



WHITEFISH BAY COMMUNITY DEVELOPMENT AUTHORITY

MEETING NOTICE AND AGENDA

Tuesday, January 18, 2022

6:00PM

Meeting will be held at: <https://www.gotomeet.me/wfbvillage/cda>

Access Code: 960-283-949

Phone Number Log In: +1 (872) 240-3412

I. Call to Order and Roll Call

II. General Business

1. Approval of Minutes from the meeting held on October 25, 2021.
2. Discussion and action on DRAFT Work Order No. 002 from Graef for 2022 Business Retention Services.
3. Discussion and action on DRAFT Work Order No. 003 from Graef for 2022 Economic Development Services.

III. Adjourn

Due to the COVID-19 pandemic, this meeting is being held via remote conference only. Members of the media and public may attend by logging onto <https://www.gotomeet.me/wfbvillage/cda>. The access code is 960-283-949. The phone number to log in is +1 (872) 240-3412. All public participants will be muted during the meeting. Members of the public wishing to communicate to the Commissioners should email p.boening@wfbvillage.org at least 48 hours prior to the meeting with "Message to Commissioners" in the subject line. Those messages will be provided to the Commission Members. Agendas and minutes are available on the Village website (www.wfbvillage.org)

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at (414) 962-6690. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village including in particular the BID Board may be in attendance in the above stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website (www.wfbvillage.org)

COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

October 25, 2021

6:00 p.m.

VILLAGE OF WHITEFISH BAY – GoToMeeting

I. Call to Order and Roll Call

Ray Krueger called the meeting to order at 6:08 p.m.

Present: Chairperson Ray Krueger, Village President Kevin Buckley, Village Mike Dwyer, Brian Vanevenhoven, Mike Harrigan, Sarah Malik

Also Present: Village Manager Paul Boening, Assistant Manager Tim Blakeslee, Village Attorney Chris Jaekels, Charlie Stalle with the Whitefish Bay BID, Stephanie Hacker and Mary Kramer with Graef

II. General Business

1. Approval of Minutes from the meeting held on September 22, 2021.

President Buckley moved to approve the minutes of the September 22, 2021 meeting. Sarah Malik seconded. Motion passed 6-0.

2. Discussion/Action on funding request from the Whitefish Bay Business Improvement District Board.

Village Manager Paul Boening summarized previous requests from the BID. Whitefish Bay BID president Charlie Stalle provided a summary of their four year grant request. The summary included what the BID would be able to do based on the amount of funding provided. Focus is on street beatification, civic events, and street events. There was discussion regarding the amount of funding that should be provided to the BID in upcoming years (provided less each year or more each year) and how long the CDA commitment should be for. There was discussion regarding other BIDs in Wisconsin and about how the BID will backfill revenue when the TID#1 is eventually closed. General consensus of the CDA was a two year funding request. Mike Dwyer requested an annual update regarding usage of funds and activities from the BID. Charlie Stalle noted that the BID would be happy to provide that.

Sarah Malik moved to approve a \$50,000 contribution to the Whitefish Bay BID for two-years (2022 and 2023). Mike Harrigan seconded. Motion passed 6-0.

3. Discussion/Action on 2022 Budgets for TID #1 and TID #2

Village Manager Paul Boening and summarized the annual TID #1 and TID #2 budgets. He emphasized that these budgets do not impact the tax levy. The CDA had a visioning

session/discussion regarding an expanded role of economic development funding from the CDA. Stephanie Hacker and Mary Kramer with Graef provided a summary of a memo that outlined various options available to the CDA. President Buckley favored execution of the plans already made as opposed to further planning in addition to business attraction and retention. Sarah Malik wanted to see a detailed scope and schedule prior to proceeding. Mike Harrigan provided information about TID options moving forward based on his experience. Chairperson Krueger support further exploration into various options. Mike Dwyer noted he favored a market based provide development approach, but did support getting a scope with specific work plan deliverables from Graef for future discussion. General discussion from the CDA regarding the various options outlined in the Graef memo. Consensus from the CDA was to have Graef create a scope with a work plan for future economic development for review at an upcoming meeting.

- III. **Adjourn: President Buckley moved to adjourn at 7:45 pm. Mike Dwyer Seconded. Motion passed 6-0.**



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WORK ORDER: No. 002

DATE: 1/14/2022

SERVICES PERFORMED AT:

Silver Spring Drive
 Whitefish Bay, WI

POINT OF CONTACT AT GRAEF:

Stephanie R.A. Hacker, AICP, LEED AP
 Principal

Mary E.W. Kramer
 Planner & Urban Designer

BILL TO:

Paul Boening
 Village Manager
 Village of Whitefish Bay
 5300 N. Marlborough Drive
 Whitefish Bay, WI 53217

PROJECT NAME: Whitefish Bay 2022 Business Retention Services

PROJECT NUMBER: 2022-1010.02

DETAILED PROJECT DESCRIPTION:

The nature of the Project is to assist the Village of Whitefish Bay in business development, recruitment, and retention services along Silver Spring Drive. Centered in principles of triple bottom line sustainability (i.e. economic, environmental, and equitable sustainability), the services are intended to achieve Village goals for the sustained vibrancy of Silver Spring Drive in accordance with the 2016 SSD Master Plan Update, 2018 SSD Parking Strategy, 2019 Comprehensive Plan Update, and 2021 Merchants Strategy.

DETAILED DESCRIPTION OF SERVICES:

SERVICE: BUSINESS RECRUITMENT, RETENTION, & EXPANSION

*SCHEDULED
 COMPLETION*

1. Coordinate with Client and attend one (1) project kickoff meeting with the Village to outline recruitment and retention goals, identify available space and possible expansion areas, make a game plan for calls and meetings with business / property owners, and review needed quarterly updates to promotional & incentive material. (Meeting #1)	1/31/2022
2. Conduct calls and meetings with business / property owners for both recruitment and retention purposes per the list generated during Meeting #1.	2/28/2022
3. Revisit in one (1) meeting with Village staff and the CDA a conversation from early 2020: the reexamination of the Downtown Incentive Grant (DIG) to determine a desire for program modifications. During this meeting, review other Village promotional materials for SSD and determine where edits are needed. Finish Q1 updates to promotional & incentive material. (Meeting #2)	3/28/2022
4. Prepare diagrams of available space with square footages, floor plans, lease rates, and notations on incentives.	3/28/2022
5. Coordinate with Village and BID as vacancies arise to customize recruitment and prioritize efforts, and evaluate current employment data for priority business retention and expansion within the district. (Meeting #3 / #12)	4/25/2022 8/29/2022
6. Schedule and attend up to four (4) meetings with BID members, property owners, brokers and/or management companies to identify business recruitment customizations for priority locations as discussed in Meeting #3 (possible Meetings #4-7)	5/30/2022
7. Facilitate up to four (4) meetings with SSD property / business owners identified as priority retention and expansion companies and locations (Meeting #8-11)	6/27/2022
8. Finish Q2 updates to promotional & incentive material, if needed.	6/27/2022

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Milwaukee, WI 53203
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www.graef-usa.com



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9. Revise diagrams of available space, measure vacancy-to-occupancy efforts, report out to Village staff, CDA, and BID the momentum gained from Q1 and Q2 and the game plan for Q3 and Q4 2022.

7/11/2022

NTE Estimate **\$60,000**
+ reimbursable expenses

PROJECT APPROVAL:

Graef-USA Inc.

ACCEPTED BY: Village of Whitefish Bay

Stephanie R.A. Hacker, AICP, LEED AP
Principal

(Signature)

(Name Printed)

(Title)

Date: _____



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WORK ORDER: No. 003

DATE: 1/14/2022

SERVICES PERFORMED AT:
 Silver Spring Drive
 Whitefish Bay, WI

POINT OF CONTACT AT GRAEF:
 Stephanie R.A. Hacker, AICP, LEED AP
 Principal

 Mary E.W. Kramer
 Planner & Urban Designer

BILL TO:
 Paul Boening
 Village Manager
 Village of Whitefish Bay
 5300 N. Marlborough Drive
 Whitefish Bay, WI 53217

PROJECT NAME: Whitefish Bay 2022 Economic Development and Business Retention Services

PROJECT NUMBER: 2022-1010.02

DETAILED PROJECT DESCRIPTION:

The nature of the Project is to assist the Village of Whitefish Bay in economic development services along Silver Spring Drive in 2022. Centered in principles of triple bottom line sustainability (i.e. economic, environmental, and equitable sustainability), the services are intended to achieve Village goals for the redevelopment of Silver Spring Drive in accordance with the 2016 SSD Master Plan Update, 2018 SSD Parking Strategy, 2019 Comprehensive Plan Update, and 2021 Merchants Strategy.

DETAILED DESCRIPTION OF SERVICES:

<i>SERVICE: SSD Economic Development Collaboration Strategies</i>	<i>SCHEDULED COMPLETION</i>
1. Coordinate with Client and attend one (1) meeting with the Village, representatives of Bayshore Town Center, and the Merchants Board to discuss mutual economic development interests. (Meeting #1)	2/18/2022
2. Research exemplary joint economic development strategies for municipalities and main streets, and facilitate one (1) meeting with Village staff, Merchants representatives, Village of Shorewood staff, and Shorewood BID representatives to a) frame a joint economic development strategy and b) facilitate an exchange of business retention processes. (Meeting #2)	3/18/2022
3. Procure deliverables requested of the Village from Meetings #1 and #2.	3/31/2022
4. Following a discussion with Village staff and Merchants representatives, convene Merchants representatives and Village staff with MCTS staff in one (1) meeting to establish a promotional campaign that advertises the MoWFB on the exteriors of buses along the lines that traverse Whitefish Bay. (Meeting #3)	4/15/2022
5. Facilitate one (1) joint meeting of the ARC, CDA, and Plan Commission to review the Village's flowcharts for development review (with a spotlight on District 11's design standards) and discuss pathways to more effective collaboration. (Meeting #4)	5/20/2022
6. Lead one (1) meeting with Village staff to review Q1 and Q2 SSD economic development collaboration strategies and determine Q3 and Q4 workload. (Meeting #5)	6/30/2022

NTE Estimate \$10,000
 + reimbursable expenses

SERVICE: Economic Development Process Strategies

SCHEDULED COMPLETION



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1. Facilitate monthly meetings with GRAEF and Village administration in Q1 and Q2.	Monthly
2. Lead kickoff meeting with the Village and Merchants to conduct a 'checklist review' of all actions in the 2016 SSD Master Plan Update, 2018 SSD Parking Strategy, 2019 Comprehensive Plan Update, and 2021 Merchants Strategy. Identify which actions must be put in motion with Village staff, the CDA, and the Board throughout 2022, and determine what portion of ARPA funds can be allocated toward SSD related changes. (Meeting #1)	2/18/2022
3. Conduct Q1 work aligned with the tasks assigned in Meeting #1.	4/1/2022
4. Lead meeting with Village staff to revisit the 'checklist review' and determine Q2 tasks. At this meeting, review whether zoning amendments, design guidelines and sign code updates are needed that ensure consistency with the Comp Plan Update, keep parking ratios current, and generate requirements for major redevelopment proposals to provide comprehensive background information. (Meeting #2)	4/8/2022
5. Develop sequenced redevelopment concepts along SSD for Village staff planning.)	5/20/2022
6. Conduct Q2 work, with focus if applicable on draft zoning amendments and design guideline or sign code updates for review and approval.	6/17/2022
7. Present at one (1) meeting to the Plan Commission, CDA, or Board deliverables requiring approval.	6/30/2022
8. Attend monthly Merchants Board meetings to contribute economic development process suggestions and to coordinate with Village staff and board members.	6/30/2022
9. Facilitate bi-weekly discussions with the Village Manager, Merchants Executive Director, and Merchants Board President to evaluate strategy and progress.	Bi-weekly
10. Host one (1) meeting with Village staff to revisit the 'checklist review' and determine Q3 and Q4 tasks and deliverables (Meeting #3).	7/15/2022

NTE Estimate **\$45,000**
 + reimbursable expenses

SERVICE: Placemaking Strategies

SCHEDULED
 COMPLETION

1. Lead one (1) meeting with Village staff and Merchants Board members to restart and rescope the alley placemaking plan as the district's outdoor placemaking plan for aesthetic improvements and flexible civic spaces. Review whether a refresh of gateway welcome signage should be incorporated (Meeting #1)	2/25/2022
2. Develop outdoor placemaking plan, which includes multiple virtual meetings with Merchants' members and business owners. (Meetings #2-12)	5/27/2022
3. Present at one (1) CDA meeting to approve the outdoor placemaking plan. After Village Board adoption, present the plan at a regularly scheduled Merchants Board meeting.	7/8/2022
4. Meet with Village staff to evaluate Q3 and Q4 workload per plan actions.	7/15/2022

NTE Estimate **\$20,000**

SERVICE: Initial Environmental and Economic Sustainability Strategies

SCHEDULED
 COMPLETION

1. Lead one (1) meeting with Village staff to develop a checklist and recognition program for businesses that demonstrate a commitment to economic and environmental sustainability. (i.e. Establish a policy, celebrate work, or create a microgrant for businesses/properties that advance sustainability.) (Meeting #1)	3/18/2022
2. Develop and bring final draft recognition program to the CDA for review and approval. During this meeting, preview the actions below and facilitate a presentation from bike share representatives focused on how bike share generates customer activity. (Meeting #2)	5/27/2022



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3. Coordinate with Village staff and attend one (1) meeting with Village and bike share representatives to identify suitable locations for stations within Whitefish Bay. Evaluate costs, funding opportunities, installation timelines, and participation duration. (Meeting #3)	5/27/2022
4. Monitor employee parking trends and counts, and review status of employee parking permit processes. Convene Village staff, Merchants staff, and Merchants Board leadership in one (1) meeting to discuss developing an employee program for the Merchants which provides discounts or incentives to employees when they arrive to work via bicycle or bus. The program can acknowledge the "cycling / transit employee of the year" in Merchants media and in the annual meeting. Bring draft framework to one (1) regularly scheduled Merchants Board meeting for discussion. (Meetings #4-5)	6/30/2022
5. Lead meeting with Village staff to evaluate Q1 and Q2 outcomes, and forecast Q3 and Q4 work.	7/15/2022
NTE Estimate \$10,000	

PROJECT APPROVAL:

Graef-USA Inc.

ACCEPTED BY: Village of Whitefish Bay

Stephanie R.A. Hacker, AICP, LEED AP
Principal

(Signature)

(Name Printed)

(Title)

Date: _____