

## COMMUNITY DEVELOPMENT AUTHORITY

Monday, January 11, 2021

5:30 p.m.

*Due to the COVID-19 pandemic, this meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://zoom.us/j/94215854298?pwd=OU12ZEswYUF6YThiUVVLU0FQSkxxQT09>.*

*You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 942 1585 4298# When asked for your Participant ID, just press # when asked for the [Passcode enter 221](#).*

*You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata: [lkalata@village.cottage-grove.wi.us](mailto:lkalata@village.cottage-grove.wi.us)*

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The December 14, 2020 CDA Meeting.

Documents:

[12-14-2020 CDA MINUTES.PDF](#)

5. Marketing Project Kick-Off
6. Future Agenda Items
7. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies 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.

**VILLAGE OF COTTAGE GROVE  
COMMUNITY DEVELOPMENT AUTHORITY  
Monday, December 14, 2020**

**MINUTES**

**1. Call to order**

The December 14, 2020 regular meeting of the Community Development Authority was called to order at 5:35p.m. by Lennberg, this was a Zoom meeting.

**2. Determination of quorum and that the agenda was properly posted.**

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, Sarah Valencia, Jerrud Rossing, John Hogan, Mike Millage, and Kim Sale. Absent and excused was Mike Elder. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese and Clerk Lisa Kalata.

**3. PUBLIC APPEARANCES – Public’s opportunity to speak about any subject that is not a specific agenda item.**  
None

**4. Discuss and Consider approval of minutes of the November 9, 2020 CDA meeting.**

**Motion** by Rossing to approve the minutes from the November 9, 2020, seconded by Hogan. **Motion** carried with a voice vote of 6-0-0.

**5. Marketing Firm Interviews**

**a. Weber Marketing (5:35 to 6:00)**

Sarah Hurley was present to give an overview of her proposal that was provided in the packet and answer quesitons.

**b. Signalfire (6:00 to 6:25)**

Matthew Olson was present to give an overview of his proposal that was provided in the packet and answer questions.

**c. Distillery (6:25 to 6:50)**

Brad Nellis, Nadia Abudi and Marina Menendez were present to give an overview of their proposal that was provided in the packet and answer questions.

**6. Discuss and Consider Design of MADREP Guide Advertisement.**

**Motion** by Hogan to approve the add with option one with the changes of the description and to include more of I-94 in the ad, seconded by Sale. **Motion** carried with a voice vote of 6-0-0.

**7. Closed Session: This Closed Session Is for Discussion and Negotiation of Terms for Potential Marketing Services Agreement.**

**The Village of Cottage Grove Village Board will enter into Closed Session pursuant to Wisconsin State Statute §19.85 (1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.**

**Motion** by Hogan to enter into closed session pursuant to Wisconsin State Statute §19.85 (1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session at 7:00 pm. seconded by Valencia. **Motion** carried with a roll call vote Lennberg AYE, Valencia AYE, Sale AYE, Millage AYE, Hogan AYE, Rossing AYE.

**8. Reconvene into Open Session and Possible Consideration of Closed Session Items.**

**Motion** by Millage to reconvene into open session at 7:16 p.m., seconded by Hogan. **Motion** carried with a roll call vote Lennberg AYE, Valencia AYE, Sale AYE, Millage AYE, Hogan AYE, Rossing AYE.

**9. Future Agenda Items**

None

**10. Adjournment**

**Motion** by Hogan to adjourn at 7:17 pm, seconded by Sale. **Motion** carried with a voice vote of 6-0-0.

**Lisa Kalata, Clerk  
Village of Cottage Grove  
Approved:**

**These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.**

Draft