



HERITAGE
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VILLAGE OF MOUNT HOREB

E. Main Street
Mount Horeb, WI 53572
Phone: (608) 437-6884 Fax: (608) 437-3190
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

THE SEPTEMBER 8th, 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. THE MEETING IS ALSO BROADCAST LIVE ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO JOIN THE MEETING USING:

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COMMUNITY DEVELOPMENT AUTHORITY WEDNESDAY, SEPTEMBER, 8th, 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 August 17th, 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) Comprehensive Plan update
- 6) Items for Future Meetings: Review of Strategic Plan Goals, Industrial Park Land, Downtown Projects, Workforce Development
- 7) 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.
- 8) 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, AUGUST 17, 2021**

The Community Development Authority of the Village of Mount Horeb met on the above date in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI.

Call to Order/Roll Call: Chair Murphy called the meeting to order at 5:32pm. Present were Murphy, Boehnen, Gobourne, Tetzlaff and Littel. Rasmussen attended via phone. Durtschi was absent. Also present were Administrator Nic Owen, Economic Development Director Rowan Childs, and Deputy Clerk Chrissy Kahl.

Approval of June 9, 2021 Minutes: Motion by Littel to approve, second by Tetzlaff. Motion carried.

Consent Agenda:

- A. Economic Development Director's report: Childs gave a report. There is now a map on our Village website that shows available properties for sale or lease. Childs also talked about new businesses that will be opening soon.
- B. Mount Horeb Area School District Report: Salerno provided a report in the meeting packet. No one had questions about the information provided.
- 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 that was included in the meeting packet.

Comprehensive Plan and Housing Task Force Update: This item was combined with the item above.

Items for Future Meetings: Review of Strategic Plan Goals, Industrial Park Land, Downtown Projects, Workforce Development: Childs said there will be a future meeting with Shawna Rasmussen regarding workforce development.

Rasmussen left the meeting at 5:55pm

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: Motion made by Littel, seconded by Gobourne to convene to closed session. Roll call vote as follows: Murphy-yes, Boehnen-yes, Gobourne-yes, Littel-yes, Tetzlaff-yes. The meeting went in to closed session at 5:57pm.

Meeting adjournment will take place at the conclusion of the closed session. The CDA will not reconvene to open session: The meeting was adjourned at 6:43pm.

Minutes by Chrissy Kahl, Deputy Clerk



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Economic Development Report- August 2021

Housing Task Force: The Housing Task Force presented their findings and recommendations to the Plan Commission and Village Board. The report has already been very helpful in having more data and current needs from residents when talking with developers, and working on the Comprehensive Plan. This report gives 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- We have received a red line document from the planners and are reviewing it now with staff. We hope to have the document for public review in a public meeting/ open house first, and then a public hearing. In late September and October. Lots of details to go through and meetings for example with engineers as to where water and utility capacities are and will need to be forecasted, land development restraints, ATC lines, land use policies, etc. With this progress we hope to have a finished document end of the year or early January.

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.

WEDC/ MadRep- Jason Scott gave a virtual presentation in June and then an in-person presentation in July to our innovators group. He went over upcoming priorities for the state, funding sources, and the just released bounce back grants for main streets. Jason Fields the director of MadRep came out in August by himself and then again for the team end of the month to talk about opportunities and the progress that has been made since their last visit pre-covid. Great conversation on next steps and what would be a good fit for this community.

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 retail-based business. We have several businesses looking for space downtown with not many current options and are discussing what other options they have. We would want to keep them in the village as much as possible. We also have other businesses looking to retire soon and we are working with them and interested groups on purchasing their business/ building. We have several other businesses that are planning retirement in coming years. Working to connect with all Viking Plaza businesses due to the strip mall being up for sale.



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Plan Commission: Projects to note: Animal Clinic design review to redevelop the old BMO bank in Viking Plaza, the commercial work condos off of Main Street and Orchard Street moved to public hearing, and additional storage units moved to public hearing. There are several projects coming up for the fall.

New Businesses: The Driftless Social – restaurant signed the lease for the Schubert building, Hart House of Music will be open in a couple of weeks inside the old, “Acorns” building. Rooted Salon moved in next to the Nail Studio. Additional leases coming soon.

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. 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 from Wisconsin. A senior living pocket neighborhood has been proposed on the east side and we are working with them on logistics and next steps. *Gorman project to start next week.



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During Covid Pandemic	March2020- June 21		
Businesses lost:	Businesses gained	Businesses that moved but stayed in MH:	Businesses formed/ upcoming moves
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	Hart House of Music
The Electrician	CCI Correct Cable		Driftless Social
	Spellerific		Animal Clinic- moving
	Barleyvine		New Salon – A.
	The Little Market Place		Artemis brick and mortar
	Summit Credit Union		Business B.
	Artemis Provisions		Tri Axial Studios
	Mount Horeb Community Center		
	Yoga Space		
	Fire and Ice		
	Pediatric Feeding Therapy		
	Moho Fitness Blooming Deals Hart House of Music Driftless Social Rooted Salon		



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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 10 businesses- new and existing				Existing businesses conversation around lack of affordable space for retail and office space, the need for workforce housing on both sides of town, downtown development, lack of retail space downtown, new businesses looking for space and lots.
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: Driftless Social has officially taken over the Schubert's Space and has begun demo and we are working with other innovators on their projects and some with their need for workspace. In August we had Dr. Amanda Preimesberger speak on her new medical primary care start up and Kingsley Gobourne talk about his pathway with Artemis Provisions from e-commerce to now a brick and mortar business. In September we have An Nguyen from WWBIC to talk on funding sources and their free business classes and innovator Janet Silbernagel will speak on her new business as a large scale landscape designer.				
Recruit new business				

Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Respond to all requests for information and inquires Progress:	Rowan and Nic	Ongoing		
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. Progress:	CDA and Staff	8/1/2021		
Connecting with 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 and developers to share opportunities here. *ties in to housing. *The Mad rep report helped identify industries we are lacking, and the recent housing report also lists commuter profiles, jobs in Mount Horeb and jobs held by residents.				
Inform CDA on Trends Progress:	Rowan and Nic	Ongoing		
We are having some great conversations with MadRep the past week with two visits from their staff. Catching their staff up from their prior visits about 18 months ago, what is happened since, ideas on downtown and a future business park. They also shared some insight on future trends of businesses coming and their needs.				
Recruit valuable and needed industries to Village including major employers (25+ FTE) Progress:	Rowan and Nic	Ongoing		

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 Progress:	Rowan and Nic	4/1/2021		

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:				
At the July board meeting the village board voted to approve gorman for the TIF 4 grant of \$100,000. to be used for affordable housing projects. We have had several meetings with developers from across southern Wisconsin for housing and mixed use. The new housing survey, and site maps have been very helpful. We are also working with the village engineer on some additional options for sewer where there was less capacity.				Three new active subdivision sites- North Cape, Sienna Hills, Kara View Heights. Gorman will start in early September.
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:				
We had many in person and zoom calls with housing developers for land and best housing uses. The new data from the housing taskforce info and comp plan public meeting information is beneficial to have available for developers on what the community is looking for. Developers are very excited to hear what the recommendations are from the housing taskforce as it could highlight specific needs and or zoning changes. In discussion with village engineer on utilities for future areas of growth.				

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 parties				

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.				