

MINUTES ARE NOT OFFICIAL UNTIL NEXT SUBSEQUENT MEETING

**Village of New Glarus
Community Development Authority (CDA)
New Glarus Village Hall
319 2nd Street
November 28, 2011
Minutes**

The meeting was called to order at 6:36 p.m. by Chair Dave Wyttenbach. Members Present: Greg Thoemke, Dave Wyttenbach, Sue Leverich and Kris Baumgartner. Absent: Beth Aldermen, Kris Gmur and Mark Janowiak. Also present: Village Administrator Nicholas Owen.

Announcement: All cell phones shall remain off during the meeting.

Agenda: Motion by Kris Baumgartner to approve the agenda, second by Greg Thoemke. Motion carried.

Approval of Minutes from 7/25/11: Motion by Greg Thoemke to approve the 7/25/11 minutes, second by Kris Baumgartner. Motion carried.

Economic Development Strategy Discussion: Administrator Owen presented a draft of potential projects and strategies for the CDA. The committee discussed options for the façade improvement program and details for a Business Improvement District (BID) and properties that could benefit from the program. Consensus of the committee was that this is a good starting point. For the next meeting members will prioritize 1-3 action items from the list to begin working on.

Update/Recommendation: Award of Bid for Feed Mill Demolition: The Village received 6 bids for demolition of the feed mill properties with the low bid being from Earth Construction LLC for \$29,700. The bid is under the estimated budget and there is sufficient money in the TID to cover the cost. Motion by Greg Thoemke to recommend award of bid to Earth Construction LLC for \$29,700, second by Kris Baumgartner. Motion carried 3-1 with Leverich opposing.

Discussion/Review: Available Properties for New Glarus on LOIS: The committee reviewed the list of properties for the New Glarus Area on the LOIS site. For the next meeting Administrator Owen will provide additional information on the properties.

Adjourn: Motion was made by Kris Baumgartner to adjourn, second by Sue Leverich. Motion carried at 7:26 p.m.

Nicholas Owen, Administrator

**Village of New Glarus
Community Development Authority (CDA)
New Glarus Village Hall
319 2nd Street
July 25, 2011
Minutes**

The meeting was called to order at 6:38 p.m. by Chair Dave Wyttenbach. Members Present: Greg Thoemke, Dave Wyttenbach, Sue Leverich, Kris Baumgartner, Kris Gmur and Beth Alderman. Absent: Henry Janisch. Also present: Anna Schramke (Green County Development Corporation) and Village Administrator Nicholas Owen.

Announcement: All cell phones shall remain off during the meeting.

Agenda: Motion by Greg Thoemke to approve the agenda, second by Kris Gmur. Motion carried.

Approval of Minutes from 6/27/11: Motion by Greg Thoemke to approve the 6/27/11 minutes, second by Sue Leverich. Motion carried.

Update: Existing Business Expansions: Planet Wise and Hoesly's Meats: Administrator Owen reported that the Village Board has approved development agreements that provide funding assistance to Planet Wise Inc and Hoesly's Meats Inc that will result in the construction of 2 new warehouse facilities. Planet Wise has been looking for a location to construct a new warehouse facility for almost 2 years and by providing financial assistance through TIF 2 we were able to keep them in New Glarus. The committee asked what the timeline for the development would be. Administrator Owen noted that Planet Wise would like to construct as soon as possible. The committee discussed the timeline for the closure of TIF 2. Administrator Owen noted that statutorily the TIF would close in 2021 but due to the positive cash flow it could close as early as 2015. Administrator Owen added that within the next year he would like the CDA and Village to consider a TIF plan amendment to create a revolving loan program with TIF 2 surplus to assist other businesses in New Glarus.

Update: Vision/Goals/Strategies for Economic Development: Administrator Owen informed the committee that the Village has reviewed and approved the vision statement. The Chamber of Commerce board of directors and the Joint Village/Town Negotiation Committee will review and provide input at their August meetings.

Economic Development Strategy Discussion: The committee reviewed responses to the questions on economic development strategy as follows:

- 1: The Committee identified the following strengths that they found unique or surprising; the number of women owned businesses, church/wedding businesses. The committee further identified the new Glarus brand, Swiss heritage/tourism and our light industrial base as strengths to build on. The committee briefly discussed ways to advertise these strengths to attract and assist both businesses and residents to relocate to the Village.
2. The committee identified the availability of land and buildings for business expansions and startups and access to capital to assist these projects as the key weaknesses that need to be addressed. The committee briefly discussed the search for land for relocation of the public works/utility garage and expressed a desire to discuss alternate locations at the next meeting.
3. The committee generally agreed that the Village has fared reasonably well during the recession. The committee disagreed with the statement that the Village has lost jobs. They feel the few retail shops that have lost jobs are more than offset by the jobs added by the New Glarus Home, New Glarus Brewing and LSI.

4. The committee felt Tourism, the restaurant industry, Swiss Heritage and New Glarus Brewing are New Glarus contributions to the regional economy.

5. The committee felt the vision statement did a good job capturing the reality of the community's vision, strengths and weaknesses. The Committee felt the Village needs to make more efforts to publicize the success of the TIF Districts.

Anna Schramke and Administrator Owen will review the remaining comments and come up with a plan for the next meeting.

Adjourn: Motion was made by Sue Leverich to adjourn, second by Kris Gmur. Motion carried at 7:47 p.m.

Nicholas Owen, Administrator

**Village of New Glarus
Community Development Authority (CDA)
New Glarus Village Hall
319 2nd Street
June 27, 2011
Minutes**

The meeting was called to order at 6:35 p.m. by Chair Dave Wyttenbach. Members Present: Greg Thoenke, Dave Wyttenbach, Sue Leverich and Henry Janisch. Absent: Beth Alderman, Kris Gmur and Kris Baumgartner. Also present: Anna Schramke (Green County Development Corporation), Roger Goepfert, Town Chair Keith Seward, Trustee Kevin Budsberg and Village Administrator Nicholas Owen.

Announcement: All cell phones shall remain off during the meeting.

Agenda: Motion by Henry Janisch to approve the agenda, second by Greg Thoenke. Motion carried.

Approval of Minutes from 5/23/11: Motion by Henry Janisch to approve the 5/23/11 minutes, second by Greg Thoenke. Motion carried.

Discussion/Consideration: Vision/Goals/Strategies for Economic Development: Administrator Owen presented the revised Vision/Goals/Strategies document. The document would be used to set a general direction for economic development. Roger Goepfert stated he felt the document was a working document that would be revisited regularly but it was a good starting place. Sue Leverich asked if Community Organizations were considered to be a part of the economic development process. The consensus of the committee was that they were and they added the following bullet point as a goal: Identify ways to support community based organizations that can assist in achieving community economic development vision. The committee discussed the best use of the document consensus was to forward it on to other interested groups for review. Motion by Henry Janisch to forward the document to the Chamber of Commerce, Joint Village/Town Negotiation Committee and Village Board for their review, second by Sue Leverich. Motion carried.

Economic Development Strategy Discussion: The committee reviewed the 15 items identified on the Economic Development Strategy Discussion handout. Anna Schramke developed the list based on the remaining questions from the “Role of Elected Officials” document originally reviewed by the committee. The items Common themes for each item are as follows:

- 1) What are our unique strengths as they relate to economic development? Strength of small businesses – rich culture, longevity; Swiss Heritage; community pride, tourism; proximity to Madison, New Glarus’ Brand (recognition of New Glarus Brewery), educated/skilled workforce; large population of local artists; amount of manufacturing facilities for a community our size; collaborative efforts of businesses and Town/Village, schools; rich environment (state park, bike trail, farm fields, clean air and water), skilled sets – cheese, sausage and beer makers, bakery; church and wedding related businesses.
- 2) What are the most important weaknesses that pose a barrier to economic development? Topography and available land for development; funding/debt capacity of the Village; competition with Madison for workforce; seasonal town – slow tourism in winter, limited opportunities/events outside of Swiss Heritage; hesitance to spend money to make money- push back to new TIF’s, decaying building inventory; cultural isolation – losing Swiss Heritage with new members joining the community; cost of living compared to wages available in community.

The consensus of the committee was to make best use of the meeting to forward their thoughts on the remaining items to Administrator Owen who will summarize and email them to the members for discussion at the next meeting.

Adjourn: Motion was made by Henry Janisch to adjourn, second by Greg Thoemke. Motion carried at 7:42 p.m.

Nicholas Owen, Administrator

**Village of New Glarus
Community Development Authority (CDA)
New Glarus Village Hall
319 2nd Street
April 25, 2011
Minutes**

The meeting was called to order at 6:34 p.m. by Chair Dave Wytttenbach. Members Present: Roger Truttman, Dave Wytttenbach, Kris Gmur and Kris Baumgartner. Absent: Beth Alderman and Henry Janisch. Also present: Anna Schramke (Green County Development Corporation) Dave Mosher (New Glarus Chamber of Commerce) Town Chair Keith Seward, Sue Leverich, Trustees Greg Thoemke and Kevin Budsberg, Village President Jim Salter and Village Administrator Nicholas Owen.

Announcement: All cell phones shall remain off during the meeting.

Agenda: Motion by Roger Truttmann to approve the agenda, second by Kris Gmur. Motion carried.

Approval of Minutes from 4/11/11 Special Meeting: Motion by Kris Gmur to approve the minutes of 4/11/11, second by Roger Truttmann. Motion carried.

Discussion: Role of Local Elected Officials in Economic Development: Administrator Owen reported that at the first meeting the committee made it through the first two items and identified areas for follow up. Anna Schramke added that she found some more detailed demographic information and will present that at the next meeting. The committee continued with discussion of the items on the document.

3. Economic Development Vision and Goals: The Committee discussed the various documents that would have this type of information including: Village and Town of New Glarus Comprehensive Plans, CDA Action Plan and the Chamber of Commerce First Impressions Exchange. Administrator Owen will provide these documents to the group for further discussion at the next meeting and will work with Town Chair Keith Seward on development a combined vision statement.

4. Community's Strategy to attain its Goals: the committee felt this would be better discussed after review of the Economic Development Vision. The committee discussed surveying existing businesses to gauge the current business climate and areas for improvement.

Dave Wytenbach commented that several of the remaining items are tied to the vision and goals and in consideration of time restrictions cover the items we can discuss without the additional information on vision and goals.

5. Connections between Economic Development and other City Policies: Administrator Owen reported that staff has reworked building/zoning applications to be more user friendly and better organized permits and applications on the Village website. Kevin Budsberg added that he feels the municipally owned electric utility is a big benefit to the community.

7. Local Economic Development Stakeholders: The committee briefly identified some key stakeholders: Administrator Owen for the Village and Utilities, We Energies, Chamber of Commerce and key business leaders: New Glarus Hotel and Landhaus, New Glarus Brewing, Jack Links, New Glarus Home and the local banks, GCDC, local developers, The Swiss Center of North America and area non-profits. The committee recognized the importance of involvement of the stakeholders in the process and asked Administrator Owen to extend an invitation to those identified.

For the next meeting Administrator Owen and Schramke will prepare a more detailed agenda focused on visioning and goal setting, identifying gaps, and review of the additional demographic and market profile information.

Adjourn: Motion was made by Kris Gmur to adjourn, second by Kris Baumgartner. Motion carried at 7:56 p.m.

Nicholas Owen, Administrator

**Village of New Glarus
Community Development Authority (CDA)
New Glarus Village Hall
319 2nd Street
April 11, 2011
Minutes**

The meeting was called to order at 6:34 p.m. by Chair Dave Wytttenbach. Members Present: Roger Truttman, Dave Wytttenbach, Kris Gmur and Henry Janisch. Absent: Kris Baumgartner and Beth Alderman. Also present: Susie Weiss (New Glarus Chamber of Commerce) Town Chair Keith Seward, Trustees Peg Kruse and Kevin Budsberg, Village President Jim Salter, Sue Leverich, Anna Schramke (Green County Development Corporation Executive Director) and Village Administrator Nicholas Owen.

Announcement: All cell phones shall remain off during the meeting.

Agenda: Motion by Henry Janisch to approve the agenda, second by Roger Truttman. Motion carried.

Approval of Minutes from 3/28/11: Motion by Henry Janisch to approve the minutes of 3/28/11, second by Roger Truttman. Motion carried.

Discussion: Role of Local Elected Officials in Economic Development: The Committee was given a document from the National League of Cities on the top ten things local elected officials need to know on economic development. For the next series of meetings the group, facilitated by Anna Schramke will review the document and provide insight for the Village.

1. Local Economic Strengths and Weaknesses: The group identified the Village's demographics being younger and having higher education levels than the rest of Green County, sense of community as strengths. As weaknesses the group identified barriers to development such as land available for development, the higher average age of Green County compared to Madison. The committee discussed way to better promote the Village's strengths. For next meeting Schramke will gather additional information on the demographics of the Village and its workforce's skills.

2. New Glarus' Place in the Regional Economy: Schramke updated the group on GCDC's involvement in Thrive, the regional economic development group for Dane and the surrounding counties and the start of cooperation and realization that there is more to the Madison area than Madison. The committee discussed how they define the New Glarus region for shopping. Consensus was for items such as groceries and the hardware store there is probably little use outside of the Village. For items like entertainment and hospitality there is a much greater draw. The committee discussed the effect of the downturn in the economy. Consensus was so far the Village has done well and Chamber Administrator Susie Weiss stated that so far requests for information have been inline or above prior years. Committee discussed change in economy from having multiple auto and implement dealers, feed mill, stockyard to now the tourism based economy and brewery. The committee discussed branding as a destination based on the popularity of the brewery.

The committee will continue with the list at the April 25th meeting.

Adjourn: Motion was made by Henry Janisch to adjourn, second by Kris Gmur. Motion carried at 7:32 p.m.

Nicholas Owen, Administrator

**Village of New Glarus
Community Development Authority (CDA)
New Glarus Village Hall
319 2nd Street
March 28, 2011
Minutes**

The meeting was called to order at 6:34 p.m. by Chair Dave Wytttenbach. Members Present: Roger Truttman, Dave Wytttenbach, Beth Alderman, Kris Gmur, Kris Baumgartner and Henry Janisch. Also present: Susie Weiss and Dave Mosher (New Glarus Chamber of Commerce) Town Chair Keith Seward, Trustee Greg Thoenke Village President Jim Salter and Village Administrator Nicholas Owen.

Announcement: All cell phones shall remain off during the meeting.

Agenda: Motion by Henry Janisch to approve the agenda, second by Kris Gmur. Motion carried.

Approval of Minutes from 1/24/11: Motion by Henry Janisch to approve the minutes of 1/24/11, second by Roger Truttman. Motion carried.

Discussion: Role of Local Elected Officials in Economic Development: Administrator Owen reported that at a prior meeting of the Commission a document on the role of local elected officials in economic development was distributed. Administrator Owen requested input on whether the Commission members and others present thought this would be worth pursuing. Consensus of the committee was that it is a worthwhile effort to go through this process. The CDA will hold a special meeting on Monday April 11th to review the document "The Role of Local Elected Officials in Economic Development". The group anticipates the process taking 2 or 3 meetings. Administrator Owen will try to arrange a facilitator for the process.

Review/Discussion: Demolition/Remediation Costs of Feed Mill Property: Administrator Owen reported he estimates the cost to raze the main feed mill building and the southernmost building along Railroad Street at \$60,000. The costs of which would be covered by TID 2 revenue. The consensus of the Committee would be to have the building by the creek removed as well even though the historic foundation would need to remain. Committee directed Administrator Owen to seek bids for demolition and to contact Francois to see if they have an interest in razing the stock yard structures at this time as well.

New Glarus Economic Development Update: Administrator Owen reported that he received a resignation from Dan Mulder from the committee. Owen added committee members should let him know if they know anyone that would be a good addition to the committee. The Village Plan Commission has recommended approval of the Kleeman's site plan to reconstruct their tavern and apartment to the Village Board. The Design Review committee has also approved the Swiss Architectural elements of the building. The Village Board will review the site plan on April 5th, and the Kleeman's will seek a variance for some zoning setback requirements at a special Plan commission meeting on April 7th. The committee requested that Administrator Owen bring back the proposal for TIF 4 as an agenda item for the regular meeting scheduled for April 25th.

Adjourn: Motion was made by Kris Baumgartner to adjourn, second by Beth Alderman. Motion carried at 7:34 p.m.

Nicholas Owen, Administrator

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