



HERITAGE
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VILLAGE OF MOUNT HOREB

E. Main Street
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THE DECEMBER 8th, 2021 COMMUNITY DEVELOPMENT AUTHORITY MEETING WILL BE HELD **IN PERSON and VIRTUAL**. 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

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COMMUNITY DEVELOPMENT AUTHORITY WEDNESDAY, DECEMBER, 8th, 2021- 7 PM

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 November, 10th, 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) Discussion and letter of support for WEDC application by Artemis Provisions and the Village (10-15 minutes)
- 5) Discussion of Comprehensive Plan Draft, Economic Development Chapter (10-15 minutes)
- 6) Discussion of strategic updates for 2022 (10-15 minutes)
- 7) Meeting adjournment

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, NOVEMBER 10, 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. A virtual option was also available.

Call to Order/Roll Call: Chair Gobourne called the meeting to order at 6:00pm. Present were Gobourne, Boehnen, Tetzlaff, Schellpfeffer, Vezakis, Durtschi and Littel. Also present were Administrator Nic Owen (attended virtually), Economic Development Director Rowan Childs, School District Superintendent Dr. Steve Salerno, and Deputy Clerk Chrissy Kahl.

New members Marc Schellpfeffer and Jessica Vezakis introduced themselves and gave short background information.

Approval of October 13th, 2021 Minutes: Motion by Littel to approve the minutes, second by Tetzlaff. Motion carried.

Consent Agenda:

- A. Economic Development Director's report: Childs provided a report in the meeting packet. Durtschi asked about the progress with Blue Mounds extraterritorial zoning. Childs said we are waiting on some documents then trying to get another meeting scheduled.
- B. Mount Horeb Area School District Report: Salerno provided a report in the meeting packet and attended the meeting. There were no questions about the information provided.
- C. Mount Horeb Area Chamber of Commerce Report: A report was provided in the meeting packet. There were no questions about the information provided.

Motion by Littel to approve the consent agenda, second by Vezakis. Motion carried.

6:12pm Gobourne recused himself due to conflict of interest on next agenda item.

Consider Façade and Building rehab grant application and loan to Artemis Provisions at 215 East Main Street: Agenda item was amended to remove "and loan". Owners Kingsley and Melissa Gobourne gave an overview of the project and answered questions. Motion by Littel to recommend approval from the Village Board for the façade and building rehab grants for a total of \$10,000.00, second by Tetzlaff. Motion carried.

6:23pm Gobourne returned to the meeting as Chair.

Comprehensive Plan Update: Childs said that Vandewalle & Associates just completed the draft comprehensive plan. The next step will be a special Plan Commission meeting to discuss. The meeting date had not been set, yet.

Meeting adjournment: Motion by Boehnen to adjourn the meeting at 6:32pm, seconded by Schellpfeffer. Motion carried.

Minutes by Chrissy Kahl, Deputy Clerk



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Economic Development Report November 2021

Housing: The housing report and survey continues to be very helpful in conversations with developers, while working on the Comprehensive Plan. This report gives us the most current view point of what is happening right now and the goals of 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 is beneficial for village planning and conversations with developers and businesses. 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 active sub-divisions: Kara View Heights, North Cape expansion, Sienna Hills. See notes below for the senior pocket home project. The Gorman Landsby (51 rental units) project started in late summer and is slated to be finished in summer of 22.

Comp Plan- We have presented the Comp Plan at Plan Commission for the first draft and are now scheduling the second public meeting for December. After that it will go to the village board in January. After that presentation it will go to a public hearing. Details include as an example; where water and utility capacities are and will need to be forecasted, land development restraints, ATC lines, land use policies, etc. With this momentum, we hope to have a finished document early next year. This document 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. I encourage everyone to read the draft and send any comments to village staff.

WEDC: Mainstreet Bounceback grants is a state program to help provide businesses and nonprofits moving to vacant main street commercial locations with funds. We have assisted several businesses with the application and some have already received the funds. It is up to \$10,000 per application. The application window can be backdated to the beginning of this year and they hope to have funds available through June of 2022. We are applying for a Community Development Grant with Artemis Provisions. We will go over the grant and the business in the December CDA meeting.

Business visits: 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 was at pre pandemic levels for many retail-based business but struggling with staffing. There are a few businesses looking to scale up and to plan ahead for needs and locations. We are having more discussions about funding and sources for loans, façade and building improvements, grants and what to plan for 2022- 2025.

Plan Commission: Projects to note: Encore Homes has gone through all of the approval processes and can now proceed. It will be a 54 single homes/ +55- project next to the Grand Stay Hotel. The Community Children's School also now has all of their approvals. Their lot on Cox Drive and Springdale Street. The Animal Clinic has started construction on the east end of the Viking Plaza.



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New Businesses: Rooted Salon has finished construction and is fully open on Springdale Street. PJ's Pizza took over Mount Horeb Pizza Company at the end of November. The new Kwik Trip will be open at the end of December. Artemis Provisions is purchasing the Wilson Dental building and will be retrofitting their space, Hart House Guitars opened on Oct. 9th, The Driftless Social went through the revolving loan fund process and was funded. They are planning an early 2022 opening with extensive renovations inside and an addition of a main floor.

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. Many retail/food based is focused downtown compared to the medical based companies and nonprofits. Commercial space inquiries have varied from downtown retail, light commercial, to office space.

Development inquiries and conversations: Working with several developers who are interested in housing of all forms, from single homes, senior, and workforce apartments. Zoning of residential lot sizes is a high priority, redeveloping downtown area properties, and where there are preferred housing zones. 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.

Other: We are working with Connect Communities which is a WEDC program on hosting a roundtable discussion group session in early February. More to come.

WEDC Program:	Community Development Investment (CDI)
Target Start Date:	December 2021
Applicant Entity:	Artemis Provisions and Cheese
Community:	Mt Horeb Wisconsin

Section A - Redevelopment Narratives

PROJECT DESCRIPTION

1.a. Describe the project, its implementation and its significance to the community.

The village of Mount Horeb is thrilled to have Artemis Provisions join our community and Main Street. This business will bring food innovation to the forefront with a butcher and cheese shop in our downtown area for residents and tourists to enjoy and purchase local foods. They will help renovate and update two historic buildings, provide employment opportunities in their retail and food processing shop, and the business will also keep the existing retail tenant.

Artemis was founded in 2019 and grew considerably in 2021 in the midst of the pandemic. The idea was always to help bring more local foods to the consumer in our village and beyond. With online sales and farmers' markets, Artemis has been able to sell products and see the growth potential. With their own space for retail and processing, they would be able to fully provide their mission and economic growth all in one location, in our village.

Artemis has entered into an agreement to purchase 213 and 215 E Main St to create one large mixed-use commercial space. The lower level of the 215 building will be a processing facility that will serve as processing for the upstairs meat market and retail shop. On the first floor in half of the 215 building will be Artemis Provisions Meat and Cheese. This will be a cheese and meat shop, bringing back to downtown a butcher shop that has not been present since the late 80's early 90's. In the 215 space, Artemis will also have space for the local tenant The POP Place. They specialize in soda pop and popcorn and have been in the building for 4 years. In the 213 E Main first floor space Artemis will be opening, 'Taste by Artemis', a small hot food deli with seating up to 34 adults.

The significance is far greater than just the delicious retail store. The processing area on the lower level will have a huge impact in expanding meat processing capacity for farmers in the Dane, Iowa, and Lafayette communities. The increased capacity will allow for more local farmers to bring their products to their customers.

Lastly, Artemis will be able to offer a commercial kitchen space in the rear of 215 that will allow many local producers to have access to a kitchen for production. The kitchen will be separate from the retail and be able to will be accessible 24/7 for other small business owners. With so many food-based businesses and entrepreneurs in our area, we see this as a great opportunity to use the space and get their products out to test the market and for sale.

1.b. Describe any public/private partnerships developed and to what extent the applicant can ensure WEDC that all the activities outlined within application will be undertaken. (highlight capacity of applicant, partners, finality of financing and developments agreements)

Artemis has applied to the village for their Façade Grant and a TIF Loan for this project. As of 11/22/21 Artemis has been approved for the facade grant by the CDA and is waiting for village board approval of the \$10,000 on 12/1/21. The TIF request will go to the village board on 12/1/21. The Village is pleased to hear that Artemis has been approved for the Bounce Back Mainstreet grants administered by WEDC and MadRep.

The Village of Mt Horeb is very encouraged that Artemis will be able to finalize the financing for the project. Artemis has worked with USDA to get support and guarantees for the loan. This would back 80% of the project. Artemis is also in process of applying for Wisconsin State Historical Tax Benefits that could add additional support of 20% of the total project over 10 years in the form of a tax credit.

Artemis is planning on applying for a KIVA loan in partnership with WWBIC for \$15,000. This is an opportunity to get public excitement, input, and funds from supporters of the project locally, or anywhere in the US and world. The funding round will be in early 2022.

Artemis has secured relationships with Café Care, Greenfield Farms, Driftless Culture Foods, Trade Roots, and Jamaica Fair Trade to process their animals as well as carry their animal and vegetable products in their retail store. For many local producers, it is difficult to find retail space in which to sell their products. Artemis will exclusively enter into agreements to carry and consignment of local products.

1.c. Which eligible activities does the project fit under?

X	Building renovation		New construction
X	Historic Preservation	X	Infrastructure reinvestment
	Demolition		

1.d. Describe the potential of the project to enhance the economic viability of the community (e.g. tax base growth, job creation, improved use of site). Response should project anticipated permanent jobs at the site. If possible, include wage rates and health benefits associated with the jobs.

The project has the potential to bring additional viability to our bustling downtown. The section of Main Street that Artemis will be located has not had any building renovations in several years and could prompt

others to renovate and update their buildings. Most of the downtown updates in the last 5 years have been in other areas. Tourists and locals will be thrilled to have this shopping experience of shopping at a butcher and cheese shop, and tasting and buying local food products.

Staffing and hours: The retail space will employ 3-5 staff members with their rates starting at \$16/hr. being open later, Artemis will have split shifts and part-time opportunities that will provide young adults and those who would like 10-20 hours per week as well. The kitchen will operate with a staff of three to five, including the wait staff. These positions will also begin at \$16 dollars per hour. The shop plans to be open until 6 PM most days and open early on Saturday morning to accommodate shoppers.

For their processing operation, Artemis will employ 5 staff including a manager role. These will be made up of three full-time roles starting at \$22/hr and 2 part-time roles starting at \$20/hr. It is their goal to offer a benefits package that provides disability, some form of health, and personal leave.

Artemis will take 6,000 square feet on our Main Street that currently houses two small business tenants and a vacant building into a bustling retail and eatery that sources its products and goods locally. Artemis will be bringing hundreds of thousands of dollars in taxable income into the small business space on top of the wages and benefits offered. The owners of Artemis are passionate about investing in the food supply infrastructure while boosting capacity for local farmers and producers.

1.e. Describe the potential for this project to act as a catalyst for additional commercial development or investment in the district. Please refer to other opportunities in the area.

There are local producers in Mount Horeb that are in the food industry as bakers, caterers, and producers of products under the Cottage Food Law. These producers need two things Artemis can offer. First, a commercial kitchen in which they can move production from home to kitchen and be able to expand into the retail market and not just farmers markets. It would provide the opportunity to scale up many of their operations without making sizable financial investments. This is a recipe for growth as Artemis sees itself as an incubator for many of these businesses to expand. Second, Artemis can offer a retail location where they can easily bring their products to market with a great visible location on Main Street in Mount Horeb. There are countless small business owners and those looking to open a business that would utilize the commercial kitchen as well as retail floor space.

1.f. Demonstrate involvement of diverse and minority business interests; which may include planning & development, construction and end user(s).

Artemis is a minority-owned business; The owner is 85% of this business and venture. Artemis is currently working with members and agencies representing Hispanic and Black Americans for future employment opportunities in food production and retail services. Artemis has asked their General Contractor to give priority to minority-owned businesses during the construction process.

FINANCIAL JUSTIFICATION: 2.a. Describe the project funding methods; include progress, status and timeline of receiving funds.

Artemis is looking to fund the project using the following income streams:

- Bounce Back Grant, applied and approved waiting on funds to be disbursed. -10,000
- Village Façade Grant Applied CDA meeting Nov 10th final approval Dec 1st-10,000 funds not available prior to close
- Village TIF Loan Applied Nov 10th goes before Village Board 12/1/21 requesting 125,000

- State Tax credit 20% of project cost TBD. Application submitted is an 8-12 week process funds not available before close
- WWBIC- Kiva Loan with public funding, 15K
- Personal investment – 25 k portion has been used already for earnest money of 6K
- Byline Bank financing the remaining portion not covered by grants and equity
- USDA Guarantee for 80% of the loan that is tied to this project.

2.b. Describe the financial need for WEDC grant funding that cannot be met through private sector, public sector or reduction in scope of project

WEDC funding is extremely vital to this project. Without the funding from WEDC, Artemis currently does not have the equity required to close this deal. Artemis has worked to exhaust the available opportunities through USDA, WEDC, Wisconsin Ag Dept, foundations and private firms. They continue to inquire for grants that would fit their food innovation endeavor. As a younger household with children, Kingsley Gobourne and Artemis have not amassed the equity required yet, but have worked to put what Artemis has into this project. They have spent a considerable amount out of pocket that is an investment in getting this project to this point. This project will be providing economic development for not only Mount Horeb but the Dane, Iowa county markets through employment, cost of goods purchased from other local businesses, and increase in tourism by fulfilling areas of the village economic plan including providing a local cheese store.

The planned matched funds would provide additional support from agency partners as well that the bank and USDA value tremendously when deciding on what project to support

2.c. Are American Rescue Plan Act (ARPA) funds targeted for this project, if so please describe.

There have been mentions of programs that are coming that would possibly support this project. However, no guidance and applications have been made available for projects like this one based on their research.

PREVIOUS PLANNING EFFORTS

3.a. Highlight the extent to which this project is included in previous regional, municipal or downtown planning efforts. Site the section and page numbers of the plan(s).

In the Mount Horeb 2017 Downtown Development Plan pages 3,4,6 discuss the need for Artisan Shops and producers, Cheese producers, local retail offerings for tourism, and eateries.

The MadRep Economic Development report on page 11 talks about the village's desires and wants that include a small grocery, artisan shops, and more eatery in the downtown area.

3.b. Highlight the extent to which the project supports best practices for smart growth and best practices for downtown development and the extent to which it has community-wide support.

This project has been shared and received overwhelming support from the chamber, CDA and village. The residents have asked for access to a retail location like theirs offering meats and cheese while supporting other local producers and their products. Artemis identifies smart growth as being deliberate and efficient. This project will deliberately buy only from local producers and create retail and commercial

kitchen space that is fitting of various business models, not just Artemis. These two acts are key to smart growth as it allows the village and business owners to achieve more with less investment and space to accomplish their goals. As stated above the village has shown interest and desire to have all of these services available downtown.

READINESS TO PROCEED: 4.a. Please describe past and planned planning activities, with timelines. Include site control status, environmental condition and a project implementation schedule.

Artemis currently does not have an official timeline as dates are always moving. Artemis does however have site control with a signed offer to purchase for 213 and 215 E main street. The building is currently occupied and will not require rezoning prior to renovation.

Artemis has a scheduled close on the property for December 30th. Artemis would like the renovation to begin promptly in January and be completed by April 30th. Their goal is to have the retail store, restaurant, and processing plant open in May and at full operating ability by July of 2022.

4.b. Provide description of property transactions intended to occur in the next 5 years.

Artemis is only intending to purchase 213 and 215 East Main in the next five years, no other property acquisition is being considered.

4.c. Highlight financing commitments in accordance with Budget Worksheet, note any contingencies.

Artemis is currently working on final commitments from various sources listed below.

- Bounce Back Grant, applied and approved waiting on funds to be disbursed. -10,000
- VillageFaçade Grant Applied CDA meeting Nov 10th final approval Dec 1st-10,000 funds not available prior to close
- Village Renovation Grant Applied CDA meeting Nov 10th final approval Dec 1st-25,000 funds not available prior to close
- Village TIF Loan Applied Nov 10th approval – 125,000
- WWBIC KIVA loan- 15K - funding round to start in January 2022
- State Tax credit 20% of project cost TBD. Application submitted is an 8-12 week process funds not available before close
- Personal investment – 25 k portion has been used already for earnest money of 6K
- Byline Bank financing the remaining portion not covered by grants and equity
- USDA Guarantee for 80% of the loan that is tied to this project

2021 Mount Horeb Community Development Authority Strategic Goals

2021 Mount Horeb Community Development Authority Strategic Goals					2022 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	ongoing			Continue
Progress: Visited with 5 businesses- existing, and those who are coming to town.					
Assist at least 6 entrepreneurs through business planning, into production/opening stage of operation	Rowan	confirm		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. We held 2-3 meetings per month every month in 2021.	We have fund a potential funding source through WEDC to help cover some speaker and organizational expenses
Progress: In November we hosted two meetings. One with a law firm on start up needs, copy writing and trademarks. The second was on food innovation, pathways, and local food chains. December meetings are scheduled for goal setting for 2022.					
Recruit new business					Continue
Action / Task	Person(s) Responsible	Completion Date	Status	Notes	
Respond to all requests for information and inquires	Rowan and Nic	Ongoing			update.
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/ nonprofit food/processing, restaurant/	Getting Mount Horeb through the phases of the pandemic, future planning for commercial entities and land development have been essential. Working with the MadRep report and the Comp Plan we have identified industries and desired business types for our village. Continue partnership with chamber and other entities.
Create plan to recruit valuable and needed industries to village.	CDA and Staff	Ongoing				
Progress:						
Industries, business types, and people who place companies. Continue to work on comp plan and property owners in conjunction with industry types and preferences. Meeting with more Madison based brokers to share opportunities here. We need to continue to look at where we can house commercial business.						Similarly, we needed to work on locations and land possibilities before recruitment. With the comprehensive plan we are now able to plan accordingly at have a clearer pathway for commercial growth. We have been successful in continuing to grow desired businesses and attract attention from business owners around the county and beyond.
Inform CDA on Trends	Staff and CDA	Ongoing				Continue
Progress:						
Recruit valuable and needed industries to Village including major employers (25+ FTE)	Rowan and Nic	Ongoing				See above
Progress:						
Facilitate Annexations (Business Park, Housing, Park Land)						continue
Action / Task	Person(s) Responsible	Completion Date	Status	Notes		

Identify location(s) for and take action to secure development rights	Rowan and Nic	Ongoing			
Progress:					
We are speaking to landowners - interest in annexation and development. The new Comp Plan will be a helpful tool.					Working with planner, engineers, DOT, CARPSC
Identify funding sources and incentives	Rowan and Nic	ongoing			
Progress:					Continue
Likely new TIF district and or partnership with broker					

Propose action plan to Village Board	CDA and staff	ongoing			
Progress:					
Collaborate with neighboring municipalities while maintaining Village interests and enhanced urban land economics; especially related to extraterritorial review	Rowan and Nic	Ongoing			Continue
Progress: continued meeting with town of Blue Mounds on ETZ					
Increase Housing Opportunities					
Continue					
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:					meeting in early spring with the housing taskforce to check in on progress and gain feedback on if a
The recommendations to Plan Commission and Village Board were made this summer. Since then we have incorporated them into the Comp Plan draft. Data and shows 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.					
Comp Plan progress working on special meeting in November and December due to full agenda.					
Proactively connect housing developers and property owners					
Rowan and Nic	Ongoing				Continue
Progress:					

Working with developers for land and best housing uses. The new data from the housing taskforce is beneficial to have available for developers. Good response on the recommendations are from the housing taskforce as it could highlight specific needs and or zoning changes. Discussion with Neighbors Helping Neighbors to create a village wide rental list.	Encore Senior Project scheduled to start winter 2022
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Implement project from 2017 Downtown Redevelopment Plan

We are need to have an updated development downtown plan. The 2017 has been very beneficial and needs updated areas, business information, and trends. Next steps would be pricing.

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	Ongoing		
Progress: Discuss at CDA meeting				
Add an updated downtown development plan to comp plan and budget for 2022- 2023	Staff	Ongoing		
Identify and pursue grant and other funding sources	Rowan and Nic			
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					Continue
Action / Task	Person(s) Responsible	Completion Date	Status	Notes	Find additional incentives. Keep lists.

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			
Artemis Provisions approved for TIF. Adler and Artemis approved for façade improvement grants					
Discussion on funds					The CDA has \$50,000 in funds from the prior EDC. Discuss using funds toward updated downtown development report, business park planning, and zoning updates*.
					Chapter 17 and 18 of our zoning and building code are yet to be updated. Cost and time is significant.