

COMMUNITY DEVELOPMENT AUTHORITY MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING ~ 300 LA CROSSE STREET
WISCONSIN DELLS, WI 53965
FEBRUARY 1, 2010

Chairperson Borchner called the meeting to order at 5:30P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Chairperson Ben Borchner, Alderperson Dan Gavinski, Alderperson Brian Holzem, Joyce Nelson, Jesse Leichsenring, Kirk Kettleston, and Dan Anchor

Others: City Clerk-Treasurer Dale Darling, Adm. Deputy Clerk-Treasurer Nancy R. Holzem, Mayor Eric Helland, Assistant City Attorney Joe Hasler, Chuck Sulik and Jeff Thelan from MSA, Paul Schaller from the Bank of Wisconsin Dells, Justin Draper, Tara Draper, Dennis Draper, Wade Bernander, Chris Tollaksen, and Kay James from the *Dells Events*.
2. Motion by Gavinski seconded by Holzem to approve the minutes of the October 15, 2008 CDA meeting. Motion carried unanimously.
3. Before starting the review of loan applications, Chuck Sulik and Jeff Thelan from MSA gave an overview of the two revolving loan fund (RLF) programs that the city offers. The first loan program is the **Department of Commerce Community Development Block Grant (CDBG) RLF**. The program requires an applicant to provide a minimum of 50% of the financing and create one full-time position for every \$20,000 borrowed. Currently there is \$116,000 available in this account. The second loan program is the city's **TIF Economic Development RLF**. The funds for this program were generated from interest accrued on TIF #3 funds. The primary focus of this program is redevelopment of the downtown area which is in the TIF #3 District. Currently there is \$301,000 in this account.

The request for a TIF ED loan submitted by Cold Stone Creamery was reviewed. The applicant requested \$97,200 in order to relocate his business from its current location in the lower Dells to the downtown area. The loan request would represent 90% of the total project costs. It was moved by Gavinski seconded by Nelson to **deny** the request based on the applicant's inability to raise adequate collateral for the project. Motion to deny carried unanimously.
4. The request for a TIF ED loan submitted by Loony Bin, LLC was reviewed. The applicant requested \$10,150 for the removal of a go-cart track and other repairs to the property. It was moved by Holzem seconded by Anchor to **deny** the request as the program cannot be used for improvements that have already been made prior to the loan application. Motion carried unanimously.

5. The request for a TIF ED loan submitted by High Rock Café was reviewed. The owners plan on converting two existing buildings into one in order to expand the current kitchen, add additional seating, add handicap accessibility, and remodel the interior and exterior. They currently have secured \$802,000 for the project and are requesting a \$200,000 loan from the city. Paul Schaller from the Bank of Wisconsin Dells spoke in favor of the project. He stated that there is good cash flow and equity in the project. Chairperson Borchert stated that this was the type of project that the loan program was intended for. To invest in a business that continues to grow and be a benefit to the downtown area. Committee member Joyce Nelson stated that the Draper family has been long time community members. Alderperson Gavinski stated that this project would benefit the Draper family as well as the community. He further added that the downtown area needs more business like this. It was moved by Nelson seconded by Gavinski to **approve** a TIF RLF loan in the amount of \$200,000 to High Rock Café. Motion carried unanimously.
6. The request for a CDBG RLF loan submitted by Culvers of Wisconsin Dells was reviewed. This is a new construction loan for a new Culver's restaurant to be located in the lower Dells area (next to Taco Bell). The loan with supplement funds already obtained through the Bank of Wisconsin Dells and the Small Business Administration. The requirements of the loan program, which includes job creation, have been met. It was moved by Gavinski seconded by Anchor to **approve** a CDBG loan in the amount of \$100,000 to Culvers of Wisconsin Dells. Motion carried 6-0-1 with Jesse Leichsenring abstaining.
7. MSA presented proposed changes to the loan fund application. The revised application would have a better layout and ask for additional information. It was moved by Holzem seconded by Kettleson to approve the changes as presented. Motion carried unanimously.
8. The next CDA meeting will be called when there are additional applications ready for review. MSA will notify Deputy Clerk Holzem when that time comes.
9. Motion by Anchor seconded by Gavinski to adjourn. Motion carried unanimously and the meeting adjourned at 6:00PM.

Nancy R. Holzem
Adm. Deputy Clerk/Treasurer
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