



HERITAGE
COMMUNITY
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VILLAGE OF MOUNT HOREB

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Mount Horeb, WI 53572
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THE COMMUNITY DEVELOPMENT AUTHORITY WILL HOLD ITS SEPTEMBER 9, 2020 MEETING VIRTUALLY. YOU CAN WATCH THE MEETING LIVE VIA THE VILLAGE WEBSITE BY CLICKING "WATCH LIVE" UNDER THE TROLLWAY TV GRAPHIC ON THE RIGHT SIDE OF THE HOME PAGE AT WWW.MOUNTHOREBWI.INFO. THE MEETING IS ALSO BROADCAST LIVE ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO JOIN THE MEETING USING THE FOLLOWING:

Community Development Authority Meeting
Wed, Sep 9, 2020 6:00 PM - 8:00 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.

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COMMUNITY DEVELOPMENT AUTHORITY WEDNESDAY, SEPTEMBER 9, 2020

The Community Development Authority of the Village of Mount Horeb will meet virtually on the above date at 6:00pm. Agenda as follows:

- 1) Call to order
Roll call
- 2) Approval of August 12, 2020 Minutes
- 3) Review of Economic Development Plans
 - a. MadRep Report
 - b. Downtown Redevelopment Plan
 - c. 2017 Housing Study
- 4) Discussion and Recommendation on COVID Business Assistance Loan Program
- 5) Economic Development Director's report
- 6) Items for Future Meetings
- 7) Adjourn

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GROSS, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.

**VILLAGE OF MOUNT HOREB
COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES
AUGUST 12, 2020**

The Community Development Authority of the Village of Mount Horeb met on the above date in a virtual meeting.

Call to Order/Roll Call: Village President Randy Littel called the meeting to order at 6:07pm. Present were Littel, Tetzlaff, Monroe, Koenig, Murphy, Durtschi and Boehnen (6:25 pm.). Also present were Administrator Nic Owen, Assistant Administrator Kathy Hagen, and Economic Development Director Rowan Childs.

Adoption of Bylaws: Administrator Owen explained that the bylaws follow state statutes for the operation of a Community Development authority and that the Board has reviewed and approved them as well. Murphy moved; Monroe seconded to approve the bylaws as presented. Motion carried.

Election of Officers: Littel moved; Koenig seconded to appoint Monroe as Chair. Motion Carried. Littel moved; Monroe seconded to appoint Murphy as vice-chair. Motion carried.

Discuss COVID Business Assistance Grant/Loan Program: Administrator Owen informed the committee he and Director Childs have been exploring financial assistance programs for small businesses and were thinking the fall/winter would be a good time to roll out the program. Funding could potentially come from the money the Village will be receiving after dissolution of the EDC. Consensus of the committee was they would prefer to see a grant program than a loan. Owen and Childs will prepare a program for consideration at the next meeting.

Development Updates

Kwik Trip: Public hearing held at 8/13/20 Capital Area Regional Planning Commission meeting on Urban Service Area Amendment.

Casey's: Casey's has received all approvals from the Village Board and are working towards start of construction.

North Cape Commons Apartment: Permits have been pulled for the third and final 20-unit apartment building off of S Brookwood by the Golf Course.

Downtown Businesses: Staff has received a number of calls from businesses looking for space downtown.

Economic Development Director's Report: Childs reviewed highlights from her monthly update.

Items for Future Meetings: Consideration of COVID Assistance Program, Review of prior Economic Development Plans, Review of EDC Funding Priorities Strategic Planning, Reports from the Chamber of Commerce and School District.

Adjournment: There being no further business before the committee, Murphy moved, Littel seconded to adjourn the meeting at 6:49 pm. Motion carried by voice vote.

Minutes by Nicholas Owen, Administrator



Small Business Emergency Loan Fund

Purpose

The Village of Mount Horeb Small Business Emergency Loan Fund is designed to provide critical financial assistance to qualified small businesses that have been negatively impacted by the COVID-19 pandemic. Funds from the Village of Mount Horeb have been pooled to create this fund. It is specifically meant to be leveraged with other federal and local programs.

Applicant Eligibility

Eligible applicants include private, for-profit small businesses of 25 or less employees. Businesses must demonstrate that

- 1) The business was financially viable before Coronavirus
- 2) The Coronavirus has directly impacted the business
- 3) This assistance is likely to keep the business solvent
- 4) Upcoming inventory purchases, holiday marketing expenses, and e-commerce strategy implementation.

*Businesses over 25 employees, religious organizations, and public education organizations are not eligible for this program.

Eligible Uses of Funds

1. Rent costs not covered by PPP
2. Utility costs not covered by PPP
3. Other Business Related Loan Payments or Leases not covered by PPP
4. Personal Protective Equipment
5. Cleaning Supplies
6. Upcoming winter marketing expenses, e-commerce implementation
7. Other operating costs directly related to the business may be considered by the oversight committee at their sole discretion depending upon the number of applications received, the purpose of requested funds, and the availability of funds

Ineligible Uses of Funds

1. Salaries, Wage & Benefits
2. Fuel
3. Vehicles or Vehicle Maintenance
4. Payment of Investors
5. Property Taxes
6. ATM fees
7. Personal or Business Distributions

Terms of Financing

Maximum Loan Amount: Up to \$5000

Interest Rate: Fixed-rate at prime at the time of approval

Payment Period: Begins 90 to 180 days after loan approval, monthly payments for one to two years after the initial grace period. Monthly payments will be made directly to the Village of Mount Horeb and deposited to a designated account.

Loan agreements will include specific provisions that can be enforced on applicants upon a missed payment.

Any default on any loan payment may cause the applicant (business or person) to be ineligible for any future financial assistance from the Village.

There will be no penalty for early repayment of the loan.

Final terms shall be set by the oversight committee.

Submission Instructions

For security purposes, application materials may only be submitted by any of the following means: Drop off a hard copy at Village of Mount Horeb, 138 E. Main Street, Mount Horeb, WI. 53572

Application Materials and Forms

Proposed questions:

Legal Business Name

Business Primary Address

Business TIN, EIN, or SSN

Business Phone

Primary Contact

Email Address

Date of business establishment:

Number of permanent Employees as of March 25th, 2020:

Please indicate yes or no, and the amount you received:

Did you apply for an SBA PPP Loan?

Did you apply for a Dane County Small Business Grant?

Did you apply for the WEDA grant?

Have you received any other loans or grants?

Is your business located inside The Village of Mount Horeb?

Is your business headquartered in Mount Horeb?

Is your business located inside a TIF district?

Are you part of the Mount Horeb chamber?

Please write a description of your business in three sentences:

Please explain what you need the funds for this winter in ten sentences or less:

Due Date for Applications

Applications are due by 4:PM on Friday Oct. 30th

*Application status will be updated by the first week of December

Questions? For more information regarding the program please send an email to rowan.childs@mounthorebwi.info



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Economic Development Report- September 2020

Focus last month:

Working on meeting with property owners, entrepreneurs in town, and those who are interested in being here.

Restaurant cafe program started with great success.

Reviewing and meeting on the feasibility and needs of businesses for a business loan program.

In person or zoom meetings with business owners

Meetings with those who would like to build in Mount Horeb

New businesses opening

Most recent resolution passed by VB on the extraterritorial zoning ordinance

Upcoming items

1. Housing Workforce group to start in mid-September
2. Business loans at zero cost. If EDC approves, promotion of loan to businesses
3. Entrepreneurs group
4. Newsletter and marketing

Activities

In-person meetings/ zoom/ phone		
Business updates		<p>Closures: Mary's Coffee, Schuberts, Cat and Crow.</p> <p>Icki Sticki to move to Old Cenex/ Mary's building next spring.</p> <p>Isaac's business and the building sold to Janelle of Jangle Soapworks.</p> <p>Tricor Insurance moved out.</p> <p>Correct Cable moved in.</p>
Property inquiries		<p>Working with some of the same businesses to find a property or land. Some current businesses would like to relocate within the Village.</p> <p>Not much land to offer people looking to develop housing.</p>
New businesses open in Village		Reflections, 114 Main, Witch Shop, BarleyVine
New businesses open in the MH area		Eloise Wedding Barn
Entrepreneurship List/ group		I have put together list of contacts for an entrepreneurship group. Hoping we could meet quarterly for networking and some education. Working on talking to those who would be a good fit, and those to yet add.
PR		

Social Media	Created accounts	Lead LinkedIn and Instagram. I have grown the accounts from 0 to 200 followers.
Chamber		Working with the chamber to promote Shop Local efforts
Cafe zones extension and grants.	Wrote up plan, approved by the board.	11 participating restaurants out of 14. Following through with paperwork to get restaurants reimbursed. One restaurant we need additional paperwork. Restaurants are thrilled to have the extra seating and customers. The outdoor spaces have been very popular.
Education		WEDA 4 day conference mid September.
Property List	Found old list	Working on updating land and properties that are available and an additional list of people who are looking.
Newsletters	Updated CRM system with our information and contacts	Sent the first newsletter out: 540 sends, 46% open rate, 13% click rate. We are missing many contacts for businesses, developers, etc

Additional requests:

Smart Growth Group visit and opportunity