



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, October 11, 2023 at 6:00 PM

MEETING MINUTES

- 1) Call to order
Marc Schellpfeffer called the meeting to order at 6:00 PM. Present were Ben Vondra, Ryan Czyzewski, Marc Schellpfeffer & Andy Baber. Also present were Kristin Fish-Peterson, Village Administrator, Nic Owen & Office Assistant, Katie Jelle. Members absent were Barb Case & Karen Tetzlaf.
- 2) Consent Agenda
There were no questions or comments regarding the information provided. Motion by Czyzewski to approve the Minutes & Consent Agenda, second by Baber.
 - a. Consideration of September 13, 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. Presentation: Downtown Redevelopment Planning Primary Research
Fish-Peterson presented on the Downtown Redevelopment. She discussed primary research and the types of primary research that the CDA could engage in. Types of Primary Research would include: Interviews, Focus Groups, Surveys & Visits to competitors/peer locations. She also discussed a strategy for conducting this research. Schellpfeffer would like Fish-Peterson to bring more info to the next meeting & begin mid November. Czyzewski would like to talk to other communities about what worked & what didn't work. Fish Peterson presented types of improvements. She included Small Scale Improvements, Impact Level Improvements & Transformative Improvements. She also gave examples of new policies that could be implemented with a new Improvement Program. The board discussed

creating a BID to fund improvements to Downtown Mt Horeb. Fish-Peterson will develop an interview process & summary of TID 5 & Downtown Plan. She will make a list of interviewees and potentially do comparisons with other communities.

Vondra suggested that Fish-Peterson include people that are less likely to be interviewed or are harder to reach in the interview/survey process.

b. Review Residential Improvement Program

Owen asked that the members review the program before the next meeting. Czyzewski made suggestions for creating a digitized form, a possible point system to determine the amount granted and address contractor stipulations. Schellpfeffer would like more specific documentation on the application.

c. Update on Parking Study

Owen gave an update on the Parking Study. Audits have been completed for August & September. A final audit is being done on 10/12/23. There is an open house on 10/23/23 to give a presentation on the initial findings and looking for feedback. There will be a Task Force meeting on 11/2/23. The survey will go live on 10/12/23.

4) Meeting adjournment.

Motion by Baber to adjourn, second by Vondra. Motion Carried.