

VILLAGE OF COTTAGE GROVE
MEETING

NOTICE OF PUBLIC

COMMUNITY DEVELOPMENT AUTHORITY

Monday, September 12, 2022

5:30 p.m.

This meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://us06web.zoom.us/j/88382940374?pwd=cGF6OHNmVFML1BHOXcrdXlxam4yUT09> You can also participate via phone by dialing 1 312 626 6799 and use [Meeting ID](#) 883 8294 0374# 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. If this is a teleconference, virtual or hybrid meeting, please review the Village of Cottage Grove's [policy](#).

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak.
4. Discuss And Consider Approval Of Minutes Of The August 8, 2022 CDA Meeting.

Documents:

[8-8-22 CDA MINUTES.PDF](#)

5. Discuss And Consider Authorizing Fabrication Of Event Banners.

Documents:

[06_MEMO_EVENTBANNERS_2022-09-12.PDF](#)

6. Discuss And Consider Street Banner Locations.

Documents:

[05_MEMO_STREETBANNERS_2022-09-12.PDF](#)

7. Update On Distillery Tasks For Remainder Of 2022.

Documents:

[07_MEMO_2022TASKS_2022-09-12.PDF](#)

8. Discuss And Consider Direction To Staff Regarding 2023 Budget Request.

Documents:

[08_MEMO_PRELIM2023BUDGET_2022-09-12.PDF](#)

9. Future Agenda Items
10. 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, August 8, 2022

MINUTES

1. Call to order

The August 8, 2022 regular meeting of the Community Development Authority was called to order at 5:30 p.m. by David Peterson, 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 Sarah Valencia, David Peterson, John Hogan, Kim Sale and Jess Robinson. Also, in attendance were Planning Director Erin Ruth, Communications Manager Gabe Altenbernd, JJ Larson, Deputy Administrator and Village 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 February 14, 2022 CDA meeting.

Motion by Sale to approve the minutes from the February 14, 2022, seconded by Hogan. **Motion** carried with a voice vote of 3-0-1 with Robinson abstaining.

5. Discuss and Consider Election of Officers, Per 12-19(E)(1)(A) Of the Village Ordinance:

a. Chairperson

Motion by Valencia to nominate Peterson as chair, second by Robinson. **Motion** carried with a voice vote of 4-0-0.

b. Vice-Chairperson

Motion by Peterson to nominate Valencia, second by Hogan. **Motion** carried with a voice vote of 5-0-0.

c. Secretary

Motion by Peterson to nominate Robinson as secretary, second by Hogan. **Motion** carried with a voice vote of 4-0-1 with Robinson abstaining.

6. Discuss and Consider Request from Cottage Grove Chamber of Commerce to Contribute to Update of Retail Leakage Study.

Motion by Hogan to recommend approval to the Village Board to partner with the Cottage Grove Chamber of Commerce to contribute to update a retail leakage study, seconded by Sale. **Motion** carried with a voice vote of 5-0-0.

7. Discuss and Consider Approving Designs and Authorizing Fabrication of Street Banners and Event Banners.

Motion by Valencia to approve the light pole banners and have Distillery give more options for the event banners, seconded by Peterson. **Motion** carried with a voice vote of 5-0-0.

8. Introduction of Village Communications Manager Gabe Altenbernd and Discussion Regarding Website Redesign.

Altenbernd was introduced and gave a brief update on the website. Altenbernd will come back with an action plan for the website.

9. Future Agenda Items

Website, Event Banners

10. Adjournment

Motion by Hogan to adjourn at 5:58 p.m., seconded by Sale. **Motion** carried with a voice vote of 5-0-0.

**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.

Memo Date: September 7, 2022
Meeting Date: **September 12, 2022**
To: Community Development Authority
From: Erin Ruth – Director of Planning & Development
Subject: Event Banners

Background

At the August meeting, the CDA approved the design for street banners, but wanted additional information about the proposed event banners before approving them.

Under another agenda item, the CDA will discuss the allocation of funds toward implementing street banners. The CDA may choose to eliminate the event banners and use the funds for additional street banners.

Overview

Staff discussed the banners with Brad Nellis from Distillery and determined the following:

1. Distillery has no objection to removing the photo.
2. There are options for the replaceable panel. The intention was that the Village would have a sign maker produce the specific panels as needed and those smaller pieces will be less expensive than producing multiple different full-sized banners. Based on available online pricing it appears the panels would cost between \$100 and \$200 each. Alternatively, a plastic panel could be attached that we could write on or use reusable vinyl letters. However, Brad pointed out these would have a less finished or professional look.

Recommendation

Staff recommends reallocating the event banner funds to the street banners as described in the street banner staff report.

Memo Date: September 7, 2022
Meeting Date: **September 12, 2022**
To: Community Development Authority
From: Erin Ruth – Director of Planning & Development
Subject: Street Banners

Background

At the August meeting the CDA approved the design for street banners. Before ordering the banners and hardware, Distillery needs the specs of the poles they will be mounted upon. However, different poles are utilized in different areas. Therefore, the banner locations must be predetermined to ensure we are providing the correct pole specifications. Staff is seeking input from the CDA regarding the banner locations.

The CDA may also wish to reallocate funds from other budget lines to cover more areas with the banners.

Overview

Funding

The 2022 CDA budget prepared by Distillery allocated \$960 toward the production of the street banners. They estimated that amount would purchase 12 sets of banners, not including the hardware. The cost of the mounting brackets varies, but staff estimates \$200 for a double-sided banner (one on each side of the pole) and \$100 for a single sided banner.

This meeting will also include an agenda item to direct Distillery to purchase the event banners. However, in previous discussions it has seemed like the CDA may be more interested in the street banners. Therefore, the CDA could choose to pass on purchasing the event banners and instead move the \$1,600 estimated for production to purchasing additional street banners.

The 2022 budget also included \$6,100 for the design and production of a 'welcome packet.' However, as the Village's newly created Tourism Commission has begun meeting in 2022, they have discussed using room tax revenue to produce a similar type of document, making the document in the CDA budget potentially redundant. The CDA could also choose to reallocate those funds toward the street banners.

If all funds are reallocated as described above, there would be a \$8,060 budget for the street banners.

Locations

The visual appeal of the banners will be enhanced by placing several in proximity to one another as opposed to scattering single banners throughout the Village. Presumably we will want them placed to maximize the number of people seeing them as they enter or move about the Village.

Staff suggests the CDA consider the following locations:

1. *Highway N between I-94 (south roundabout) and Gaston Rd/Commerce Pkwy intersection:* 6 poles, double-sided banners = \$1,680
2. *Highway N between Gaston Rd/Commerce Pkwy and Limestone Pass:* 5 poles, double-sided banner = \$1,400
3. *Highway BB between GDS and Cork Crossing:* 5 poles, double-sided banners = \$1,400
4. *Highway N between railroad and S. Reynolds St.:* 8 poles, single-sided banners = \$1,120
5. *Glacial Drumlin trailhead:* 2 poles, single-sided banners = \$280
6. *Bakken Park parking lot:* 4 poles, double-sided banners = \$1,120
7. *Highway N and BB intersection:* 4 poles, double-sided banners = \$1,120

Recommendation

The estimated total cost to place all the banners above would be \$8,120. That is \$60 more than the total of the reallocated funds described above. Staff recommends adjusting the remaining 2022 CDA funding to implement banners at all the above locations.

The CDA may also choose to allocate a fixed number, for example \$8,000, and direct staff to implement as many as possible from a prioritized list of areas.

Memo Date: September 7, 2022
Meeting Date: **September 12, 2022**
To: Community Development Authority
From: Erin Ruth – Director of Planning & Development
Subject: Work Plan for Remainder of 2022

Overview

Staff, including new Communications Manager Gabe Altenbernd, met with Brad Nellis from Distillery to discuss work plans for the remainder of the year.

Work on the website will primarily focus on improving the experience of the home page. Distillery will work on concepts for redesigning the home page of the website and will bring those concepts to the next CDA meeting.

They will also begin storyboarding ideas for the video project listed in the budget.

As mentioned under previous agenda items, the welcome packet in the budget is similar to a document being discussed by the Tourism Commission and staff feels those funds could be directed elsewhere such as toward street banners.

Memo Date: September 7, 2022
Meeting Date: **September 12, 2022**
To: Community Development Authority
From: Erin Ruth – Director of Planning & Development
Subject: Preliminary 2023 Budget Discussion

Background

The Village is currently engaged in preparations for the 2023 budget. The final budget is scheduled for approval on December 5. The Village Board's budget workshop will occur on November 15, and the Budget Review Committee meets on November 10 to review the proposed budget. Therefore, the CDA will need to finalize its budget request at the October meeting.

Overview

To better prepare the details of that request, staff would like to confirm that the amount of the request will be similar to the previous two years (\$30,000). Given a general sense of the budget amount, staff can work with Distillery to prepare the proposed usage of the funds.

It should be noted that the Village's centennial will occur in 2024 (incorporated on October 15, 1924). The Village's Tourism Commission has begun preliminary discussion on how to recognize the event during 2024. Distillery has experience with similar events, and they will be joining the September Tourism Commission meeting to discuss the centennial.

If Distillery is engaged to help with aspects of the centennial planning, it is possible their work will need to be considered part of this budget request depending how other aspects of the budget work out. While the Tourism Commission has funding from room tax revenues, by state law those funds can only be spent on activities that are likely to increase room nights at local lodging facilities. Village centennial related activities appear unlikely to do that.

Recommendation

Staff recommends the CDA direct staff to plan the 2023 budget based on the \$30,000 total used previously, with the understanding this will not be an 'official' request until more details are provided at the October CDA meeting.