

**COMMUNITY DEVELOPMENT AUTHORITY MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING ~ 300 LA CROSSE STREET**  
**WISCONSIN DELLS, WI 53965**  
**AUGUST 4, 2014**

Chairperson Borchner called the meeting to order at 5:00P.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, Ald. Jesse DeFosse, Ald. Mike Freel, Shaun Tofson, Lisa Delmore, Joan Ragan, and John Campbell.  
  
Others: Mayor Brian Landers, City Clerk Nancy R. Holzem, City Treasurer Kate Anger-Seep, Ald. Brian Holzem, Ald. Ed Fox, Assistant City Attorney Joseph Hasler, Justin Sornsin from MSA, Fire Inspector Jerry Wolfram and Kay James from the *Dells Events*.
  
2. Motion by Campbell seconded by Ald. DeFosse to approve the July 3, 2014 CDA meeting minutes. Motion carried unanimously.
  
3. The committee reviewed a draft Manual of Policies and Procedures for a Building Façade Improvement Program that was prepared by Justin Sornsen from MSA. At its last meeting, the committee asked MSA to update the CDA's current RLF program to include a matching grant program for façade improvement. \$100,000 would be put into the program and each matching grant would be capped at \$10,000. Aids. Freel and DeFosse have both stated that they are not in favor of the CDA funds being used as a matching grant. Both would like the funds to remain in the loan program. Freel suggested a 0% interest loan rather than a matching grant. Currently the funds can be used for façade improvements but at a 2% interest rate for the loan. There have been no applicants for façade improvements since the program started in 2008. Committee members agreed that if the applicant was leasing the building, there would have to be a minimum of 5 years remaining on the lease and that the property, or contiguous property held by the same owner could only receive one grant within a 60 month period. The committee reviewed property eligibility requirements as well as the target area for the program. Chairperson Borchner stated the he wants the main focus of this program to be the downtown area. All agreed that the funds could not be used for signs, roofs, alley improvements or touch up painting. Lisa Delmore stated that there should be a deadline for the funds to be used once approved so funds don't sit out there not being utilized. She also stressed the importance of our downtown corridor and that the first thing that attracts people are attractive storefronts. The committee agreed that the work should be done within 6 months of getting the grant, with the option of one 6 month extension. Fire Inspector Jerry Wolfram stated that he would like to be involved in the process to make sure the buildings are up to code before the façade improvements are made. Chairperson Borchner stated that if a business was unable to get a building permit because of code violations, they wouldn't be able to utilize these funds. In discussion regarding a tenant getting approval from the landlord before improvements are made, Attorney Hasler stated that the improvements would be to the real property so even if the tenant goes away, the improvements stay. The owner of the building should be required to give consent before any work is done. . MSA will make the updates to the draft manual and it will be reviewed at the next meeting.

4. Motion by Ald. Freel seconded by Campbell to move forward with Tax Incremental District (TID) No. 2 Project Plan amendment. Motion carried unanimously. This will allow the use of funds in TID No. 2 to be utilized for projects within a one-half mile radius of the TID boundaries. City Clerk Holzem will work with Dave Anderson from PFM on the dates for the timeline to do this.
5. There was no other business brought forward for referral to subsequent meetings.
6. Motion by Ragan seconded by Tofson to adjourn. Motion carried unanimously.

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Nancy R. Holzem  
City Clerk/Coordinator