



Community Development Authority Meeting Agenda

Friday, April 13, 2018 at 7:30 a.m.

Village Hall Board Room
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.
2. Introduction of Jon Krouse as new member of CDA.
3. Consideration of March 15, 2018 meeting minutes.
4. Consider contract for legal services.
 - a. CDA's require legal representation that is separate and apart from the Village's municipal attorney. In the past, the CDA has retained Bruce Block. While there is no immediate project before the CDA, similar to the CDA's financial advisor, I am requesting the group approve the attached agreement for CDA legal representation. First quarter of 2019, it is my intention to move forward with RFP's for these services pursuant to the attached policy.
❖ The CDA is requested to act on the agreement.
5. Review of 2017 CDA accomplishments.
❖ This is an update only. No action required.
6. Consider prioritization of CDA initiatives.
 - a. On 3/5 the Village Board approved the attached annual vision planning process. The timing works well with the CDA's next steps of prioritizing items to work on in the 2018 and 2019 years. An email was sent to you on 3/8 describing the activities involved.
 - b. On 3/26 an email with instructions to begin prioritizing was sent to all CDA members. Responses were due on 4/4. Follow-up to obtain more response was requested on 4/6. A summary of the responses received for SMART goals and parking lot items will be provided before or at the meeting.
 - c. At the April 13 meeting, the CDA will further prioritize the SMART goals. The CDA should have no more than 5 SMART goals at the end of the process and 5 secondary items in the parking lot.
❖ The CDA is requested to prioritize the SMART goals and parking lot items.
7. Discuss presentation of 2017 CDA annual report.
 - a. At the meeting on 4/13, CDA members will receive a draft CDA 2017 annual report.
 - b. Page A-11 of the 2016 report will need to be updated to reflect the updated prioritization finalized on the CDA on 5/4.
❖ Staff would like to the CDA's direction as to whether they desire to have Mike Harrigan, Ehlers, present the report at the 5/4 meeting.
8. Review of BID and PDD monthly reports.
9. Adjournment.

DATED at Shorewood, Wisconsin, this 6th of April, 2018.

VILLAGE OF SHOREWOOD
Sara Bruckman, Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals



Community Development Authority

Meeting Minutes

Friday, March 15, 2018

3930 N. Murray Avenue, Shorewood, WI 53211

DRAFT

1. Call to order.

The meeting was called to order at 7:36 a.m. Members present: Chair Peter Hammond, Tr. Ann McKaig, Tr. Allison Rozek, John Florsheim and Andrea Roschke. Absent: Mike Dawson and Pete Petrie. Also Present: Village President Guy Johnson, Tr. Michael Maher, Rebecca Ewald, Bart Griepentrog, Mark Emanuelson and Ericka Lang.

2. Consideration of February 2, 2018 meeting minutes.

Member Florsheim moved to approve the minutes, seconded by Tr. Rozek. Vote 5-0.

3. Consideration of CDA By-Laws and Rules of Procedure.

Chair Hammond presented the most recent version of the proposed CDA By-Laws and Rules of Procedure, noting that edits to the document discussed during the February meeting have been incorporated into the new draft. Clarification of member limits was discussed, but that was agreed to be a decision of the Village Board. Tr. McKaig asked that the document be clarified to include that teleconferencing members were eligible to vote, and general consensus was agreed upon to that fact. Member Florsheim moved to approve the CDA By-Laws and Rules of Procedure, seconded by Tr. Rozek. Vote 5-0. (see Exhibit A)

4. Consider agreements with CDA financial consultant.

Rebecca Ewald briefly discussed the CDA's adopted purchasing policy and its relation to Requests for Proposals with existing service contracts. Since the CDA's current financial consultant (Ehlers), who is also the Village Board's financial consultant, is presently working on the CDA's 2018 annual report, it was recommended to not RFP out for these services until Q3 of 2019 after the presentation of that report. Until that time, other existing additional services for new development project financial reviews would also remain with the current consultant, so that both activities would be reviewed at the same time. Tr. McKaig moved to approve both agreements, seconded by Member Florsheim. The items passed 4-1, with Tr. Rozek voting no.

5. Update on the annual vision planning process.

Rebecca Ewald provided the CDA with a brief update on the upcoming vision planning process that was approved by the Village Board on 3/5/18. As a next step, the CDA's 2017 accomplishments and future projects for prioritization will be placed on the April 13th meeting agenda for discussion.

6. Review of 4th Quarter Financial Report.

Mark Emanuelson presented an overview of the CDA's 4th Quarter Financial Report. It was noted that the CDA does not currently have an adopted budget, but general agreement was made that it would make the most sense to set priorities first and then adopt a budget in line with those proposed actions.

Members were updated on existing Business Loan repayments and discussed needing to confirm that the current program has built-in penalties for delinquent payments, which were not included within its initial adoption. Any recommended action for current delinquencies were discussed to be placed onto a future agenda for consideration/action within the scope of identified priorities.

7. Review of BID and PDD monthly reports.

Bart Griepentrog and Ericka Lang provided updates to their respective monthly reports, which were included within the CDA packet. The CDA acknowledged the value of the reports, particularly for the Trustee members who routinely interact with citizens. It was noted that all members should keep in mind that inquires don't always lead to action.

8. Adjournment.

Tr. McKaig moved to adjourn the meeting at 8:57 a.m., seconded by Member Florsheim. Vote 5-0.

Recorded by,

Bart Griepentrog, AICP
Planning & Development Director

Recommended for Adoption by CDA on 3/15/18

**COMMUNITY DEVELOPMENT AUTHORITY OF THE
VILLAGE OF SHOREWOOD, WISCONSIN**

**By-Laws and Rules of Procedure
Adopted by the Village Board on **/**/****

1. **GENERAL RULES BY STATUTE OR RESOLUTIONS**

The Community Development Authority (CDA) of the Village of Shorewood shall be governed and controlled by Statutes of the State of Wisconsin, and as the same may hereafter be amended and by the within rules of procedure.

2. **GENERAL POWERS AND DUTIES OF THE CDA**

The CDA shall exercise all powers conferred and perform all duties imposed, by state and local ordinance of the Village of Shorewood, and shall perform such further and other duties as may properly from time to time be required by the Village Board. Specific duties of the CDA include, but are not limited to:

- a. Provision of recommendations on the Village of Shorewood Central Business District Master Plan and periodic updates.
- b. Provision of recommendations on redevelopment.
- c. Preparation and implementation of Tax Increment District (TID) financial management guidelines.
- d. Evaluation and preparation of TID project plans and financial projections.
Prepare annual report of projections of Tax Incremental District expenditures, revenues and other CDA programs or initiatives.
- e. Preparation and implementation of redevelopment assistance criteria, including recommendation of developer agreements for specific projects.
- f. Preparation and administration of business and developer recruitment and retention assistance activities, as well as CDA-approved programs.
- g. Actions as Village's Housing Authority, per State Statute.

3. **REVIEW BY PLAN COMMISSION**

Should State Statute or Village Ordinance require, the CDA shall submit recommendations to the Plan Commission prior to submission to the Board of Trustees. Recommendations to the Plan Commission may be by resolution or in such other form as the Board of Trustees deems appropriate and upon adoption of any recommendation.

4. **APPROVAL BY THE VILLAGE BOARD**

Specific action taken related to the following powers shall be subject to review and approval by the Village Board:

- a. Acquisition of land by eminent domain or other methods, and disposition of any land within the Central Business District Master Plan.
- b. Approval of TID creation, development agreements, new programs, and other related TID

Exhibit A

- expenditures.
- c. Issuance of debt, other than "conduit debt" which is not supported in any way by the CDA or Village of Shorewood.
- d. Proposed contracts requiring use of municipal funds.
- e. Amendments, deletions or additions to these By-laws and Rules of Procedure.

5. **CDA MEMBERSHIP**

Membership. Membership shall be comprised of 7 Commissioners. Five Commissioners shall be resident persons appointed by the Village President, with confirmation of the Village Board. The Village President shall appoint two Village Board members as Commissioners to serve terms per adopted Board of Trustee policy. Commissioners, other than Board members, shall serve terms of 4 years expiring May 31st of each year. Should a resident appointment resign or be unable to fulfill their term, the Village President shall appoint a new resident member to complete the remainder of the Commissioner's term, subject to confirmation of the Village Board.

Presiding Officers. Whenever the Village President shall serve as a commissioner of the CDA, the President shall act as its Chair; otherwise the Chair and Vice-Chair of the CDA shall be elected from among the commissioners of the CDA by majority vote of the commissioners at the first meeting in June annually. In the event that a Chair or Vice-Chair of the CDA resigns during their term, the CDA shall hold a special election to appoint a new Chair or Vice-Chair at its next regular meeting.

In the absence of the Chair, the Vice-Chair shall preside. In the event of absence by the Chair and Vice-Chair, the longest tenured Village Board member serving on the CDA in attendance shall preside over the meetings.

The Presiding Officer shall preside at all meetings of the CDA and shall have the right to vote and make motions; shall rule on matters of procedure, subject to appeal from such rulings by proper motion; shall conduct the meetings in accordance with the rules; shall have such powers and duties as may be necessary for conduct of orderly meetings; and such other powers and duties as herein assigned or as may be assigned.

6. **MUNICIPAL LIAISONS**

Executive Director. The Village Manager shall perform the duties of Executive Director of the CDA and shall perform duties as may be required to carry out the CDA's tasks. The Village Manager may utilize such members of the Village of Shorewood staff as may be made available to accomplish said tasks.

Treasurer. The Village Treasurer shall perform duties of the Treasurer of the CDA as governed by the Memorandum of Understanding between the CDA and Village. The Treasurer of the CDA shall handle and keep a record of the financial dealings of the Authority.

Secretary. The Village Planning & Development Director shall be the Secretary of the CDA as governed by the Memorandum of Understanding between the CDA and Village. The Secretary of the CDA shall record the minutes, file applications, request any and all documents directed to the CDA; to publish or mail, as the case may be, all notices and advertisements required by law or as directed by the CDA; to prepare meeting materials, a summary statement of the nature of each

Exhibit A

item on such agenda and a copy of the minutes of the last meeting.

7. **AGENDA**

The Executive Director shall prepare the agenda with direction from the Chair.

Order of Business. The order of business at all meetings, regular and special unless varied by a suspension of rules agreed upon by a majority of the Authority shall be as follows:

Call to Order
Public Hearings
Person desiring to be heard
Approval of Minutes of Previous Meeting
Old Business
New Business
Adjournment

8. **MEETINGS**

Regular Meetings. Regular meetings shall be held at a time and place designated by the Authority. Regular meeting times are subject to change only by consensus of the members.

Special meetings. Special meetings may be set at a regular meeting by the majority of the CDA, Chair whenever in their judgement such meeting is necessary, and the Chair shall call such special meeting whenever they are requested to do so by at least four (4) members of the CDA in writing to the Executive Director. Any business which could be done at a regular meeting may be done at such special meeting.

Quorum. A quorum for all meetings shall consist of four members, and the presiding officer shall be included in such a count. Teleconferencing members shall be considered present and may count towards a quorum; and, teleconferencing member may participate in meeting discussion and vote.

9. **VOTING**

Provided a quorum is present and except as otherwise by law or these rules provided, the affirmative vote of a majority of the members present shall be required to decide any matter up for consideration.

In the event that any member shall disqualify themselves to vote on any matter due to conflicts of interest or other reasons, they shall, none the less, be counted in determining whether a quorum is present, but the disqualification shall not decrease the number of votes required for passage of any motion, resolution or the taking of any other action.

10. **PUBLIC HEARINGS**

The Order of Business for holding public hearings shall be as follows:

Exhibit A

- a. A brief statement by the executive director as to the topic of the public hearing and the manner in which notice of the hearings was given.
- b. Presentation (by applicant if applicable) on the top including any documents filed.
- c. Statements of all persons in favor.
- d. Statement of all persons in rebuttal.
- f. Statements in rebuttal by the applicant and by other persons favoring the request.
- g. Statements in rebuttal by opposing the request.
- h. Adjournment of the hearing.

Conduct of Public Hearings. The presiding officer shall announce immediately prior to each public hearing that no one will be heard unless they state their name and address. The presiding officer shall briefly explain the order of business. They shall have the right prior to the hearing to announce that each person's statement shall be limited to a specified period of time, and that rebuttals shall be limited to a specified period of time, and they shall have the right to terminate any statement when the speaker's time has elapsed, or in the event of unnecessary repetition, or in the event the statement is not material or germane.

Appearance. All persons desiring to be heard shall be heard, in person or by attorney.

Withdrawal of Application. At any time prior to a motion to grant or refuse a request, application or petition, the applicant may withdraw his request, application or petition if applicable and such withdrawal shall not entitle the applicant to a refund of whatever filing or publication fee may previously have been paid.

11. **AMENDMENT OF RULES**

These rules may be amended from time to time upon a concurring vote of 2/3 or 5 members of the CDA and upon approval of the Village Board.

The general rules of procedure of the CDA shall be governed by Robert Rules of Orders where no specific statute, law or ordinance controls or other provisions of these bylaws control.



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March 26, 2018

SENT VIA E-MAIL

Community Development Authority
of the Village of Shorewood
c/o Rebecca Ewald, Village Manager
Village of Shorewood
3930 North Murray Avenue
Shorewood, WI 53211

Dear Ms. Ewald:

Re: Engagement Letter

This will confirm your engagement of our firm.

SCOPE OF SERVICES AND STAFFING

We understand our services will consist of assisting the Community Development Authority of the Village of Shorewood (the "Client") on various real estate related matters from time to time. Bruce Block will be the principal attorney managing the services provided by our firm on the Client's behalf. Other attorneys and professionals may provide services as dictated by the needs of each matter.

FEES AND COSTS

We will charge for our services at our normal hourly rates and we will request reimbursement of expenses reasonably incurred according to our firm's regular billing practices. We will bill and request payment from the Client on a monthly basis. Our invoices will be broken down to describe the services rendered on each day, briefly describing the nature of the services, the name of the professional who rendered the services and the amount of time spent.

Please review the accompanying firm policy statement on fees and disbursements, which more fully describes our billing policies. As explained therein, the primary determinant of our fees is the time spent. In general, the hourly rates for the attorneys and other professionals in our firm currently range between \$180 and \$650. These rates are adjusted periodically. Mr. Block's

hourly rate is currently \$595. The hourly rate of other attorneys and professional staff who may be utilized in this engagement will be in the range of \$185 to \$450.

SERVICE CORPORATION STATUS

We are required by the Wisconsin Supreme Court Rules relating to the practice of law through a service corporation that we clarify the law relating to our professional malpractice liability for all clients. In the event malpractice occurs in our representation, the Client is protected by the firm's malpractice insurance policy as well as the assets of the firm. In addition, any attorney who represents the Client may be personally liable to the Client for any negligence in his or her representation as well as that of any attorney or staff member whom he or she supervises. However, because the firm is a limited liability entity, the Client may not look to the personal assets of the other attorneys in the firm who were not involved representing the Client.

USE OF OUTSIDE BILLING VENDORS

If you or your insurance company or other representative or affiliate asks us to use an outside billing vendor, please be aware that the vendor's terms may include, among other important provisions:

- A privacy policy that may affect or reduce your privacy rights; substantial limits on the vendor's obligations with respect to data breaches and protection of your confidential information; imposition on you of security obligations; and your consent to transfers and use of data and personal information;
- Substantial disclaimers and limitations on the vendor's liability and imposition on you of liability for various risks;
- Inclusion of laws of other jurisdictions and inclusion of dispute resolution procedures (potentially including waiver of your right to a jury trial).

You acknowledge and agree that before we are directed to use an outside billing vendor, you will have reviewed, and agreed to the outside billing vendor's terms, that we will use the vendor's services pursuant to such terms, and that we may transmit information regarding you and your matter to and from such vendor in connection with this representation.

DISPOSITION OF DOCUMENTS AND FILES

In the ordinary course, we close most client matters within two years after we complete work on the matter. After we close the matter, we typically retain files in that matter for a retention period of 10 years. If during that retention period you wish to obtain documents from the files, you should contact us and we will collect, process and provide the files in a reasonable

period of time. Please keep us informed if your contact information changes. In the ordinary course, we maintain files only in electronic format, and if you request files we will provide them to you in that format. You will remain obligated to pay outstanding fees, costs and disbursements related to the matter. At any time after the retention period expires, we reserve the right to destroy or otherwise dispose of any files and records relating to the matter in a manner that preserves the confidentiality of your information, without further notice to you, and it is our intention to do so.

ELECTRONIC COMMUNICATIONS

It is likely that during the course of this engagement both you and Reinhart will use electronic devices and Internet services (which may include unencrypted wired or wireless e-mail, cellular telephones, voice over Internet, electronic data/document web sites, and other state of the art technology) to communicate and to send or make available documents. Although the use of this technology involves some degree of risk that third parties may "hack into" or otherwise access confidential communications, we believe you agree that the benefits of using this technology outweigh the risk of accidental disclosure. Nevertheless, just as we have policies and systems in place designed to make our electronic communications with you reasonably secure, it is equally important that you also communicate with us in a manner that reasonably protects the confidentiality of information we share and any attorney-client privilege that may apply to our communications. Particularly in light of publicized security breaches in some industries, please use care in communicating via computers or electronic devices, networks or Internet addresses that are owned or controlled or may be accessed by others. When communicating with us, please use, at a minimum, generally accepted privacy and security principles and standards (referred to more generally as IT controls) to safeguard the confidentiality, integrity and availability of the information. Please do not forward to others the communications you receive from us so that attorney/client privilege, where applicable, can be protected. Any device you use should be password protected and not accessible for use by any third party, and you should not forward any communications from us. In addition, Reinhart uses third party cloud-based services to process, transmit, store and access information regarding the representation of its clients. Accordingly, information regarding you and your matter may be transmitted to and from a third party cloud-based service provider in connection with this representation.

INTERNAL PRIVILEGE

As you know, Reinhart is a large law firm. We represent many clients and handle a great number of complex matters each year. In part because of the number of clients that Reinhart represents and the complexity of the matters we become involved in, from time to time issues arise that raise questions as to our duties under the professional conduct rules that apply to

lawyers. These might include, e.g., conflict of interest issues, and could even include issues raised because of a dispute between us and a client over the handling of a matter. Under normal circumstances when such issues arise, we would seek the advice of our General Counsel who is an expert in such matters. Historically, we have considered such consultations to be attorney-client privileged conversations between firm personnel and our counsel. In recent years, however, there have been judicial decisions in some jurisdictions indicating that under some circumstances such conversations could involve a conflict of interest between the client and Reinhart and that our consultation with Reinhart's counsel may not be privileged, unless we either withdraw from the representation of the client or obtain the client's consent to consult with Reinhart's counsel.

We believe that it is in our clients' interests, as well as Reinhart's interest, that in the event legal ethics or related issues arise during a representation, we receive expert analysis of our obligations. Accordingly, as part of our agreement concerning our representation of the Client, the Client agrees that if we determine in our own discretion during the course of the representation that it is either necessary or appropriate to consult with our firm counsel (either our internal counsel or, if we choose, outside counsel), we may do so and that our continued representation of the Client shall not waive any attorney-client privilege that Reinhart may have to protect the confidentiality of our communications with our counsel.

TERMINATION OR WITHDRAWAL

We expect to continue our representation until conclusion of any pending matters, and thereafter until either party requests termination of the relationship. Our representation will terminate upon our sending our final statement for services rendered to the date of termination. The Client may, at any time, instruct us in writing to cease activities and we will promptly take the steps necessary to conclude our representation. Those steps would include preparing the materials appropriate for transferring any pending matter to another counsel, if requested. Similarly, we reserve the right to terminate our representation at any time upon reasonable notice to the Client. The Client agrees to execute any documents necessary to permit us to withdraw from representing the Client and to promptly pay all fees, costs and disbursements incurred through the date of termination. Following conclusion of a matter, changes may occur in applicable law that could have an impact upon the Client's future rights and liabilities. Unless the Client engages us after completion of the matter to provide additional advice on issues arising from the matter, we have no continuing obligation to advise the Client with respect to future legal developments.

The scope of this engagement pertains to prospective projects (as opposed to matters in which we have previously represented the Client). Accordingly, whether we have potential conflicts of interest to address in future matters will be ascertained on a case-by-case basis. In addition, as we have discussed, our firm possesses an active real estate development and land use

Rebecca Ewald, Village Manager
March 26, 2018
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practice as well as broad regulatory and litigation practices. We may, from time to time, be asked to represent other clients in administrative, regulatory and contractual matters and legislative proceedings that are adverse to the Client (examples include--but are not limited to-- rezoning requests, appearances before the Board of Zoning Appeals, property tax appeals, eminent domain claims and defenses, and cable TV and/or utility and/or cell phone and/or other regulated industry proceedings). Accordingly, as a condition of our engagement by the Client, we must retain our ability to continue to represent clients in all matters adverse to the Client that are unrelated to any matters as to which we are representing the Client. If at any point in the future a client becomes engaged in litigation against the Client, we must retain our ability to be able to represent such client in such litigation against the Client. In such instance, in accordance with the professional rules of ethics, we may be required to withdraw from representing the Client in connection with other unrelated matters.

CONCLUSION

We are pleased to have the opportunity to assist the Client. If, at any time, you have any questions or comments regarding our relationship, please feel free to contact the undersigned. If the foregoing terms are acceptable, please execute one copy of this letter where indicated below and return same to the undersigned.

Yours very truly,

REINHART BOERNER VAN DEUREN s.c.

BY 

Bruce T. Block

39326027

Enc.

The terms of the engagement letter are hereby accepted.

COMMUNITY DEVELOPMENT AUTHORITY
OF THE VILLAGE OF SHOREWOOD

BY: _____
Rebecca Ewald, Village Manager

REINHART BOERNER VAN DEUREN s.c.

BILLING POLICIES AND PROCEDURES

TO OUR CLIENTS:

Experience has shown that the attorney-client relationship works best when there is a mutual understanding about fees and payment terms. Accordingly, this memorandum is intended to explain briefly our billing policies and procedures. We encourage you to discuss them with us any time you have questions.

To help us determine a reasonable fee for our services, we ask each of our attorneys and legal assistants to maintain time records for each client and matter. The attorney responsible for your account reviews the time records each month before a statement is rendered. We assign hourly rates to all attorneys and legal assistants, depending upon the nature of the work, their experience level and other factors, and increase these rates from time to time. In most situations, our fees will be based on these hourly rates. If our fees will not be based entirely or at all on our hourly rates, we will come to an agreement with you to that effect. The rates may increase from time to time during the course of our engagement and the new rates will be reflected on our invoices. We view such rates as only an internal measure of costs, and not as the sole determinant of our fees in all cases. When calculating fees, we also consider the following factors:

the time and labor required, the novelty and difficulty of the questions involved and the skill requisite to perform the services properly;

the likelihood that the acceptance of the particular engagement will preclude us from taking on other engagements;

the fee customarily charged in our locality for similar services;

the amount involved and the results obtained;

the time limitations imposed by you or by the circumstances;

the nature and length of our professional relationship with you;

the experience, reputation and ability of the attorneys performing the services;

whether our fee is fixed or contingent; and

any unforeseen circumstances arising in the course of our representation.

It is our policy to serve you with the most effective support systems available, while at the same time allocating the costs of such systems according to the extent of usage by individual clients. Therefore, in addition to our fees for legal services, we also charge separately for certain costs and expense disbursements, including long distance telephone, facsimile, video conference connection costs, outsourced litigation discovery management services, postage, messenger,

courier and other communication costs, secretarial overtime, printing and document reproduction, computer research facilities (e.g., Westlaw), court reporter fees, travel expenses and other costs and expenses incurred on your behalf. In connection with some costs, we include a reasonable allocation of our expenses directly related to the cost. We will forward to you large disbursement billings for direct payment to the supplier. In particular, you will be expected to pay directly all fees payable to local counsel, expert witnesses and other professionals and all filing fees.

It is also our policy to obtain an advanced fee or retainer from new clients and from existing clients under certain circumstances. The attorney responsible for the engagement will determine the amount and terms of the advanced fee or retainer arrangement. Occasionally, it may be appropriate to require an advanced fee or retainer after the commencement of the engagement or to require an increase in a prior advanced fee or retainer depending on the scope of the work. For example, prior to a protracted trial, we may require the posting of an advanced fee or retainer sufficient to cover expected fees.

Due to the uncertainties involved, any estimates of anticipated fees that we provide, whether for budgeting purposes or otherwise, are necessarily only an approximation of the actual fees. Such estimates are not a maximum or minimum fee quotation. We will determine our actual fees in accordance with the policies described above.

Typically, we will send you billing statements each month unless you have made other arrangements with the attorney responsible for your account. Our billing statements are due and payable net ten days from receipt unless you have made other arrangements with the attorney responsible for your account. If any statement is past due, without limiting other remedies available to us, we may charge interest on amounts outstanding and/or suspend performance of services until arrangements satisfactory to us have been made for payment of outstanding statements and future fees and expenses. You agree to reimburse us for all costs of collection, including attorneys' fees.

We make every effort to include disbursements in the statement for the month in which they are incurred. However, some disbursements, such as telephone charges, filing fees and overnight courier, are not available to us until the following months, in which case a supplemental statement will be rendered to you for these additional charges.

In closing, let us assure you that it has always been and will continue to be our goal to provide legal services to you on the most cost-efficient basis possible. If at any time you wish to discuss either our billing policies and procedures generally or a specific billing statement, we encourage you to contact us.

REINHART BOERNER VAN DEUREN s.c.

CDA Purchasing and Approval Processes

The CDA is adopting the following processes for the purpose of establishing procedures for purchasing and accounts payable. These procedures have been developed to achieve the goals of these purchasing practices while balancing the need for flexibility in CDA activities.

Overview

The goals of these purchasing practices are to achieve the following objectives:

- A. That all purchases made are duly authorized per the criteria set forth,
- B. State and federal regulations regarding 1099 filing requirements are followed,
- C. That payments made are correct with respect to vendor, amount and account charged.

Favorable pricing

In order to help ensure that the CDA is getting favorable pricing, the following purchasing practices should be applied based upon the total expected purchase costs, and/or nature of the purchase.

General Goods:

- If the expenditure is under \$2,500 and routine in nature, the following methods should be used:
While there are no specific bidding processes required for this level of purchase activity, price checking should be done whenever practical as the costs of the items increase.
- If the expenditure is over \$2,500 or not routine in nature, the following methods should be used:
Price checking from at least 3 vendors is required to be documented for all expenditures that are over \$2,500, or for purchases that are not routine in nature.

Additional Considerations – Pricing - General Goods:

- Pricing should be considered in conjunction with obtaining the appropriate quality of goods.
- Product availability and the timeliness of delivery may also impact purchasing decisions.
- The amount of staff time spent on purchasing should be commensurate with the product costs.

Contracts

- All contracted services, professional service agreements, or consulting agreements which have a total value of \$5,000 or less must use the following procedures:
The CDA shall negotiate pricing with potential vendors based on the scope of services required. The terms of these agreements must be made in writing prior to commencement of services.
- All contracted services, professional service agreements, consulting agreements, or construction contracts over \$5,000 must use the following procedures:
Staff shall develop a written Request for Quotes (RFQ), Request for Proposal (RFP), or other scope of services document that may be usual and customary based on the type of services required.
These documents will be prepared in a manner that will identify in ample detail, the scope of services to be delivered in order to facilitate qualified potential service providers to submit bids or negotiate pricing.

- When considering multi-year service contracts in order to obtain the most favorable pricing and quality of services, initial contract terms should be limited to no more than 3 years. Contracts may also have a CDA renewal option for up to 2 additional years. In any case, all contracts should have a performance review and be rebid at a minimum of every 5 years.

Additional Considerations – Pricing - Contracts:

Pricing shall not be the sole criteria in selecting service providers. Contracts and proposals will be evaluated based on a combination of factors, including but not limited to:

The Understanding of the work required by the CDA, Documented sole vendor, Demonstrated competence and professional qualifications of the firm, Background and related experience of the specific individuals to be assigned to the project, Recent experience in successfully performing similar services, Proposed methodology for completing work, Level of staff interaction required to complete work, References. When these considerations result in the lowest cost bid not being selected, those reasons should be documented when awarding the contract.

Authorization

There are several levels of authorization that may be necessary to initiate a purchase. The level of authorization required will depend on which of the following conditions may apply to the purchase:

- The CDA budget provides a sufficient level of detail to provide funding authorization for most expenditures. If the expenditure is under \$2,500, routine in nature, and falls within budgetary limits, only the CDA Chairperson or the Executive Director approval is required.
- If the expenditure is over \$2,500, not routine in nature, or falls outside of budgetary limits, the CDA Board must also approve the expenditure prior to initiating the purchase.

Additional Considerations - Authorization

A voucher report of disbursements will be presented to the CDA Board for their review that these expenditures have been properly authorized. Approval of this report by the CDA Board documents that these reports have been presented.

Documentation

The CDA Chairperson has the responsibility for administering and documenting that these purchasing practices are being followed. The following documents must also be forwarded to Village Finance staff to support any transactions:

- A copy of any CDA Board minutes (as applicable) that show that a purchase was authorized,
- For all contracts, any additional documentation that would be necessary to allow a third party to verify/understand how the purchase decision was made if not reflected in the minutes,
- Any Proof of Purchase documents (shipping document / packing slip) as applicable,
- A copy of all purchase agreements or executed contracts

Accounts Payable - Accuracy of payments

Vendors:

All Vendors will be required to have a W-9 on file prior to processing any requests for payment. When making a purchase from a new vendor, a W-9 form should be forwarded to the finance department so that the vendor can be added to the system for invoice processing.

Authorization:

Only properly authorized expenditures should be submitted for payment processing. In cases when the CDA Board approval was necessary, the date of such approval must be clearly noted on the face of the invoice prior to scanning.

Invoice Entry:

CDA expenditures will be entered into BS&A through the accounts payable module by village staff in order to process payments. Proper invoice entry will include the following components:

- The correct vendor has been selected
- The actual invoice date and number is entered
- The correct amount of current charges (no past due amounts)(no sales tax)
- A posting date that corresponds to when the goods / services were received
- A due date that corresponds with the published A/P schedule for payment processing
- The correct expense account number for the type of purchase

Supporting Documents:

To ensure that adequate documentation is attached to the BS&A invoice to support payment processing, the following items should be attached if available:

- The actual invoice will be scanned and attached to the record in BS&A.
(note: statements may not be used for payment processing)
- Proof of Purchase: the shipping document / packing slip, or pick-up receipt (as applicable)
- A copy of any CDA Board minutes (as applicable) that show that the purchase was authorized
- Any additional details, quotes or reports (if applicable) that would be necessary allow a third party to verify/understand purchase and how it has been coded

Issuing Payments

Checks will be printed and mailed based on the invoices entered within the parameters of the Village's published A/P schedule for payment processing.

Village of Shorewood – 2018 Annual Report

**VILLAGE OF SHOREWOOD
DEPARTMENT / COMMITTEE ANNUAL REPORT**

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. All reports must be completed by May 14. Please contact the Village Manager’s Office if you have any questions about the report.

Name of Department / Committee:

Name of Department Head / Committee Chair:

Other Department Managers / Committee Members:

Identify your most significant department / committee services and activities performed in the past year.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Village of Shorewood – 2018 Annual Report

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Village of Shorewood – 2018 Annual Report

FOR VILLAGE DEPARTMENTS: Please review and evaluate the Village fee schedule. For fees that should be modified or require additional review from the Village Board, please list out those fees in the chart below. In addition, please indicate your department’s recommendation to amend the fee. If the fee impacts additional departments, please list the following departments you’ve contacted and gained their approval involving your recommendation.

Village Fee – include Fee amount	Recommended Modification	Departments Approving Recommendation
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

CDA Prioritization Instructions

Creating specific, clear goals will lead to better results for the CDA and the Village. The CDA has a robust list of topics and items from members. The list has 60+ items on it. One of the keys to success is identifying a few goals that can reasonably be accomplished in a short period, medium term period and long term. Successful organizations will prioritize their goals for implementation. Remember this process will occur annually moving forward.

Task 1: Each member is requested to identify not more than 5 items from this list that are top priority. These five items must be listed in priority order on the attached form.

Task 2: Each member is requested to identify 5 secondary items from the list for placement in the parking lot. The parking lot is a list of secondary items that will not be prioritized for initial work, but may be evaluated for future consideration.

What if a member has a new initiative/goal? If you have an initiative/goal that you would like included on the list, please complete a New Initiative Form.

Responses Due – Wednesday, April 4th at noon
Via email to bgriepentrog@villageofshorewood.org

On 4/13 the CDA will review member responses and finalize the list of priorities. On 5/4 the CDA will define each priority utilizing Specific Measurable Attainable Relevant Timely (SMART) criteria to clearly define the goals with agreed expectations and deliverables. **Agreement about the way implementation will happen is as important for the sustainability of a initiative/goal as agreement about the overarching vision of the initiative.**

S – Specific – Goals need to be specific. Each goal should explain what will be achieved, how often or how much will be achieved and where the achievements will take place.

M – Measurable – How will the goal be measured? Measurement provides feedback that can be used in the initiative and shared with others.

A – Attainable – Goals are attainable, but not so easily attainable that achieving them is largely meaningless. Set challenging goals that when reached are achievements.

R – Relevant – Each goal should be relevant to the mission and consistent with the team’s understanding of its principals.

T – Timely – Goals should have a specific time frame. The easiest way to do this is to set a date by which the team hopes to have accomplished a goal.

CDA Initiatives/Goals List

1. Identify new program research: a) loan guarantee program, b) white box program, c) large façade program, and d) building renovation program
2. Research large façade for building renovation/revitalization program
3. Research housing support programs
4. Research business support programs
5. Reorganize CDA work groups
6. Develop guidelines for TIF goals, objectives and strategies
7. Develop TIF loan policies
8. Creation of a TIF program committee to develop formal programs for the use of TIF. This committee would examine and recommend, write criteria and guidelines.
9. Creation of a TIF policy committee to develop criteria for TID projects ie. Pay as you go, payback maximum, IRR criteria, ratio of subsidy to value etc.
10. Develop and maintain annual CDA communication plan.
11. Creation of a quarterly (or as-needed) update report to CDA: Status of communications with Shorewood residents; Key themes identified; Suggested opportunities for improved communication
12. Coordination with Village Staff on periodic survey to Shorewood residents, prospective retailers and Shorewood retailers: Provide CDA questions for survey, Review responses to CDA questions, Identify CDA action items
13. In conjunction with Village Staff and BID, oversee retail recruitment initiative, conduct activities/events to recruit prospective retailers and educate prospective retailers on Shorewood as a great place to do business
14. In conjunction with Village Staff and BID, develop and implement materials and activities to support existing Shorewood retailers, solicit feedback from Shorewood retailers on new activities/events to support retail activity
15. In conjunction with Village Staff create materials to educate developers on Shorewood as a great place to develop and opportunities for development, target developers for partnership
16. Develop strategies for specific development sites, participate in strategy and discussions for active development opportunities
17. Report on a semiannual (or as-needed) basis to the CDA regarding: CDA budget status, financial status of TIDs, Financial implications of potential development opportunities,
18. Coordinate and facilitate annual joint CDA / Village Board Financial Review Meeting
19. Discuss CDA financial support for the Shorewood Today Magazine
20. Designation of the Legal Consultant for the CDA
21. "But-For" presentation / review with Quarles and Brady, and Bruce Block
22. Liquor License expansion / Recommendations on unused operators
23. Liquor License expansion / Creation of an Entertainment District
24. Define the current objectives, if any, for the CDA's role as the Village's housing authority.
25. Restore the values section of the objectives section in the program summary.
26. Process for qualifying medium size projects to be considered during current CDA gap discussions.
27. Process to ensure businesses are not subject to public pillorying when their applications are reviewed by the CDA.
28. Clearly define Village Board programs (ie. Residential district activities such as non-owner occupied duplexes) and CDA programs.
29. Development of a whitebox program.
30. Revisit the 2009 Retail Study, prioritize implementation of continued data collection and use.
31. Creation of a TIF description and FAQ sheet for inclusion on the CDA website.
32. Discuss CDA representative on Marketing Advisory Committee
33. Post mortem on large façade projects
34. Create a TID implementation process
35. Develop and provide advisory recommendations to Village Board on the Neighborhood Loan Program

36. Discuss housing programs
37. Discuss retail vacancies
38. Discuss incubator programs
39. Discuss building inspector policies as it pertains to economic development
40. Review Metro Market Assessment on TID 5 closing date
41. Monitor web site contents and navigation
42. Establish a business startup fund
43. Organize programs for vacant retail space, including a vacant registration program
44. Conduct traffic study of Metro Market, parking structure and Mosaic building – fall 2018
45. Implement pocket parks in Oakland Avenue commercial district
46. Seek and develop an affordable housing development
47. Assess creation of a neighborhood improvement district
48. Market targeted redevelopment sites
49. Aggressively market the façade program
50. Increase business district parking capacity
51. Implement common parking signage
52. Improve signage regulations
53. Improve the transportation system
54. Install wayfinding tools
55. Facilitate development and utilization of intermodal transportation
56. Assess and adjust the Village/BID relationship
57. Conduct a live/work apartment pilot
58. Create flex/co-working space
59. Establish a foot cart vending program
60. Establish a retail incubator
61. Implement a new residential rental inspection program
62. Implement residential loan program changes
63. Complete neighborhood assessment recommendations
64. Establish a program for façade grants over \$10,000
65. Expansion of the current business loan program to support desirable projects that need more capital than \$45,000 maximum authorized under the current program with collateral requirement.
66. Creation of new housing to meet unfulfilled housing demands
67. Incorporating green concepts into future developments.
68. Collaborate with UW-Milwaukee on a housing study.

**VILLAGE OF SHOREWOOD
COMMUNITY DEVELOPMENT AUTHORITY
PRIORITIZATION FORM**

Instructions: Creating specific, clear goals will lead to better results for the CDA and the Village. The CDA has a robust list of topics and items from members. The list has 60+ items on it. One of the keys to success is identifying a few goals that can reasonably be accomplished in a short period, medium term period and long term period. Successful organizations will prioritize their goals for implementation. Remember this process will occur annually moving forward. If you have a new initiative, please complete the New Initiative Form. Responses are due Wednesday, April 4 at noon via email to bgriepentrog@villageofshorewood.org.

Name of CDA Member:

Task 1: Each member is requested to identify no more than 5 items from the attached list that are top priority. These five items must be listed in priority order.

- #1
- #2
- #3
- #4
- #5

Task 2: Each member is requested to identify no more than 5 secondary items from the list for placement in the parking lot. The parking lot is a list of secondary items that will not be prioritized for initial work, but may be evaluated for future consideration.

- #1
- #2
- #3
- #4
- #5

VILLAGE OF SHOREWOOD
REQUEST EXECUTION OF NEW VILLAGE INITIATIVE

Summary: This form is used for departments, citizen committees and officials to propose new significant initiatives such as service changes, programs, studies, capital items and other requests to be considered for the annual vision planning and prioritization process. The goal of this form is to help staff, residents and officials identify the resources, steps and time involved in executing an initiative. It allows a formalized process for the Village to recognize proposed initiatives and request the Village Board to consider an initiative before investing more resources. Complete the following information and hand in to the Village Manager for the request to be considered.

Name: **Date:**

Department / Committee:

Initiative:

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

--

Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

--

Top Priorities (ordered by submission)

#1

23. Liquor License expansion / Creation of an Entertainment District

33. Post mortem on large façade projects

1. Identify new program research: a) loan guarantee program, b) white box program, c) large façade program, and d) building renovation program

1. Identify new program research: a) loan guarantee program, b) white box program, c) large façade program, and d) building renovation program

43. Organize programs for vacant retail space, including a vacant registration program

#2

13. In conjunction with Village Staff and BID, oversee retail recruitment initiative, conduct activities/events to recruit prospective retailers and educate prospective retailers on Shorewood as a great place to do business

31. Creation of a TIF description and FAQ sheet for inclusion on the CDA website.

16. Develop strategies for specific development sites, participate in strategy and discussions for active development opportunities

6. Develop guidelines for TIF goals, objectives and strategies

64. Establish a program for façade grants over \$10,000 (& 26. Process for qualifying medium size projects to be considered during current CDA gap discussions & 21. "But-For" presentation / review with Quarles and Brady, and Bruce Block)

#3

16. Develop strategies for specific development sites, participate in strategy and discussions for active development opportunities

1. Identify new program research: a) loan guarantee program, b) white box program, c) large façade program, and d) building renovation program

3. Research housing support programs

12. Coordination with Village Staff on periodic survey to Shorewood residents, prospective retailers and Shorewood retailers: Provide CDA questions for survey, Review responses to CDA questions, Identify CDA action items

38. Discuss incubator programs (& 42. Establish a business startup fund)

#4

24. Define the current objectives, if any, for the CDA's role as the Village's housing authority.

22. Liquor License expansion / Recommendations on unused operators

10. Develop and maintain annual CDA communication plan.

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10. Develop and maintain annual CDA communication plan. (& 11. Creation of a quarterly (or as-needed) update report to CDA: Status of communications with Shorewood residents; Key themes identified; Suggested opportunities for improved communication & 31. Creation of a TIF description and FAQ sheet for inclusion on the CDA website & 12. Coordination with Village Staff on periodic survey to Shorewood residents, prospective retailers and Shorewood retailers: Provide CDA questions for survey, Review responses to CDA questions, Identify CDA action items)

#5

5. Reorganize CDA work groups

27. Process to ensure businesses are not subject to public pillorying when their applications are reviewed by the CDA.

4. Research business support programs

24. Define the current objectives, if any, for the CDA's role as the Village's housing authority.

22. Liquor License expansion / Recommendations on unused operators (& 23. Liquor License expansion / Creation of an Entertainment District)

Top Priorities (ordered, but listed with duplications)

#1

1. Identify new program research: a) loan guarantee program, b) white box program, c) large façade program, and d) building renovation program (1, 1, 3)
23. Liquor License expansion / Creation of an Entertainment District (1, 5)
33. Post mortem on large façade projects (1)
43. Organize programs for vacant retail space, including a vacant registration program (1)

#2

6. Develop guidelines for TIF goals, objectives and strategies (2)
13. In conjunction with Village Staff and BID, oversee retail recruitment initiative, conduct activities/events to recruit prospective retailers and educate prospective retailers on Shorewood as a great place to do business (2)
16. Develop strategies for specific development sites, participate in strategy and discussions for active development opportunities (2, 3)
31. Creation of a TIF description and FAQ sheet for inclusion on the CDA website. (2)
64. Establish a program for façade grants over \$10,000 (2)

#3

3. Research housing support programs (3)
12. Coordination with Village Staff on periodic survey to Shorewood residents, prospective retailers and Shorewood retailers: Provide CDA questions for survey, Review responses to CDA questions, Identify CDA action items (3)
38. Discuss incubator programs (3)

#4

10. Develop and maintain annual CDA communication plan. (4, 4, 4)
22. Liquor License expansion / Recommendations on unused operators (4)
24. Define the current objectives, if any, for the CDA's role as the Village's housing authority. (4, 5)

#5

4. Research business support programs (5)
5. Reorganize CDA work groups (5)
27. Process to ensure businesses are not subject to public pillorying when their applications are reviewed by the CDA. (5)

Parking Lot

#6

- 26. Process for qualifying medium size projects to be considered during current CDA gap discussions.
- 43. Organize programs for vacant retail space, including a vacant registration program
- 12. Coordination with Village Staff on periodic survey to Shorewood residents, prospective retailers and Shorewood retailers: Provide CDA questions for survey, Review responses to CDA questions, Identify CDA action items
- 44. Conduct traffic study of Metro Market, parking structure and Mosaic building – fall 2018
- 45. Implement pocket parks in Oakland Avenue commercial district

#7

- 7. Develop TIF loan policies
- 55. Facilitate development and utilization of intermodal transportation
- 30. Revisit the 2009 Retail Study, prioritize implementation of continued data collection and use.
- 43. Organize programs for vacant retail space, including a vacant registration program
- 67. Incorporating green concepts into future developments.

#8

- 43. Organize programs for vacant retail space, including a vacant registration program
- 16. Develop strategies for specific development sites, participate in strategy and discussions for active development opportunities
- 30. Revisit the 2009 Retail Study, prioritize implementation of continued data collection and use.
- 43. Organize programs for vacant retail space, including a vacant registration program

#9

- 53. Improve the transportation system
- 24. Define the current objectives, if any, for the CDA's role as the Village's housing authority.
- 7. Develop TIF loan policies
- 30. Revisit the 2009 Retail Study, prioritize implementation of continued data collection and use.

#10

- 67. Incorporating green concepts into future developments.
- 6. Develop guidelines for TIF goals, objectives and strategies
- 31. Creation of a TIF description and FAQ sheet for inclusion on the CDA website.
- 68. Collaborate with UW-Milwaukee on a housing study.

- 43. (4) Organize programs for vacant retail space, including a vacant registration program
- 30. (3) Revisit the 2009 Retail Study, prioritize implementation of continued data collection and use.
- 7. (2) Develop TIF loan policies
- 67. (2) Incorporating green concepts into future developments.
- 6. Develop guidelines for TIF goals, objectives and strategies
- 12. Coordination with Village Staff on periodic survey to Shorewood residents, prospective retailers and Shorewood retailers: Provide CDA questions for survey, Review responses to CDA questions, Identify CDA action items
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COMMUNITY DEVELOPMENT AUTHORITY
PRIORITIZATION FORM

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Name of CDA Member: John Florshcim

Task 1: Each member is requested to identify no more than 5 items from the attached list that are top priority. These five items must be listed in priority order.

- #1 #1
- #2 #6
- #3 #12
- #4 #10
- #5 #24

Task 2: Each member is requested to identify no more than 5 secondary items from the list for placement in the parking lot. The parking lot is a list of secondary items that will not be prioritized for initial work, but may be evaluated for future consideration.

- #1 #44
- #2 #26
- #3 #43
- #4 #30
- #5 #68



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Name of CDA Member: Jon Krouse

Task 1: Each member is requested to identify no more than 5 items from the attached list that are top priority. These five items must be listed in priority order.

- #1 33. Post mortem on lрге facade projects
- #2 31. Creation of a TIF description and FAQ sheet for inclusion on CDA site
- #3 1. Identify new program research
- #4 22. Liquor license expansion - unused operators
- #5 27. Process to ensure businesses are not subject to public pillorying when...

Task 2: Each member is requested to identify no more than 5 secondary items from the list for placement in the parking lot. The parking lot is a list of secondary items that will not be prioritized for initial work, but may be evaluated for future consideration.

- #1 43. Organize programs for vacant retail space - vacant registration program
- #2 55. Facilitate development and utilization of intermodal transportation
- #3 16. Develop strategies for specific development sites
- #4 24. define the current objectives, if any, for CDAs role as housing authority
- #5 6. Develop guidelines for TIF goals, objectives and strategies



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- #1
- #2
- #3
- #4
- #5

Shorewood Business Improvement District Executive Directors Report

Ericka Lang

April 1, 2018

I. BUSINESS/DEVELOPMENT

- Meeting with potential business owner 2/27. On 3/16 letter of intent submitted for existing occupied business space along Capitol Dr.
- Discussion with developer about redevelopment of Capitol Drive site.
- Inquiry from Spanish emersion school
- Further discussions with potential restaurant owner considering changes in liquor licenses.
- Discussion with Sendik's broker on existing business lease terms.
- As of 3/29, strong lead for business in last Mosaic vacant space.
- Discussion with 1409 Capitol property manager of current leases. For further discussion.

II. OTHER

- Priority to capture pictures of business district. BID will review needs and possibly partnership with Village.
- BID marketing coordinator idea to promote business Go Fund Me. Understand old initiative of CDA. For further discussions.
- BID revising by by-laws at May meeting.
- Marketing Advisory & Leadership meetings was informed 1-minute promo videos. BID also looking into. Is this something CDA discusses?

III. UPCOMING EVENTS

- April 19th Business Open House- quarterly retail promos. Thursdays 5-8 PM
 - i. Participating: Oxford Glass, Olson House, Just Goods, The Work Room, Performance Running, Shop
 - ii. Other Dates: Sept 13, Nov 10, Dec 1
 - iii. Discussed bringing back Shop, Stop, Restore on Dec 1
- Summer Saturdays @ Wood Square June 2nd- Ideally 9-1pm
- Shorewood Criterium Cycling Classic June 28th 11:30 to 8:30 pm.

IV. FAÇADE GRANT STATUS

- PENDING. Stone Creek complete application forms received 4/4
- APPROVED. Reviewing application for Blue's Egg façade
- Discuss Kensington Square improvements.

V. BUSINESS LOAN PROGRAM

- No inquiries



Planning & Development Department – CDA Report

April 6, 2018

I. BUSINESS/DEVELOPMENT

- a. Met with chiropractor interested in leasing out 2211 E Capitol Dr. (between Falbo's and City Market).
- b. Received occupancy application from Verizon to open a retail storefront at 4007 N. Oakland Ave. (former Subway).
- c. Received call from architect looking at development potential of 2521 E. Capitol Dr. (Downer Mobil) for a multi-family project.
- d. Met with Village Clerk to discuss options for attaining additional liquor licenses for business recruitment – Memo to be prepared for 4-16-18 Village Board Meeting

II. MEETINGS/EVENTS

- a. Plan Commission 3/27/18 – approved CSM to split residential lot, approved Conditional Use Permit for Riparian River Trail, and provided favorable recommendation to Village Board to allow for sale of Fire Station

III. MARKETING

- a. Discussed promotional video with "Modern Business" via teleconference for a potential "Places to Consider for Life, Business and Recreation" segment

Prepared By:

Bart Griepentrog, AICP
Planning & Development Director

From: Pete Petrie
To: phammond@rwbaird.com
Cc: [Rebecca Ewald](#); [President Johnson](#)
Subject: CDA Resignation
Date: Monday, March 26, 2018 11:50:39 AM

Peter:

This message is to tender my resignation as a member of the Community Development Authority.

I realize that the CDA is begun the process of establishing priorities for the next year, as well as for the Long Range Shorewood Vision Plan. In that regard, I believe it will be important to have my replacement identified, appointed, and on board as soon as possible.

It has been great working with you and other CDA members over the years, and I wish you continued success.

Thank you,

Pete Petrie