

CITY OF VERONA
MINUTES
COMMUNITY DEVELOPMENT AUTHORITY
MAY 18, 2015

1. The meeting was called to order by Mayor Hochkammer at 7:02 p.m.
2. Roll call: Jon Hochkammer, Jack Linder, Art Cresson, Adam Frey, Steve Rudolph, Errin Welty, Christopher Zak. Also in attendance: Kristen Fish, Redevelopment Resources; Pat Cannon, Redevelopment Resources; Bill Burns, City Administrator; Adam Sayre, City Planner; Heather Reekie, Alderperson; Brad Stiner, Alderperson; Dale Yurs, Alderperson; Patrick Lytle.
3. Minutes of the 4/20/2015 CDA Meeting
Motion by Linder, seconded by Cresson, to approve the minutes of the April 20, 2015 CDA meeting. Motion carried 7-0.
4. Update and Discussion regarding the Proposed Downtown Streetscape Plan
Generally members of the CDA were supportive of the proposed streetscape plans. Comments included:
 - There is interest in focusing on the arts including the potential for a band shell or other public gathering spaces.
 - What is the purpose of the proposed fence along Miller's? It was suggested that breaks could be added in the fence for pedestrians.
 - The variety of seating options is positive.
 - The City should consider design elements that are supportive of a dementia friendly community as well as for families and breast feeding.
 - The City should consider how it will maintain the new improvements to keep the area looking nice.
5. Update and Discussion regarding Market Gap Analysis, Business Contacts, and Development of Economic Development Action Plans
Kristen Fish and Patrick Cannon from Redevelopment Resources provided an update on the market gap analysis and business contacts. They noted the following items:
 - The preliminary market gap analysis shows a potential for additional grocery options in Verona. The City and CDA should consider the impact that would have on the City's current grocery store and the downtown.
 - There is demand for additional restaurants. A good operator and marketing plan are essential. A local restaurant may do better in the downtown than a national chain.
 - Epic has several services onsite such as dry cleaning, oil changes, and food for employees. They do not have day care facilities or fitness centers.
 - Most Epic employees live in or near downtown Madison. Approximately 10% live in the Verona area.

- There is interest in businesses that are open after 8:00 p.m., public gathering spaces, rental bicycles, and live music.

The CDA discussed the potential for creating a draw for the downtown. Ideas included a band shell, splash pad, interactive fountain, sculpture garden, and food carts. It was noted that the City may need to invest in something big with a “wow” factor to attract people to the downtown.

6. General Discussion of Next Steps, Timeline, and Format for Future Meetings

The next meeting will take place on June 15 at 6:00 p.m. The CDA will meet at the Hometown Junction Shelter. The CDA plans to establish a regular meeting time of the third Monday of the month at 6:00 p.m.

7. Adjourn

Motion by Hochkammer, seconded by Linder, to adjourn the Committee of the Whole meeting at 8:15 p.m. Motion carried 7-0.

Bill Burns
City Administrator/Recorder