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## VILLAGE OF MOUNT HOREB

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THE JULY 14, 2021 COMMUNITY DEVELOPMENT AUTHORITY MEETING WILL BE HELD **IN PERSON**. 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](http://WWW.MOUNTHOREBWI.INFO). THE MEETING IS ALSO BROADCAST LIVE ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO JOIN THE MEETING USING:

<https://global.gotomeeting.com/join/393462117> You can also dial in using your phone.

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### **COMMUNITY DEVELOPMENT AUTHORITY WEDNESDAY, JULY 14, 2021**

The Community Development Authority of the Village of Mount Horeb will meet on the above date at 6:00pm in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order/ Roll call
- 2) Approval of June 9, 2021 Minutes
- 3) Consent Agenda
  - a) Economic Development Director's report
  - b) Mount Horeb Area School District report
  - c) Mount Horeb Area Chamber of Commerce report
- 4) Review and Discuss Strategic Plan Progress
- 5) Update on Available Property Mapping
- 6) Discussion on Downtown Projects –
- 7) Comprehensive Plan and Housing Task Force update
- 8) Items for Future Meetings: Review of Strategic Plan Goals, Industrial Park Land, Downtown Projects, Workforce Development
- 9) Discuss TID incentives for business relocation. The Community Development Authority will convene in closed session as authorized by Section 19.85 (1)(c) of Wisconsin Statutes for the purposes of the investing of public funds.
- 10) Meeting adjournment will take place at the conclusion of the closed session. The CDA will not reconvene to open session.

A QUORUM OF THE VILLAGE BOARD/VILLAGE COMMITTEE MEMBERS MAY BE PRESENT AT THIS MEETING. ONLY NOTICED AGENDA ITEMS WILL BE ACTED ON BY THE GOVERNMENTAL BODY SPECIFIED ABOVE. 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 GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.

**VILLAGE OF MOUNT HOREB  
COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES  
WEDNESDAY, JUNE 9, 2021**

The Community Development Authority of the Village of Mount Horeb met on the above date in-person and virtually (hybrid).

**Call to Order/Roll Call:** Chair Murphy called the meeting to order at 6:00pm. Present were Murphy, Durtschi, Boehnen, Tetzlaff and Littel. Rasmussen and Gobourne were absent. Also present were Administrator Nic Owen, Economic Development Director Rowan Childs, School District Administrator Steve Salerno, and Deputy Clerk Chrissy Kahl.

**Approval of May 12, 2021 Minutes:** Motion by Littel to approve, second by Tetzlaff. Motion carried.

**Consent Agenda:**

- A. Economic Development Director's report: Childs gave a report. Over 1,500 Housing Task Force surveys were completed. Childs also talked about new businesses that will be opening soon.
- B. Mount Horeb Area School District Report: Salerno gave a report. The school district recently celebrated retirements from 2020 and 2021. They are also working on rebuilding programs such as youth apprenticeships since there were none in 2020.
- C. Mount Horeb Area Chamber of Commerce Report: King provided a report in the meeting packet. No one had questions about the information provided.

**Review and Discuss Strategic Plan Progress:** Childs reviewed her report. There have been some good discussions and presentations at the Strategic Plan meetings. Durtschi asked about how attendance has been for the meetings. When the meetings were virtual the attendance was low. The in-person meetings have had better attendance especially the last morning session at 15 people in attendance. The businesses in attendance have been varied in business types.

**Update on Tax Increment Finance Districts:** Owen gave an overview. TID 3: Springdale Street area. This TID will retire in 2027 and is made up of residential and industrial areas. The Village is responsible for 1/3 of the remaining debt. TID 4: Area is around Walgreens and Trollway Shoppes and includes a few vacant lots. Financially, this TID is doing well. Will discuss closure at Village Board and an extension on the increment collection period for one year to generate income to use toward affordable housing. TID 5: Downtown area. This TID will retire in 2047. There have been many improvements done and more opportunities left. There has been some interest on developing the former Wisconsin Surplus site.

**Discuss Available Property Mapping:** Childs and Boehnen presented this item. The Village would like to create a list or map of available properties. Some possibilities are to advertise on inWisconsin and our website. Also, to find an effective way to let prospective sellers and businesses know how to find these resources.

**Discussion on Downtown Projects:** Murphy gave an overview. The downtown TIF was created in 2015-2016 with a mix of retail, single family and multi family. Murphy would like some of this in the Comprehensive Plan. The previous vision being on preserving historic buildings, preserve cultural history, seek sustainable businesses, find a balance between new business and existing business. Some types of shops or services the CDA would like to see are a cheese shop, pet store, kitchen wares store with cooking classes, indoor activity area for children, performing arts center with night time programs.

**Comprehensive Plan Update:** This item was combined with the previous item discussion.

Tetzlaff left the meeting at 6:55pm.

**Items for Future Meetings: Review of Strategic Plan Goals, TID Update, Industrial Park Land, Downtown Projects, Workforce Development:** Owen said there will be a future meeting with Shawna Rasmussen regarding workforce development and a closed session meeting is planned for July to discuss downtown businesses.

**Adjourn:** The meeting was adjourned at 6:57pm.

Minutes by Chrissy Kahl, Deputy Clerk



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### **Economic Development Report- June 2021**

**Housing Task Force:** The Housing Task Force is finishing up its six-month analysis and recommendations on housing, zoning changes, and development locations. The report and seventeen recommendations will go to the Plan Commission at the end of July and then the Village Board in August. This report and recommendations give us the most current view point of what is happening right now and the next five years in Mount Horeb. It has past housing data, census data, and comparisons to other areas in Dane County and the State. It will be extremely beneficial for village planning and conversations with developers and businesses. Several developers are waiting on these results and data specs along with the recommendations to the board. Key findings indicate specific numbers necessary for housing units, housing types, and to form a senior housing task force. The timeliness of the report helps us with the Comp Plan on where housing should be located, and zoning changes. \*We currently have three new active sub-divisions: Kara View Heights, North Cape expansion, Sienna Hills.

**Comp Plan-** In June we wrapped up the online map and hosted with VandeWalle a day of public input. Four small groups met for questions and conversations followed up by a larger session for more discussion on housing and development, along with some voting on preferences and locations. We had really great participation from a wide range of residents and employers. The next step is for Vandewalle to put all of that information together and present back to us a redline draft in early September.

The plan is a 20-year guide for the community to plan out 5, 10, 15-year possibilities and areas of interest for housing, parkland, growth, commercial use, etc. It has also tied in nicely with our conversations with land and property owners. The Comp Plan work will take us through the end of year.

**WEDC-** Jason Scott gave a virtual presentation in June to our innovators group and will be coming on July 20<sup>th</sup> for an in-person meeting. He has some new grant programs coming available with the state budget and WEDC also will have some new priorities that might be a great fit for us under the rural communities' category and Main Street Bounce Back grants.

**Business visits:** In-person meetings/ zoom/ phone. Trends in conversations; Housing for workforce at all income levels. Hardship around finding a variety of employees that are within thirty minutes drive or less. Business this summer has picked up to pre pandemic levels for many businesses. We have two businesses looking for space downtown with not many current options and have discussed what other options they have. We would want to keep them in the village as much as possible. We also have another business looking to retire soon and we are working with them and an interested group on purchasing their business and building. We have several other businesses that are planning retirement in coming years.

**Plan Commission:** Projects to note: Animal Clinic design review to redevelop the old BMO bank in Viking Plaza, concept presentation for work condos off of Main Street and Orchard Street, and design review for 407 E. Main Street renovation were given.



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**New Businesses:** The Yoga Space opened in early June. Blooming Deals has signed a contract for a retail shop – now opening in late July in the Dahle building. Two other new businesses have signed leases at other locations.

**Inquiries:** Medical/care, food and processing/ warehouse/ retail/ drive thru options/ nonprofits- all looking for rental or to purchase buildings. Not everything we have in stock is a good fit so we are working with them to see what options and opportunities we have. Most retail/food based is focused downtown compared to the medical based companies and nonprofits.

**Development inquiries and conversations:** Working with several developers who are interested in housing= all forms, from single homes, senior, and apartments. The taskforce recommendations come into play during these conversations; Zoning of residential lot sizes is a high priority, redeveloping downtown area properties, and where else housing can fit. Conversations with downtown property and business owners preparing to sell and also with property owners on the perimeter of the village. Developers are mostly SW Wisconsin based with two out of state.

**Marketing:** Looking at ways to market the new housing taskforce report, future Mapping options, and spaces/ land available. We have been working with the newspaper and other local organizations to get out the word about the comprehensive plan and taskforce. With an increase in questions around commercial space/ land opportunities the next newsletter will have that focus.



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<b>During Covid Pandemic</b>	<b>March2020- June 21</b>		
<b>Businesses lost:</b>	<b>Businesses gained</b>	<b>Businesses that moved but stayed in MH:</b>	<b>Businesses formed/ upcoming moves</b>
Artisan Woods-retired	Sugar Troll	Icki Sticki	Blooming Deals- Coming Soon
Mary's Coffee	114 Main	Peg Ginsburg Watercolor	
Schubert's	Gempler's Retail Shop	MH Dental	Children's Community School- new location confirmed
Dr. Wilson Dentistry-retired	Jangle Soap Works	Sjolinds- temp. closed downtown location, kept drive through open	Additional Kwik Trip
Cat and Crow	Drift Coffee		Casey's
Rust and Lace-moved online	Reflections Salon	Isaac's Antiques was sold and will stay in the existing building as is	C.H. – coming soon
	CCI Correct Cable		Restaurant- coming soon
	Spellerific		Animal Clinic- moving
	Barleyvine		New Salon – A.
	The Little Market Place		New Salon- B.
	Summit Credit Union		
	Artemis Provisions		
	Mount Horeb Community Center		
	Yoga Space		
	Fire and Ice		
	Pediatric Feeding Therapy		
	Moho Fitness		

## 2021 Mount Horeb Community Development Authority Strategic Goals

Support of existing businesses				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Conduct at least 2 business, retention, expansion visits per month	Rowan and Nic	12/31/2021		CDA members invited as needed
Progress: Visited with 5 businesses- existing, and those who are coming to town.				Working with an existing business looking for space to expand, two businesses looking at retirement, three new businesses looking for commercial space.
Assist at least 6 entrepreneurs through business planning, into production/opening stage of operation	Rowan	12/31/2021		Through the entrepreneur group we have been able to help several of them find locations for their business and assist with next steps. Additional persons are in research phase. Great way to get early insight into new business opportunities, partnerships, and planning.
Progress:				
Yoga Space opened in early June above Gemplers. We have two other businesses finalizing space. Last month, Jason Scott from WEDC spoke virtually on an overview of their organization. This month he will come to an in person meeting to go over this up coming year's priorities, new grants for small businesses and rural communities, and more time for questions. Sarah Botham from Wisco Boxes will speak at the other in person meeting on entrepreneurship.				

Recruit new business				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Respond to all requests for information and inquires	Rowan and Nic	Ongoing		
Progress:				

Requests from Medical, retail, food industries. A variety of requests on leasing and purchasing buildings and land.				Types of business. Care/ medical, retail/food/ wholesale/ food/processing, restaurant/
Create plan to recruit valuable and needed industries to village.	CDA and Staff	8/1/2021		
Progress:				
We have a preliminary plan and working on flushing it out. Industries, business types, and people who place companies. Working on comp plan and property owners in conjunction with industry types and preferences. Meeting with more Madison based brokers to share opportunities here. *ties in to housing.				
Inform CDA on Trends	Rowan and Nic	Ongoing		
Progress:				
Retail options for downtown are few on Main Street. There are some opportunities off of Main Street and often when one store front does come available we can fill it very quickly in partnership with the building owners. Growing more options for retail or mixed use downtown would be beneficial across the board.				
Recruit valuable and needed industries to Village including major employers (25+ FTE)	Rowan and Nic	Ongoing		
Progress:				

Facilitate Annexations (Business Park, Housing, Park Land)				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Identify location(s) for and take action to secure development rights	Rowan and Nic	4/1/2021		
Progress:				
We are speaking to landowners - interest in annexation and development. The new Comp Plan will be a helpful tool.				Individual meetings have gone well. Comp Plan schedule is helpful. The housing taskforce is working on final recommendations to the board. Parks Comission is recomending adding more land for playing fields and for parkland.
Identify funding sources and incentives	Rowan and Nic	6/1/2021		
Progress:				
Likely new TIF district and or partnership with broker				



Propose action plan to Village Board	CDA and staff	8/1/2021		
Progress:				
Collaborate with neighboring municipalities while maintaining Village interests and enhanced urban land economics; especially related to extraterritorial review	Rowan and Nic	Ongoing		
Progress: continued meeting with town of Blue Mounds on ETZ				

Increase Housing Opportunities				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Member(s) to attend and assist Housing Task Force meetings as needed	CDA and Staff	8/1/2021		
Progress:				
The end of July we will present the recommendations to Plan Commission and early August to the Village Board. We can take time to discuss at the August CDA meeting the findings and recommendations. The goal is to have current data and show needs, trends, and make recommendations to the village board on what we need as a village to thrive and include for housing in the next five years.				We are looking at a public presentation in fall with the taskforce, UW extension, and village staff. Three new active subdivision sites- North Cape, Sienna Hills, Kara View Heights
Review Task Force Findings for development related policy changes	Rowan and Nic	10/1/2021		
Progress:				
Proactively connect housing developers and property owners	Rowan and Nic	Ongoing		
Progress:				
Working with five developers for land and best housing uses. The new data from the housing taskforce will be extremely beneficial to have available for developers on all types of housing. Developers are very excited to hear what the recommendations are from the housing taskforce as it could highlight specific needs and or zoning changes.				*The Gorman project has a July 31st deadline to have a shovel in the ground. Looking at a July 25th closing date.

Implement project from 2017 Downtown Redevelopment Plan				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Identify, propose and implement at least one project identified in the 2017 Downtown Redevelopment Plan adopted by the Village Board	CDA and Staff	8/1/2021		
Progress: Discuss at CDA meeting				

At the April CDA meeting we discussed the VandeWalle Downtown redevelopment plan. Brad went through the Depot Plaza in more detail for cda members. Develop next steps.

The top priorities of the group, each with equal amount of results: 1- seek sustainable businesses for TID 5, 2- partner with property owners and developers towards workforce housing, 3- partner with property owners and developers towards senior housing. Other priorities with more than two votes were Front Street development, Depot Plaza, and Grandma Foster Park

Identify and pursue grant and other funding sources	Rowan and Nic	8/1/2021		
Progress: We have identified areas for redevelopment, working on a grant through UW for design, and have been contacted by an interested party.				

Facilitate successful incentive applications				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Reach out to Downtown property and business owners and assist with application and award of TID 5 building and façade improvement programs	Rowan and Nic	On going		
Wyser Engineering was approved for TID 5 funds. More applications expected soon for the rehab and façade improvement grants.				