom Vande Hey

Absent:

David Miller, excused
Todd Thiel, excused

Others present:

Randy Friday, Administrator
Susan Williams, Clerk
Jim Rath, Village President
Joe Hennlich, Trustee
John Sharer, Plan Comm. Member
Steve Summers, Plan Comm. Chair.

- 2) Pledge of Allegiance. – *Recited.*
- 3) Approval of the Agenda. – *Vande Hey moved to approve the agenda with the minute postponement and the rest as presented. Boll 2nd. Motion carried unanimously.*
- 4) Citizen Comments on Agenda Items.: None.
- 5) Approval of Minutes: July 23 (Special Meeting). – *Boll moved to approve the minutes of the Special Meeting of July 23, 2014, as presented. McGrath 2nd. Motion carried unanimously.*
- 6) Old Business:
 - a) *Historic Downtown Master Plan: Project Update (S.E.H.)*

Andrew Dane (S.E.H.), Randy Stadtmueller (Stadtmueller & Associates) and Trevor Frank (S.E.H.) distributed handouts, presented Power Point, explained draft of Historic Downtown Master Plan and responded to Authority members and public questions.

- 7) New Business: None.
- 8) Correspondences: None.
- 9) Adjournment. – *Kaas hearing no objection adjourned the meeting by unanimous consent at 8:15 p.m.*

Respectfully submitted for review and approval by Susan Williams, Clerk.

Village of Sherwood Community Development Authority Meeting Minutes
September 24, 2014

1) Call to Order/Roll Call. – *Kaas called the Meeting to order at 6:30 p.m. with roll call:*

Present:

Tom Boll
Cheryl Dewing
Roger Kaas; Chair
Steve McGrath
David Miller
Todd Thiel
Tom Vande Hey

Absent:

Susan Williams; Clerk (excused)

Others present:

Randy Friday; Administrator
Andrew Dane; S.E.H.
Trevor Frank; S.E.H.
Randy Stadtmueller
Renee' Torzalla
Rick Vanden Wymelenberg
Nathan Vanden Wymelenberg
Jim Rath; Village President
Steve Summers; Plan Commission Chair

2) Pledge of Allegiance. Recited.

3) Approval of the Agenda. *Motion to approve made by Miller and seconded by Boll. Unanimously approved.*

4) Citizen Comments on Agenda Items. None.

5) Approval of Minutes: Aug. 27 (Regular Meeting). *Motion to approve made by Dewing and seconded by Vande Hey. Unanimously approved.*

6) Old Business:

a) *Historic Downtown Master Plan:* Project Update (S.E.H.).

Dane, Frank and Stadtmueller gave an overview of the *pre-Final Plan* and its elements.

7) New Business:

a) *Logo & Branding:* Project Update (S.E.H.) and discussion.

Torzalla recapped specific branding issues and handed out potential logos for consideration and comment. Logo design and choice will not occur with final approval of the *Plan* by the Village Board in early October. However, it will be finalized in the immediately thereafter.

8) Correspondences: None.

9) Adjournment. *Hearing no opposition, Kaas adjourned the meeting at 9pm.*

Respectfully submitted for review and approval by Randy Friday, Acting Clerk.

Minutes of Village of Sherwood Community Development Authority – Special Joint Meeting with Plan Commission

October 22, 2014 – 6:30 pm

1) Call to Order/Roll Call. – *Kaas called the Meeting to order at 6:30 p.m. with roll call:*

	Present:	Absent:
CDA:	Tom Boll	Steve Summers, PC Chair
	Cheryl Dewing	Jim Rath, PC Member
	Roger Kaas	Joe Hennlich, PC Member
	Steve McGrath	
	David Miller	Others present:
	Todd Thiel	Randy Friday; Administrator
	Tom Vande Hey	Susan Williams, Clerk
Plan Commission:	Bob Gillespie	Andrew Dane; S.E.H.
	Kathy Salo	Trevor Frank; S.E.H.
	John Sharer	
	Scott Sheppard	

2) Pledge of Allegiance. – *Recited.*

3) Approval of the Agenda. – *Miller moved to approve the agenda as presented. Boll 2nd. Motion carried unanimously.*

4) Citizen Comments on Agenda Items.

Vern Bastjan, W4879 Cliffview Drive, Sherwood – agenda items 6) a) and 7) c) voiced concerns about Village Officials responding to questions on the *Mind Mixer* website, the number of residents in the Village during the day, about cul de sacs in future developments, residential development along the hills, the master plan and complimented Dane.

5) Approval of Minutes: Sept. 24 (Regular Meeting). – *Vande Hey moved to approve the minutes of the regular Community Development Authority of September 24, 2014 as presented. Miller 2nd. Motion carried unanimously.*

6) Old Business:

- i. *Historic Downtown Master Plan:*
- ii. Project presentation (S.E.H.).
- iii. Recommended *Plan* changes.
- iv. Recommendation to Village Board regarding final adoption.

Dane and Frank presented the Master Plan and responded to Authority Members and Commissioners questions.

Kaas suggested addition of a roadway connection north of the Miller Pond area and revising the development phasing schedule.

Community Development Authority: Thiel moved to approve the Master Plan contingent upon the addition of the roadway connection north of the Miller Pond area and revision of the development phasing. Boll 2nd. Motion carried unanimously.

Plan Commission: Sharer moved to approve recommendation to the Plan Commission of the Master Plan contingent upon the addition of the roadway connection north of the Miller Pond area and revision of the development phasing. Salo 2nd. Motion carried unanimously.

7) New Business:

a) *Logo & Branding*: Consider 'Final' design choice(s).

Dane presented final 3 designs to the Authority Members and Commissioners.

Miller moved to place branding and logo development initiative on hold. McGrath 2nd. Motion carried unanimously.

b) *Grant Programming*: Consider project funding request in FY2015 Village Budget.

Kaas distributed handout and presented the topic, stating projects such as safety enhancements, ADA accessible additions, interior/exterior building improvements, new equipment purchase for business growth, engineering design services associated with the project, signage and landscaping would be eligible for this grant program. Kaas explained key components of the application and criteria for application review and approval and responded to Authority and Commission member questions.

Boll inquired as to the budget amount. Kaas responded \$25,000. Vande Hey stated that amount seemed low.

Vande Hey moved to request \$50,000 in FY2015 budget for Matching Grant Program. Boll 2nd. Motion carried unanimously.

c) *Survey – 'Local Business Spending and Shopping Habits'*: Consider FY2015 Village Budget funding request for Sherwood household survey (\$5,562; UW-River Falls Survey Research Center).

Kaas presented proposed UW-River Falls survey project and responded to questions.

Miller moved to request \$5,562 in FY2015 for a Local Business Spending and Shopping Habits survey conducted by the UW-River Falls Survey Research Center. Vande Hey 2nd. Motion carried unanimously.

8) Correspondences: None.

9) Adjournment. – *Kaas hearing no objection adjourned the meeting by unanimous consent at 8:48 p.m.*

Respectfully submitted for review and approval by Susan Williams, Clerk

Village of Sherwood Community Development Authority
Special Meeting Minutes
December 10, 2014

- 1) Call to Order/Roll Call. – *Kaas called the Meeting to order at 6:30 p.m. with roll call:*

Present:

Tom Boll
Roger Kaas; Chair
David Miller
Tom Vande Hey

Absent:

Susan Williams; Clerk (excused)
Cheryl Dewing
Steve McGrath
Todd Thiel

Others present:

Randy Friday; Administrator
Valerie Seidel; Office Coordinator

- 2) Pledge of Allegiance.
- 3) Approval of the Agenda. *Motion to approve made by Miller and seconded by Boll. Unanimously approved.*
- 4) Citizen Comments on Agenda Items.
- 5) Approval of Minutes: Oct. 22 (Special Joint Meeting with Plan Commission). *Motion to approve made by Boll and seconded by Vande Hey. Unanimously approved.*
- 6) Old Business:
- a) *'Local Business Spending and Shopping Habits'*: Update process (Mary Kohrell; UW Extension input).

Kaas reiterated the interest of study by hearing from Kohrell's interactions with local business owners; Kohrell outreached to several of them for their input specifically to help design survey. A meeting is to be held on Wednesday, December 17 to go over specifics on customizing the survey and tailoring it to be Sherwood-oriented. The intent is to have the survey ready for the UW-River Falls survey group early in 2015.

Miller inquired when the survey results should be available, and Kaas stated either late May or early June 2015 (coinciding with the Spring semester schedule with UW-River Falls).

- 7) New Business:
- a) *Local Business Grant Program*: Finalize grant policies; matching funding criteria; Rating scheme, etc.

Kaas recapped that the business grant program was approved by the Village Board at \$50,000; grants offered at \$10,000. Kaas made a formal announcement at the last Sherwood

Business Association meeting (November 17). Kaas instructed need to establish a comprehensive scoring system and eligibility, as to maintain fairness for all applying businesses. Prioritizing of requests to be determined by the following: perceived quality of the application, potential impact of the business for the Village, the impact of job creation and retention, the enhancement of the value of the specific business, the necessity versus the nicety of a project, and other considerations. Grants will be offered to existing and /or start-up businesses. Applicants are encouraged to provide additional supporting materials along with their applications (diagrams, swatches of materials to be used for project, etc.).

Friday suggested establishing a non-biased rubric to rate and assess project applications through a blind evaluation as they are turned in, based on individual merits.

Vande Hey stressed the importance of proof of matching funds is to be a requirement. Applications approved for the grant program are to provide the Village Clerk-Treasurer with proof of matching funds by business prior to release of Village funding. Friday added if funds are available, the project may be granted at a cash available basis.

Village of Sherwood's Village Office is to send mailings to all local businesses with applications along with examples in the beginning of 2015. Applications are to be submitted, evaluated, and granted on starting with the first quarter. The first submission deadline is March 1. Applications received will be evaluated and rated by the C.D.A during a special meeting on the third Wednesday of the month. While in closed session, the applicant(s) shall appear before the C.D.A. commissioners to discuss and justify their application request in a form of a 15-minute presentation. Grants will be awarded the following week during the regularly scheduled C.D.A. meeting. If monies are still available to be awarded, the grant-giving process will be reset for the second quarter with an application deadline of June 1 and again, if monies are available, the third quarter deadline of October 1.

Kaas summarized and motioned to incorporate the following processes into our policies with the grant-giving on page five of the application:

- 1) The grant-giving process will be administered by the C.D.A. as a whole.
- 2) The applicant shall come forth and provide a presentation at the special meeting allotted specifically for grant proposals, and the C.D.A. will act on the applications at the regular meeting at the end of the quarter.
- 3) The first application deadline is the beginning of the third month of the year.
- 4) Assistance for start-up businesses will be available, but not completely finance a project.
- 5) Applicant must provide bank-backing materials for proof of matching funds, such as a letter of credit, to the Village Clerk-Treasurer. The Village will provide monies to business or contractor after business provides completion report of funded project.
- 6) Applicants are to provide a time schedule and include expected job completion.

Motion to approve made by Miller and seconded by Boll. Unanimously approved.

- b) *Downtown Development – Next steps: Discuss potential marketing program; Developer RFP development.*

Kaas proposed to go into closed session to discuss property acquisition for future development use. Coming out of closed session, it was decided to schedule meetings with landowners that own parcels that are to be used for the Downtown Master Plan project.

Kaas discussed articles presented in the S.E.H. near final form the *Village of Sherwood Master Plan for Development* report. Included in report is a possible marketing program option to help attract more external audiences (prospective residents and developers).

Kaas stated a marketing plan initiative could be the next step in addressing the need to attract prospective residents and developers and wants to begin discussing what to focus on to establish a developer 'Request For Proposal' (RFP). It was decided Friday will coordinate a special leadership meeting of the C.D.A., Plan Commission, and Village Board to facilitate establishment of the developer RFP during the regularly scheduled C.D.A. meeting on January 28.

8) Correspondences: None.

9) Adjournment. ***Hearing no opposition, Kaas adjourned the meeting at 8:01 p.m.***

Respectfully submitted for review and approval by Valerie Seidel, Acting Clerk.

**Village of Sherwood Community Development Authority
Special Meeting Notice and Agenda**

Wednesday, December 24, 2014 – 6:30 pm

Sherwood Village Hall – W482 Clifton Road; Sherwood, WI.

NOTE: Due to a lack of business, the regularly scheduled monthly meeting of the Community Development Authority is herewith cancelled.

Welcome to the Community Development Authority Meeting! Please observe the following rules of conduct during the meeting:

1. Register to speak on the sign-in sheet on the table in the rear of the room.
2. Speak only to issues on the Agenda.
3. Limit your presentation to three (3) minutes.
4. Do not address Board Members during their deliberations unless requested to do so.
5. Any item listed on the Agenda may be acted upon by the Board.
6. A Quorum of any other Board or Commission is incidental to the CDA meeting and no action shall be taken on their behalf.
7. Requests from persons w/ disabilities needing assistance should be made to the Clerk (989-1589).