

Village of Cottage Grove
Meeting

Notice of Public
Meeting

COMMUNITY DEVELOPMENT AUTHORITY

Monday, September 13, 2021

5:30 p.m.

Due to the COVID-19 pandemic, this meeting will take place as a hybrid meeting both virtually via Zoom and in person at Village Hall at 221 E. Cottage Grove Road.

If utilizing Zoom, please join the meeting from your computer, tablet or smartphone by visiting <https://us06web.zoom.us/j/86329869344?pwd=WU1aV3pzMWRvZU1XYUlyUysxdGdBZz09>

You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 863 2986 9344# 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

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 August 9, 2021 CDA Meeting.

Documents:

[8-9-21 CDA MINUTES.PDF](#)

5. Discuss And Consider Next Steps Of Marketing Project And 2022 Budget Request.

Documents:

[CDA_ECONDEVBUDGET_2021-09-10.PDF](#)

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, August 9, 2021**

MINUTES

1. Call to order

The August 9, 2021 regular meeting of the Community Development Authority was called to order at 5:31 p.m. by John Williams, 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 David Peterson, Mike Elder, Jerrud Rossing, John Williams and Kim Sale. John Hogan was absent and excused. Also, in attendance were Planning Director Erin Ruth, Village Clerk Lisa Kalata and Village Deputy Administrator JJ Larson and Parks & Recreation Director Sean Brusegar.

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 July 12, 2021 CDA meeting.

Motion by Peterson to approve the minutes from the July 12, 2021, seconded by Sale. **Motion** carried with a voice vote of 5-0-0.

5. Discuss Hybrid Meeting Format.

Larson explained that this meeting was a test for the hybrid meetings with having some in the boardroom and others attending by zoom.

6. Discuss and Consider Next Steps of Marketing Project.

Ruth explained the memo and the inventory of the logo. **Motion** by Peterson to approve replacing the directional signs on Main Street, the road signs in Commerce Park and the logos on the Park and Recreation vehicles this year, seconded by Elder. **Motion** carried with a voice vote of 5-0-0.

7. Future Agenda Items

Marketing project and budget for 2022.

8. Adjournment

Motion by Sale to adjourn at 5:55 p.m., seconded by Elder. 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.



CDA STAFF REPORT

MEMO DATE: September 10, 2021

MTG. DATE: **SEPTEMBER 13, 2021**

TO: Village of Cottage Grove CDA

CC: Village of Cottage Grove Board of Trustees
Matt Giese – Village Administrator
JJ Larson – Deputy Administrator/Dir. of Public Works
Lisa Kalata – Village Clerk

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Economic Development 2022 Budget Request**

OVERVIEW

The 2021 Village of Cottage Grove budget included \$30,000 for the marketing project and \$6,000 for other economic development related items (including \$3,000 for the annual MADREP guide ad, \$2,500 for staff conferences (two at the Mid-America Economic Development Council, one at MADREP and associated memberships).

2022 BUDGET REQUEST

For next year's budget staff recommends the following request:

- \$30,000 for marketing (scope/project suggested by Distillery)
- \$2,500 for conferences and organization memberships

Optional request:

- \$3,000 for MADREP guide ad

Given the other marketing tasks the Village would be taking on under the \$30,000 project the MADREP guide may be less important than in other years. The CDA should adjust the request accordingly based on whether they want to include the ad.