

**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.

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