



THE VILLAGE OF
COTTAGE GROVE

**VILLAGE OF COTTAGE GROVE
NOTICE OF PUBLIC MEETING
Community Development Authority
Monday, October 9, 2023
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/84199004204?pwd=oSx3jIncMWeJJIHfniyFPM6noLbVvKH.1>. You can also participate via phone by dialing 1 312 626 6799 and use [Meeting ID](#) 841 9900 4204# 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 June 12, 2023 CDA Meeting.

Documents:

[6-12-23 CDA MINUTES.PDF](#)

5. Presentation Of Video Draft By Brad Nellis From Distillery.
6. Discussion Of Village Board Decision To Direct CDA To Meet As Needed.

Documents:

[CDA MEMO_CDA_2023-10-09.PDF](#)

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, June 12, 2023**

MINUTES

1. Call to order

The June 12, 2023, regular meeting of the Community Development Authority was called to order at 5:35 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 David Peterson, Jess Robinson joined at 5:45 pm, Sarah Valencia, Donna Cross and John Hogan. Kim Sale and Lauren Reid were absent and excused. Also, in attendance were Planning Director Erin Ruth, Deputy Administrator JJ Larson, 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 May 8, 2023, CDA meeting.

Motion by Valencia to approve the minutes from the May 8, 2023, meeting, seconded by Peterson. **Motion** carried with a voice vote of 4-0-0.

5. Update on Video Project.

Ruth explained that he just received a link to the video project this afternoon and can either forward it to the committee for feedback, or they can discuss it at the next meeting. Distillery does want to add more interviews and some other items, but this would allow the committee to see the work that has been done. The link will be emailed to the committee.

6. Update on Chamber of Commerce Efforts as Village's Designated Tourism Entity.

Ruth explained that Britt Leach from the Chamber of Commerce was not able to attend the meeting, but an update was given at the Tourism Commission meeting. The Village has contracted with the Chamber of Commerce to handle 70% of the room tax collected to be used to promote tourism. To date they have been given \$98,000 to be used for marketing efforts.

7. Discuss Updating Economic Development Chapter of Comprehensive Plan.

Ruth explained the memo in the packet regarding the data.

8. Discuss and Consider Using UniverCity Program to Assist with Economic Development Chapter of Comprehensive Plan.

Motion by Valencia to approve using University program to assist with economic development chapter of the comprehensive plan, seconded by Robinson. **Motion** carried with a voice vote of 5-0-0.

9. Continue Budget Discussion.

Ruth explained the Finance Director indicated that if the committee would like to carry over funds from this year's budget to pay for expenses generated by using UniverCity for surveys in 2024 that it could be done.

10. Future Agenda Items- Comprehensive Plan updates

11. Adjournment

Motion by Valencia to adjourn at 6:11 p.m., seconded by Hogan. **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.

Meeting Date: October 9, 2023

Memo Date: October 4, 2023
To: Community Development Authority
From: Erin Ruth, AICP – Director of Planning and Development
Subject: Near-term direction of Community Development Authority

Background

Staff, in consultation with Community Development Authority Chairperson David Peterson, have been considering the near-term future of the CDA.

The CDA has met just four times in the first nine months of 2023, due primarily to lack of agenda items. When they have met in the past year or so they have focused on general marketing and branding tasks such as a new Village logo, street banners, and a video. While important, these tasks could have been conducted by staff with final approval from the Village Board.

In addition, these marketing and branding tasks are not statutory roles for a CDA. While they can take on general economic development tasks, CDAs are intended by statute to conduct specific redevelopment activities per Wis. Stat. 66.1335. In many municipalities CDAs also play a role in creating and/or administering TIF districts.

The Village's CDA was founded in 2015, and for several years worked to lay the groundwork for, and ultimately create, TIF Districts #8, #9, and #10 – a task in keeping with traditional CDA roles. The new districts were created in 2018 and TID #10 was amended in 2019. Since then, branding and marketing has been the focus of the CDA with the primary goal of encouraging development in the Commerce Park and TID #10.

Recommendation

Staff recommends the CDA meet only 'as needed' with the expectation they will not meet regularly until the need arises to work on a suitable project such as amendment or creation of a TIF district, or a redevelopment plan. It is not unusual for CDAs to have periods of activity and inactivity depending on what they have to work on.

Staff does not recommend eliminating or formally suspending the committee due to the potential time and difficulty to get it running again when needed.

Moving forward any specific marketing or branding projects can be brought forward for budget consideration by the appropriate department.

The Village Board unanimously approved this recommendation at their October 2, 2023 meeting.