



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

COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, February 8, 2023 at 6:00 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Consent Agenda
 - a. Consideration of January 11, 2023 Meeting Minutes
 - b. Economic Development Director's report
 - c. Mount Horeb Area School District report
 - d. Mount Horeb Area Chamber of Commerce report
- 3) Agenda Items
 - a. Nomination of Chair and Co-Chair
 - b. Economic Development Topic 4: Perspectives on (Re)Development
 - c. Discussion on Economic Development Projects and Priorities
- 4) Meeting adjournment.

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

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, January 11, 2023 at 6:00 PM

MEETING MINUTES

- 1) Call to order
Roll Call
Randy Littel called the meeting to order at 6:00 pm. Present were Todd Fritz, Nate Gauger (late), Randy Littel, Karent Tetzlaff (virtual), Jessica Vezakis, Marc Schellpfeffer. Also present were Administrator Nic Owen & Office Assistant Katie Jelle.
- 2) Consent Agenda
 - a. Consideration of December 14, 2022 Meeting Minutes
 - b. Economic Development Director's report
Kristen Fish Peterson provided a report in the meeting packet
 - c. Mount Horeb Area School District report
Salerno provided a report in the meeting packet
 - d. Mount Horeb Area Chamber of Commerce report
There were no questions about the information provided. Motion by Littel to approve the minutes and the consent agenda, second by Vezakis. Motion carried.
- 3) Agenda Items
 - a. Economic Development Topic 3: The Development Process
Fish-Peterson presented on the Development Process. She described and explained the 8 steps of the development process and how it relates to potential projects in Mt Horeb.
 - b. Mount Horeb Economic Assessment
Fish-Peterson presented the results of a comparison study that was done comparing Mt Horeb to other neighboring towns and how they compare to Mt. Horeb. Included in the study were household trends, projected annual growth, education, employment, income & home value data.
 - c. Discussion on Economic Development Projects and Priorities
Fish-Peterson discussed how she could help with housing & asked if everyone wanted to continue looking into the projects. Discussion

followed. Fish-Peterson discussed the development plan for the Downtown area and asked for clarification on some of the projects that are on the list.

Randy Littel shared that Kingsley Gobourne has resigned from the CDA and introduced Ben Vondra as a potential candidate to fill the vacancy.

4) Meeting adjournment.

Motion by Gauger to adjourn the meeting at 7:16 pm, second by Fritz. Motion carried.

DRAFT

February 4, 2023

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities to date:

1. Meetings in person and virtual
 - a. Nic Owen individually (in person, phone and emails)
 - b. Sustainability Committee meeting
 - c. Emails, virtual meetings and phone calls with four potential new businesses looking for a location in Mount Horeb
 - d. Chamber of Commerce Board of Directors
 - e. Staff department head meeting
 - f. Met with concerned citizens re: Rec Center
 - g. Business retention visit with two Mount Horeb businesses
 - h. Project meeting with business expanding in downtown
 - i. Community Coalition meeting
2. Research
 - a. Researched housing cooperatives in Wisconsin, WEDC grants
3. Presentation prep
 - a. Preparation of training segment and reporting for CDA
4. Meetings, emails, research on Rec Center topic, planning with Nic for rec center study commission creation
5. Updated strategic planning matrix based on January meeting feedback



MEMBER NEWSLETTER

100 YEARS

1923 - 2023

[Chamber Board](#)
[Chamber Trustees](#)
[Event Media Kits](#)
[Member Guides](#)
[Refer a New Member!](#)


Hello and happy Monday!

First, I want to invite you to join us at [Good Morning, Mount Horeb](#) this Wednesday! We will hear from session sponsor [Peter Walton, of American Family Insurance, Walton & Associates, Inc.](#) We will also hear from the [Mount Horeb Area Arts Association](#) and [Police Chief Vierck](#), so please join us. *We are still looking for a session sponsor for March 1, so if you are interested in speaking, [please sign up here](#).*

We are very much looking forward to our [Annual Awards Dinner](#) on March 2. [Reserve your seat or table now](#), and sponsorships are available, as well. We will take a look at where we've been over the past 100 years, and I will provide an overview of where we are now, and where our board would like to see us go. It will be a great night of networking, food, and learning about the chamber.

Nominations for [Business of the Year Award](#), [Non-Profit of the Year Award](#), and the [George Sievers Award](#) are open now and will close [this Friday](#), so please take a few minutes and nominate a business, non-profit, or individual who deserves recognition for the work they do in our community. We are also collecting donated items for our [silent auction](#), and new this year, we will be hosting a [wine pull](#), so if you are interested in donating a bottle of wine valued between \$20 - \$100, we would greatly appreciate it! All donors will be recognized at the event.

With our first Tourism Event just around the corner, I have brought back our [Chamber Talk Blog](#), which has been dormant for a couple of years. My goal for this blog will be to provide information for how our members can best take advantage of their membership. Each post will have a video to along with it, which will be hosted on [our YouTube channel](#). We will also share the videos on [our LinkedIn page](#), so please follow us and feel free to [connect with me](#). My first post is all about [Scandihoovian Winter Festival](#) and how to best take advantage of the influx of traffic this event brings to the area. We are still looking for a few volunteers to help out throughout the day on Saturday, so if you'd like to volunteer, [please sign up here](#).

Reservations have started coming in for our four tourism-focused [cooperative marketing opportunities](#). You can read more about this opportunity and see a sample ad [here](#) and reserve one or more spots [here](#). Our first deadline is for [Milwaukee Magazine](#), which is on February 15. Availability is limited and on a first-come, first-served basis.

Thank you so much for your continued partnership and have a great week!

Rachel LaCasse-Ford, Executive Director

rlacasseford@trollway.com

608-437-5914

[Schedule a Meeting with Me!](#)

welcome NEW MEMBERS

[Center Ground Studio](#)

[Driftless Properties](#)

[Incredible Bank](#)

[Driftless Chocolates](#)

[Ice Wolves Hockey Association](#)

[Lekko Beauty](#)

UPCOMING MEETINGS

February 9
[Business Advocacy
Committee Meeting](#)

February 21
[Tourism Events
Committee Meeting](#)

February 24
[Executive Committee
Meeting](#)

Every Monday
[Online Office Hours](#)
with Rachel!

*Jump online and ask questions about
your membership or just chat!*

MARKETSPACE SPOTLIGHT

[Professional Office Space
For Rent](#)
303 E Main St
Century 21 Affiliated Pfister

[Professional Office Spaces
For Rent](#)
North Cape Suites
Century 21 Affiliated Pfister

[4 Bedroom 2 Bath House
For Sale](#)
200 N 3rd St
Century 21 Affiliated Pfister

[Professional Office/
Creative Space For Lease](#)
Driftless Historium

[See More Properties](#)

COMMUNITY CALENDAR SPOTLIGHT

[Winter Writer Reading
Series: Adrianna
McCollum](#)
February 1, 2023
7:00 PM - 9:00 PM
Submitted by: **Shake Rag
Alley Center for the Arts**

[Blacklight Tour at Cave of
the Mounds](#)
February 3, 2023
4:15 PM - 5:15 PM
Submitted by: **Cave of the
Mounds**

[Healthy Hoedown Potluck
& Dance](#)
February 4, 2023
6:00pm potluck
7:15pm dance
Submitted by: **Folklore**

THANK YOU
for joining us!



Congratulations to **Esch Insurance** for taking home the **Troll Town Trivia Trophy!**
Thank you to all who joined us for this fun annual event!

NETWORKING
networking

Good Morning, Mount Horeb

Date: February 1 @ 8:00am

Sponsor: American Family Insurance -
Walton & Associates, Inc.

Also Hear From:

Mount Horeb Area Arts Association
Doug Vierck, Mount Horeb Police Chief

FEB 1
WEDNESDAY

Good Morning 
MOUNT HOREB

8:00 AM - 9:00 AM

SPONSORED BY



Register

Registration is appreciated but not required.

Sign up to speak at an upcoming event.

Member Meet-Up

In-person: Chamber Conference Room

Date: February 8 @ 4:00pm

Second Wednesday of the Month

Afternoon Session

Structured networking event, limited to 10 or fewer. Bring business cards and leave with new connections!

Register

Please register in advance.

FEB 8
WEDNESDAY

MEMBER
MEET UP 
grow your network

4:00 PM - 5:00 PM

MEMBER EVENTS
member events



MOUNT HOREB
AREA CHAMBER OF COMMERCE

MARCH 2 • MARTINSON HALL

150 ATTENDEES

Annual Awards Dinner





MOUNT HOREB
AREA CHAMBER OF COMMERCE

Annual Awards Dinner

CELEBRATING 100 YEARS

TICKETS

Individual \$40

Couple \$70

Table of 6 \$180

Includes dinner & 1 drink ticket per person.

SPONSORSHIPS

Food & Drink Sponsor \$300

Table of 6 ● Business Logo on Signage at Buffet Station & at Bar
Logo on Drink Tickets ● Logo on Event Program
Mentioned and Tagged on Social Media ● Mentioned at Event

Entertainment Sponsor \$250

4 Tickets ● Business Logo on Signage Near Entertainment
Logo on Event Program ● Mentioned and Tagged on Social Media
Mentioned at Event

Wine Pull Sponsor \$200

2 Tickets ● Business Logo on Signage At Wine Pull Station
Logo on Event Program ● Mentioned and Tagged on Social Media
Mentioned at Event

Silent Auction Sponsor \$200

1 Tickets ● Business Logo on Signage At Silent Auction Table
Logo on Event Program ● Mentioned and Tagged on Social Media
Mentioned at Event

RESERVE TICKETS & SPONSOR

● **Deadline: February 17**



**RESERVE TICKETS
& SPONSOR**

**DONATE TO SILENT
AUCTION**

**DONATE TO WINE
PULL**

Nominate a Member for a Very Special Award

Business of the Year Award | **Non-Profit of the Year Award** | **George Sievers Award**



2023 CO-OP TOURISM MARKETING OPPORTUNITIES



MILWAUKEE MAGAZINE

- Full Page Ad
- April Issue - "Summer Getaways"
- Include your logo in tourism ad
- Limited to 10
- Deadline: 2/15/23

\$250



BRAVA MAGAZINE

- Full Page Ad
- July/Aug Issue - "Small Town Travel"
- Include your logo in tourism ad
- Limited to 10
- Deadline: 6/10/23

\$143



EDIBLE MADISON

- Full Page Ad
- Fall Issue - "The Travel Issue"
- Include your logo in tourism ad
- Limited to 10
- Deadline: 7/10/23

\$195



OUR WISCONSIN

- Full Page Ad
- Oct/Nov Issue
- Include your logo in tourism ad
- Limited to 10
- Deadline: 8/10/23

\$272



CLICK OR
SCAN QR CODE
TO RESERVE

or email info@trollway.com

\$11,854

Total Cost of Ads

\$860

Your Cost for All Four
First-Come, First-Served

MOUNT HOREB EVENT WILL EXPLORE COST SAVING OPPORTUNITIES FOR RENEWABLE ENERGY

**WEDNESDAY, FEBRUARY 15, 7PM
MOUNT HOREB COMMUNITY CENTER
107 N. GROVE STREET, MOUNT HOREB, WI**

Never has renewable energy been more affordable to install or important to combat climate change. Thanks to the newly passed Inflation Reduction Act, municipalities, businesses, and homeowners can leverage substantial savings for installing renewable Energy technology.

Whether you are planning to install renewable technology or just curious as to what is available, this program will be of interest.



Guest Speaker
Kathy Kuntz

**DIRECTOR OF THE
DANE COUNTY OFFICE OF
ENERGY & CLIMATE CHANGE**

Kathy has 30 years of experience implementing programs focused on resource efficiency and climate action. Before joining Dane County, Kathy

led *Focus on Energy*, Wisconsin's statewide energy efficiency and renewable energy program.

<https://daneclimateaction.org/>

This program is the first in a series of community programming by the newly formed Mount Horeb Sustainability and Natural Resource Committee. For further information on this event, please contact Tim.White@mounthorebwi.info.

LEARN MORE

MAXIMIZE YOUR MEMBERSHIP

tips to help you make the most of your chamber membership

Download Your Membership & Event Sponsorship Guides

Learn about opportunities for members in 2023, including:

- Member Events Sponsorships
- Networking Events
- Educational Events
- Tourism Event Sponsorships

& More!

DOWNLOAD GUIDES



BUSINESS FINANCING OPPORTUNITIES

business financing opportunities



Mount Horeb Revolving Loan Fund

[The Mount Horeb Revolving Loan Fund](#) was created with a grant from the USDA to encourage business start-ups and expansions within the Village limits. The fund initially started with \$191,463 and is loaned out as applications are received.

[Mount Horeb Revolving Loan Fund Manual](#)

Tax Incremental Financing Districts

There are several [Tax Incremental Financing Districts](#) in Mount Horeb. There are special funding opportunities in the different districts.

[A TID Manual](#), [Joint Review Board Manual](#), [Public Policy Brief](#)

Please contact [Nic Owen](#), Village Administrator, for additional information.

Village of Mount Horeb

(608) 437-6884

BUSINESS EDUCATIONAL OPPORTUNITIES

business educational opportunities

Did you know there are free resources to help small business owners?

[SCORE](#) has the largest network of free volunteer small business mentors in the nation. No matter what stage your business is at, SCORE has a mentor for you. Easily request a mentor to help you start, grow, or transition your business today! [Learn More](#)



[The Wisconsin Small Business Development Center](#) (SBDC) offers consulting, education, referrals, sophisticated tools and resources, whether you're just getting started or looking for ways to improve your business. [Learn More](#)

[WWBIC](#) provides targeted individuals who are interested in starting, strengthening or expanding businesses with access to critical resources such as responsible financial products and quality business and financial education.



ENTREPRENEURSHIP FINANCIAL IMPACT

- EDUCATION
- LENDING
- COACHING

Small Business Resources

[COVID-19 Loan Program](#)
[WWBIC On-Demand Classes](#)
[Business Financing](#)
[Other Resources](#)

Visit: www.wwbic.com

RESOURCES

learn more!

Chamber

[Chamber Talk Blog](#)
[Member Portal](#)
[Events Calendar](#)
[News Releases](#)

Village

[Village of Mount Horeb](#)

Regional

[MadREP](#)
[Public Health Madison + Dane County](#)
[Dane County Buy Local](#)

Connect with Us!

Follow us on Social Media. Join our
Members Only Facebook Group.



Chamber Trustees are leaders in the Mount Horeb business community. As premier sponsors for all Chamber events and functions, they are an integral part of the Mount Horeb community and take pride in being community leaders.

[I'm Interested in becoming a Chamber Trustee](#)

Sent by info@trollway.com in collaboration
with



Try email marketing for free today!



AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
February 8, 2023	
AGENDA ITEM # 3.a	
Nomination of Chair and Co-Chair	
BACKGROUND	
RECOMMENDATION	
ATTACHMENTS	
None	



AGENDA ITEM REPORT

MEETING DATE

February 8, 2023

PREPARED BY

AGENDA ITEM # 3.b

Economic Development Topic 4: Perspectives on (Re)Development

BACKGROUND

RECOMMENDATION

ATTACHMENTS

1. Topic 4 Perspectives In ReDevelopment



Perspectives on (Re)Development

Is it Community vs. Developer, OR
Community + Developer?

Project Analysis from the beginning

WHAT

Community- or Publicly-driven
development

WHY

Area plan

Publicly-owned property

Blight elimination, revitalization

Generate tax base

Placemaking



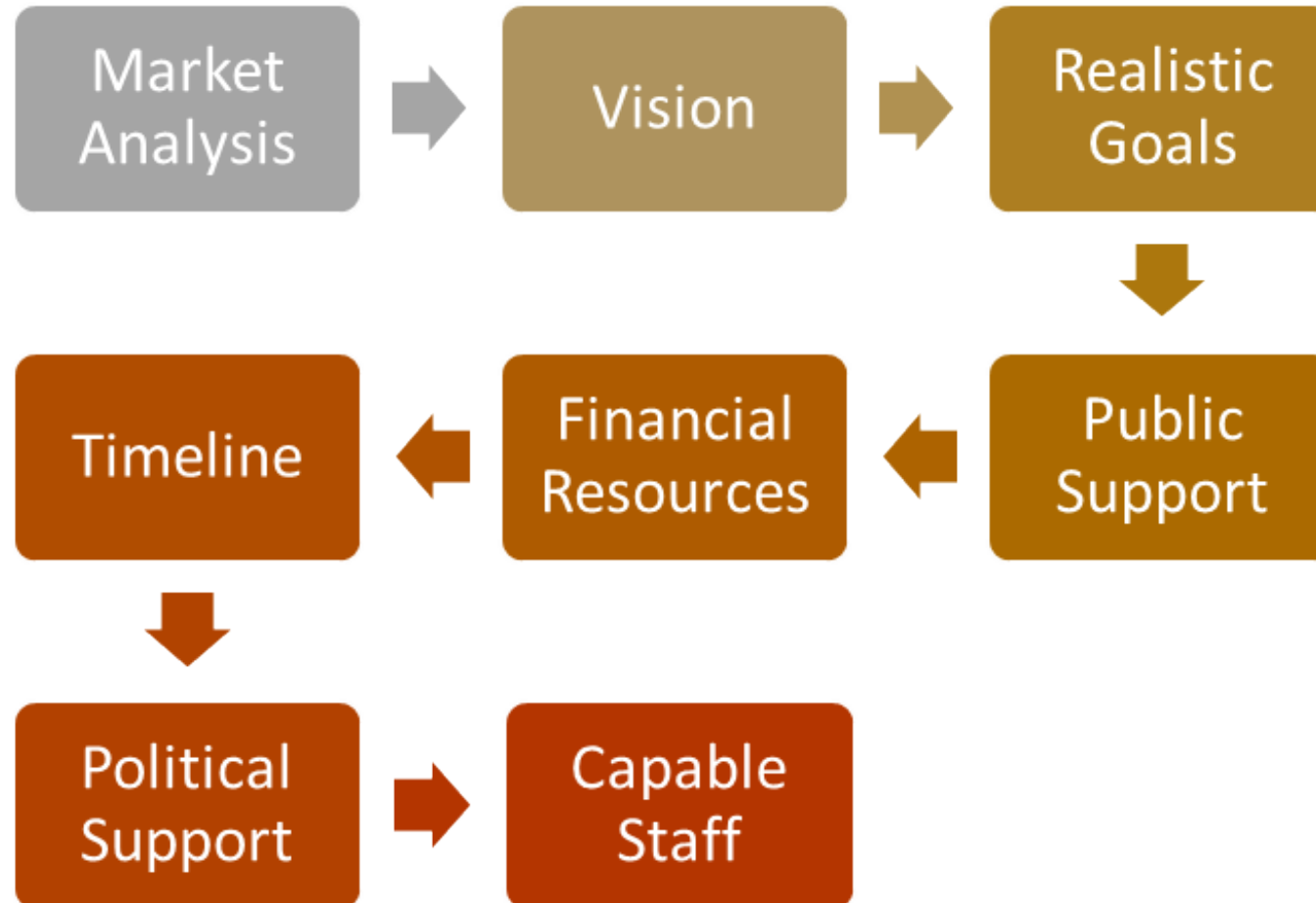
Community-driven development

Comprehensive Plan, Area Plan, Downtown Revitalization Plan

- Time
- Money
- Political Capital



Components of Area Planning



Publicly-Owned Property

- Former schools
- Former public facilities
- Former healthcare facilities
- Properties taken on a tax deed
- Not generating tax base
- Burden to maintain
- Expensive to demolish
- Need to offer via RFP, publicly bid



Blight Elimination

Environmental Contamination (site or bldg.)

Dilapidated Building

Vacant Building

Underutilized

Functionally Obsolete

Not meeting its highest and best use



Project Analysis from the beginning

WHAT

Developer- or Privately-driven
development

WHY

Owned, in need of
redevelopment

Interest in investment

Has tenant/tenants

Market Opportunity





Privately-driven Development

Could be part of a redevelopment plan

Businesses and investors want a part of the action

Private sector recognizes the opportunity to generate wealth

Why is this a bad thing?

They have done their market assessments

They must prove project success to a bank

There may be a gap that needs filling

May have a tenant

National credit tenants work with developers who work with them

They may be asked to find more sites for national tenants

Many communities are now requiring mixed use with multifamily

Have the ability to get creative with property layout, use, and density



Eight Steps to the Development Process

- Predevelopment
- Market, financial and political feasibility
- Site and engineering analysis
- Financing
- Contractor negotiations and public approvals
- Construction
- Marketing
- Building occupancy and management



Predevelopment

Site/location identification (lists, maps)

“Quick and dirty” analysis of projects

Size

Potential timeline

Other considerations

Obtain control of the site, or at least know how to get this done



Feasibility

Market Analysis

Retail

Housing

Industrial

Financial

Understand construction market

Understand obstacles

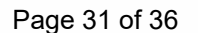
Political



This Photo by Unknown Author is licensed under CC BY

- visibility and access
- natural conditions and contamination
- site infrastructure (including utilities)
- off-site planning and development

Shovel ready – what does that mean?



Financing

- Understand incentive your community is willing to use
 - TIF
 - Tax Credits
 - Infrastructure
 - Loans
 - Pass through grants, bonds, etc.
 - Non-monetary incentives
- Be prepared to get creative
 - Find best practices
- Keep the end goal in mind
 - Is it to create tax base, revitalize an area, eliminate blight, or something else?
- What about a policy?



[This Photo](#) by Unknown Author is licensed under [CC BY-ND](#)

Eight Steps to the Development Process

- Predevelopment
- Market, financial and political feasibility
- Site and engineering analysis
- Financing
- Contractor negotiations and public approvals
- Construction
- Marketing
- Building occupancy and management



Obstacles to (Re)Development

Community

- Lack of sites
- Lack of funding
- Lack of political support
- Lack of understanding among elected officials
- Lack of staff capacity

Developer

- Lack of money
- Lack of experience
- Lack of tenants
- Low appraisal
- Wrong team
- Fatal circumstances

Questions?

Thank you!

Kristen Fish-Peterson, CEcD, EDFP, Principal & CEO
Redevelopment Resources, LLC

Kristen@redevelopment-resources.com





AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
February 8, 2023	

AGENDA ITEM # 3.c

Discussion on Economic Development Projects and Priorities

BACKGROUND

RECOMMENDATION

ATTACHMENTS

None