

## Community Development Authority (CDA) / Economic Development Joint Meeting Minutes

Held Tuesday, January 29, 2013

1. **Call to Order / Introductions** – Present: Deb Kazmar, Anna Schramke, Brad Peterson, Judy Bacha, Daniel Rung, Rich Hendrickson, Herb Blaser, Rick Francois, Mike O'Connor, Mike Parkin, April Little, and Christine Lade. Called to order by Little at 7:18 PM. Rick Francois was nominated to serve as meeting chairman.
2. **Action Plan 2013** – Anna Schramke, Director of the Green County Development Corporation led the joint meeting discussion. The purpose of the joint meetings is to communicate among the different groups involved in economic development, and to define each partner's roles.

Bacha asked about a vision for economic development. The branding project provided a good outline; it will be shared again with new members. The Belleville brand needs wider promotion by the members to take hold. The Belleville brand guide will be distributed to all members.

Schramke began the action planning session with a brief overview of economic development and the general purpose of the key economic development partners. To ensure everyone had the same understanding of the definition of economic development, she noted that there were generally 3 three areas of emphasis:

- “Product” development – referring to looking for ways to improve the community for businesses and residents. This includes developing new resources needed to attract new investment in the community.
- Retention of Existing Business or retaining existing “customers” - referring to the fact that the benefits of retaining and growing existing customers generally yields the greatest return.
- Recruitment and Promotion – activities that attract new investments, new residents and new businesses.

Schramke went on to summarize the roles of the key economic development partners.

- Village Government: Property procurement, funding conduit, permitting, legal authority.
- Chamber of Commerce: Beautification programs, tourism, welcome new residents, community image building, business retention – especially focused on smaller service and retail businesses.
- CDA: Authority dictated by state law, the CDA has all powers, duties and functions of a housing authority and redevelopment authority. Generally involved with property procurement, funding redevelopment initiatives.
- EDC: Retention of major employers, responding to prospects requests, promoting Belleville to other businesses; generally focused on larger projects and those involving prospects for the business parks.

Each organization was asked to verify their understanding of their role/mission, to highlight some of their key accomplishment in 2012, and identify some of the priorities for 2013. (Items with \* are highest priority for 2013.)

**Chamber Update (Peterson)** – The Chamber has been working on developing member input and more active membership.

2012 Accomplishments:

- Increased membership
- Put together business expo in conjunction with Lake Fest.
- Distributed e-Newsletter
- Generally worked to help make existing community events more successful

2013 Priorities:

1. Web redesign \*
2. Provide leadership in organizing the 2<sup>nd</sup> Annual Lake Fest event \*
3. Revamp bylaws and a more focused mission \*
4. Continue to support special events so that they are more profitable
5. Look at having more community projects
6. measurable goals and successes
7. Increasing sign-up for their e-newsletter and Facebook page

**CDA (Little)** – The CDA specializes in redevelopment and the physical character of the Village, which helps to support the Village's overall economic development goals.

2012 Accomplishments (Many are multi-group):

- Logo and branding development
- Downtown building façade guidelines
- Grants obtained for riverfront trail
- Lakefest 2012
- Wayfinding signs (will be delivered this week)

2013 Priorities:

1. Waterfront trail connection between the railroad bridge and planned new pedestrian bridge (grant received) \*
2. Secure design, create budget and develop installation schedule for new community entrance signs (funding may be multi-group)\*
3. Develop policies and procedures for a new Belleville revolving loan fund. Secure support of Village Board and begin marketing the new incentive.\*
4. Pursue obtaining the shed behind Bank of Belleville and the Sarbacker shed through grants. \*
5. Redevelop railroad corridor. Review grant opportunities and create a tentative schedule for redevelopment.

**Economic Development Committee (Bacha)** – EDC has been working on strengthening relationships with several local business owners.

2012 Accomplishments:

- Provided economic development web site information
- Inventory of available buildings and development sites

### 2013 Priorities

1. Survey key businesses to solicit input regarding targeting marketing \*
2. Develop a Business Recruitment Folder/Package \*
3. Continue to provide input regarding available buildings and sites.

### **Village of Belleville –**

#### 2012 Accomplishments

- The Village completed an agreement with Landmark to allow them to expand in TIF 4
- Uploaded a new web site, including economic development information
- Pedestrian bridge/Lake Belle View / Community Park development

#### 2013 Priorities:

- Work with Fundraising Committee to building restroom / band stand in Community Park

### **3. Next Meeting—**The joint group should plan to meet in June.

Action: Committee/groups will report on progress on priorities identified during this meeting.

### **4. Adjournment.**

*By April Little, CDA & Anna Schramke, Green County Development*