

COMMUNITY DEVELOPMENT AUTHORITY

Monday, December 14, 2020

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/96525270247?pwd=Nld5MIBLSmdKaG4rZFA3UVNkMkNOZz09>.

You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 965 2527 0247# 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: ikalata@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 November 9, 2020 CDA Meeting.
Documents: [11-09-2020 CDA MINUTES.PDF](#)
5. Marketing Firm Interviews
 - a. Weber Marketing (5:35 to 6:00)
 - b. Signalfire (6:00 to 6:25)
 - c. Distillery (6:25 to 6:50)Documents:
 1. [CDA MARKETING SCORESHEETS 2020-12-14.PDF](#)
 2. [WEBERMKTG PROPOSAL RESPONSE VILLAGE OF COTTAGE GROVE.PDF](#)
 3. [SIGNALFIRE COTTAGEGROVE-PROPOSAL REV2.PDF](#)
 4. [DISTILLERY PROPOSAL - COTTAGE GROVE.PDF](#)
6. Discuss and Consider Design of MADREP Guide Advertisement.
Documents: [CDA MADREP-AD 2020-12-14.PDF](#)
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.
8. Reconvene into Open Session and Possible Consideration of Closed Session Items.
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.