

Community Development Authority (CDA) / Economic Development /  
Chamber of Commerce Joint Meeting Minutes

Held Thursday, January 26, 2012

1. **Call to Order / Introductions** – Present: Deb Kazmar, Anna Schramke, Brad Peterson, Tyler Kattre, Mike Parkin, April Little, Keith Lenherr, Jerry Jansen, Christine Lade, and Howard Ward. Called to order by acting chairman Howard Ward at 6:05 PM.
2. **Action Plan 2012** – Schramke led discussions regarding focusing efforts on specific economic strategies to move forward upon, from the set of strategies that the groups worked on in 2011.

**Chamber Update** (Brad Peterson) – The Chamber has been working on developing member input and more active membership. They have helped retail and restaurant businesses but would like to work more with service industries. Their priorities: Completing the *In Business* magazine article (three more ads are needed); Revamping special events so that they are more profitable; promoting local businesses, business retention, and developing a focused mission.

**CDA** is taking the lead on Strategy B: Redevelop Railroad Corridor, and waterfront trail connection between the railroad bridge and planned new pedestrian bridge. The Village is working with Landmark to expand in TIF 4 before discussions on the corridor project.

**Economic Development Committee** – Priorities are web site information (Village can load it on its new site), a marketing brochure, and buy local campaign.

**Village of Belleville** – Is working on bridge/Community park development; new web site and wayfinding signs. Signs are approved by WI-DOT but will be submitted for grant funding.

3. **Next Meeting**—This group should plan to meet Wednesday, March 21 at 6 PM. Action: Committee/groups will report on progress on priorities.
4. Adjournment.

*By April Little, CDA*