

CITY OF VERONA
MINUTES
COMMUNITY DEVELOPMENT AUTHORITY
JULY 23, 2015

1. The meeting was called to order by Mayor Hochkammer at 6:00 p.m.
2. Roll call: Jon Hochkammer, Art Cresson, Adam Frey, Steve Rudolph, Errin Welty, Christopher Zak. Absent (excused): Jack Linder. Also in attendance: Kristen Fish, Redevelopment Resources; Pat Cannon, Redevelopment Resources; Bill Burns, City Administrator; Deb Ersland, Redevelopment Resources; Heather Reekie, Alderperson; Brad Stiner, Alderperson.
3. Minutes of the 5/18/2015 CDA Meeting
No action was taken.
4. Presentation and Discussion on a Market Gap Analysis and Action Plan Recommendations
Kristen Fish, Pat Cannon, and Deb Ersland of Redevelopment Resources presented the results of a Market Gap Analysis and Action Plan Recommendations for the City. Some of findings and conclusions included:
 - There is a lack of building stock to create the feel of a historic downtown.
 - It is very difficult to create cute boutique stores. Traffic, walkability, and a lack of historic character are challenges.
 - There are opportunities for infill development. The market gap analysis identifies a gap for grocery development even with Miller's in the City.
 - The Military Ridge Bike Trail is a good asset, but by itself it is not enough to create a destination in downtown Verona.
 - Other identified market gaps are gas stations, restaurants, and health and beauty businesses.
 - The City should consider doing something big in the downtown to create a destination and get people to come to the area.
 - The City should consider how room taxes could be used and what could be done to program additional events to draw people to the community.
 - At some point, the City should consider hiring an economic development staff person. This position could conduct business recruitment visits, promote Verona development, and possibly assist with tourism development.
 - Redevelopment Resources could continue to assist the City, but in the long-term it should consider a staff position.
5. Proposed Downtown Parking Improvements and Streetscape Plans
Mr. Burns provided an update on plans for parking and streetscape improvements in the downtown. Staff have started meeting with downtown business owners to discuss the plans. Flashing signals and additional signage have been installed at the Military Ridge Bike Trail crossing on Main Street. The City is looking at new banners for the

downtown. A municipal parking lot is planned to be constructed this fall on Park Lane behind the Sow's Ear and Avanti's. Additional improvements including street lighting, pavers, and bump-outs are planned to be constructed in 2016. The City will also be conducting a study on ways to improve bicycle and pedestrian connectivity.

6. Walking Tour of the Downtown and the Property at 101 N. Main Street
The CDA Members took a talking tour of the downtown and the property that the City has purchased at 101 N. Main Street.
7. Adjourn
The meeting was adjourned following the conclusion of the tour of 101 N. Main Street.

Bill Burns
City Administrator/Recorder