



**Community Development Authority
Meeting Agenda
Friday, June 4, 2021 at 8:30 a.m.
via teleconference**

Join Zoom Meeting: <https://zoom.us/j/93645665244>

You may also join the meeting via toll free phone number: 1-312-626-6799

Meeting ID: 936 4566 5244

1. Call to order.
2. Consider March 5, 2021 meeting minutes.
3. Annual election of CDA Chair and Vice-Chair.
4. Update on next steps for affordable housing.
5. CDA Q1 financial report.
6. Adjournment.

DATED at Shorewood, Wisconsin, this 1st of June, 2021 at 12:00 p.m.

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC, 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 5, 2021 at 9:00 a.m.
via Tele/Video-Conference

DRAFT

Present: Jon Krouse, (acting Chair), Tr. Davida Amenta, Michal Dawson, Desty Lorino and Tr. Kathy Stokebrand.

Also present: Planning and Development Director, Bart Griepentrog; Katie Gnau, Elder Services Advisory Board.

1. Call to order.

The meeting was called to order at 9:04 am.

2. Consider February 11, 2021 meeting minutes.

Ms. Dawson motioned to approve the minutes as drafted; seconded by Tr. Stokebrand. Vote 5-0.

3. Consider February 18, 2021 meeting minutes.

Ms. Dawson motioned to approve the minutes as drafted; seconded by Tr. Stokebrand. Vote 5-0.

4. Review draft Housing Chapter for the Comprehensive Plan Update. (1:12)

Director Griepentrog noted that the primary purpose of today's meeting was to review the goals, objectives and recommendations that had been drafted since the CDA's September 5, 2020 meeting, although comments on any aspect of the draft chapter were welcomed. He began his presentation with an overview of the timeline for the Comprehensive Plan Update, which noted a community virtual open house on March 17th and a Plan Commission meeting to recommend the Plan Update on March 23rd, followed by a public hearing in front of the Village Board on April 19th. Tr. Amenta commented that invitations to participate in the Comprehensive Plan Update should be more targeted and feature reference to specific relevant issues in order to better grab people's attention. Tr. Stokebrand concurred and suggested that topics within the housing and economic development chapters would make sense. Director Griepentrog noted that he would work with Vandewalle to provide targeted content within future Village Manager's Memos.

Director Griepentrog noted that there are three overarching goals related to housing in the Comprehensive Plan Update. They related to a desire to Maintain/Preserve, Retain/Attract and Development.

With respect to the first goal, Tr. Stokebrand questioned property maintenance standards. Director Griepentrog noted that the fourth recommendation within that goal related to a review and refinement of the Village's property maintenance/code enforcement program, which had not taken place since the State Statutes removed point-of-sale inspections and the position was reduced to half-time. He noted that exterior inspections continue to take place.

Tr. Amenta questioned if there was any way to not penalize property owners for making improvements or investments in their property. She noted that improvements trigger higher assessments and higher

taxes. She also noted a belief that residents did not understand the scope or authority of the Design Review Board pertaining to aesthetics and style. Tr. Stokebrand questioned if the Board's authority was written into the code. Director Griepentrog confirmed that their authority was written into the code, and stated that he believed a review of their responsibilities was due, as he has heard both a desire to increase and relax their role. Mr. Krouse noted that perspectives on aesthetics are different to various demographics and within a village of Shorewood's size would be difficult to dictate. He also noted that requiring minimum materials, such as brick over vinyl siding, would impact housing affordability. Tr. Amenta suggested that the recommendation should remove "to preserve and enhance aesthetics within the Village," as she believed residents have a different expectation of what they actually do. She noted the examples of the North Shore Bank and Metro Market redevelopments in contrast to residential property improvements. Director Griepentrog pointed out that other areas of the Comprehensive Plan Update recommended the consideration of a form based code, which would detail greater expectations for contextually sensitive redevelopment within the commercial districts.

Director Griepentrog provided an overview of the second housing goal related to retaining and attracting both housing types and demographics. He noted that this tied into one of the four overall strategic directions, which focused on equity, diversity and inclusivity.

Director Griepentrog summarized the third housing goal pertaining to redevelopment stating that it aimed to confirm transparency and community support within the redevelopment process, as well as keep codes and housing programs up-to-date and more in-line with other goals within the Village.

5. Review draft Economic Development Chapter of the Comprehensive Plan Update. (26:30)

Director Griepentrog noted that the Comprehensive Plan Update included three Economic Development Goals. The first goal related to the Business Improvement District. The second goal pertained to Redevelopment and Taxes, and the third goal defined Employment and Consumer expectations.

In discussion of the redevelopment and taxes goal Tr. Stokebrand questioned the Village's tools in relation to other communities. Director Griepentrog noted that our sizes and demographics limit our ability to utilize programs like Community Development Block Grant funds, which are a common tool used by other communities in Milwaukee. He explained that Shorewood is eligible to utilize CDBG funds through a competitive county-wide consortium process, but at a much smaller scale than entitlement communities like Milwaukee, West Allis or Wauwatosa.

Mr. Krouse questioned why the redevelopment and tax goal sought to reduce residential tax obligations, but not all obligations. Director Griepentrog noted that the phrasing had previously been wordsmithed to align with other goals of residential affordability. Mr. Krouse noted that the residents within multi-family commercial buildings pay taxes through their rent and that smaller commercial buildings provide affordable rent for new small businesses. Director Griepentrog noted that understanding the balance of tax obligations when reviewing the impacts of redevelopment was perhaps the general goal. Mr. Krouse suggested that holding all tax obligations would seem more realistic.

Under discussion of the employment and consumer goal, Mr. Krouse noted that value of entry-level service jobs to support our business district. Director Griepentrog acknowledged those employees, and noted that the plan discusses a need to be accommodating with particular respect to transportation alternatives, parking needs and affordable housing.

Tr. Amenta questioned how the Comprehensive Plan Update dealt with home-based businesses, particularly in light of the COVID-19 pandemic and increase in working from home. Director Griepentrog noted that the increase in office workers simply working from home would not be impacted

by a code review, but the concept of increased home-based businesses that may or may not impact the quality of life within Shorewood's residential areas should be reviewed to make sure all relevant code language is current. Mr. Krouse noted that sustained home occupations post COVID-19 could have a positive impact on our commercial district by increasing daytime population. Tr. Stokebrand provided an example of home-based music lessons, and suggested that it was a positive thing to offer within the community. She questioned if there were zoning issues with it. Director Griepentrog noted that one-to-one instruction had not been identified as an issue, but group classes in residential districts were prohibited, likely for traffic reasons. However, he reiterated that a code-review was welcomed.

6. CDA Q4 financial report. (44:00)

Director Griepentrog noted that the report has been provided simply for reference.

7. Adjournment.

Tr. Stokebrand motioned to adjourn the meeting at 9:49 a.m.; seconded by Ms. Dawson. Vote 5-0.

Respectfully submitted,

Bart Griepentrog, AICP
Planning & Development Director



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO CDA

Agenda Item: Annual election of CDA Chair and Vice-Chair

Date: June 4, 2021

Presenter: Rebecca Ewald, Village Manager

Department: Village Manager's Office

History – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

1. Pursuant to the [CDA by-laws and rules of procedure](#), the CDA must elect a Chair and Vice-Chair.
2. May 17, 2021 – President McKaig appointed Trustees Stokebrand Ircink to serve on the CDA and resident Jessica Carpenter (due to Desty Lorino resignation). Per the by-laws:
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.

Agenda Item Discussion – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

Per the bylaws:

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.

Community and Business Outreach – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes

No

If Yes, identify how and what community groups and businesses were notified.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

Recommended motion: “I move to elect _____ as Chair and _____ as Vice Chair for the 2021-2022 year.”

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

Community Development Authority - 1Q 2021 Financial Report

Account Number	Account Name	2018 Actual	2019 Actual	2020 Actual	YTD 3/31/21	Benchmark Budget	Notes
Revenues							
700-6800-48100	Interest Income	-	7,400	4,206	109	\$ 5,000	
700-6800-48110	Loan Interest Income	7,319	6,703	1,600	718	\$ 5,000	Business Loans
700-6800-48900	Miscellaneous Revenues	-	-	-	-	-	
Total Revenue		<u>7,319</u>	<u>14,103</u>	<u>5,806</u>	<u>827</u>	<u>10,000</u>	
Expenditures							
700-6800-52100	Program Administration Fees	7,700	7,700	7,700	-	\$ 7,700	Village Staff / Façade Admin
700-6800-52120	Professional Fees - Legal	-	-	-	-	2,000	
700-6800-52130	Professional Fees - Financial	7,531	130	140	-	5,000	Audit / Annual CDA report
700-6800-52920	Assessment & Planning	-	30,000	35,000	5,000	5,000	Trans. 2019, Housing 2020, TIF Policy 2021
700-6800-53120	Copy & Printing Costs	-	-	-	-	1,000	
700-6800-53130	Postage & supplies	-	-	-	-	1,000	
700-6800-53140	Communications / Education	5,909	3,055	4,000	-	5,000	SWTDY contributions
700-6800-54620	Loan Program costs	240	545	384	-	3,000	
700-6800-54630	Façade Program	5,935	59,428	39,271	-	-	closed in 2020
700-6800-54640	EBAP Grants	-	-	300,635	-	-	closed in 2020
700-6800-54650	Business Recruitment	3,260	2,065	-	-	8,000	BID activities ??
700-6800-54660	Developer Recruitment	585	195	-	-	2,000	BID activities ??
Total Expenditures		<u>31,160</u>	<u>103,118</u>	<u>387,130</u>	<u>5,000</u>	<u>39,700</u>	
Net Change in Fund Balance		(23,841)	(89,015)	(381,324)	(4,173)	(29,700)	
Beginning Fund Balance		1,222,436	1,198,536	1,109,521	728,197	1,109,521	
Restricted for Façade Program		309,327	249,899	-	-		
Restricted for Loan Program		623,736	629,894	631,110	631,828		
Restricted for other CDA activities		<u>265,532</u>	<u>229,728</u>	<u>97,087</u>	<u>92,196</u>		
Ending Fund Balance		<u>\$ 1,198,536</u>	<u>\$ 1,109,521</u>	<u>\$ 728,197</u>	<u>\$ 724,024</u>	<u>\$ -</u>	

Business Loan outstanding balances	241,747	\$	107,779	\$	94,931	\$	80,129
Available Business Loan funds	\$ 381,989	\$	522,115	\$	536,179	\$	551,699