

VILLAGE OF GRAFTON

COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

MARCH 16, 2010

The Community Development Authority (CDA) meeting was called to order by Chair John Gassert at 6:16 p.m.

CDA members present: Alan Kletti, Roger Kirgues, Dan McKelvey, Jim Grant, Ron LaPean, John Gassert

Staff/Officials present: Village Administrator Darrell Hofland, Director of Planning and Development Michael Rambousek, Village President Jim Brunnquell

MINUTES

Motion by Jim Grant, second by Ron LaPean, to approve the February 15, 2010 Community Development Authority meeting minutes, as presented.
Approved unanimously.

HEAR PERSONS REQUESTING TO BE HEARD

None.

CONSIDERATION REGARDING DESIGN OF WAYFINDING SIGNAGE

Director of Planning and Development Michael Rambousek indicated that the Village needs to update the various wayfinding signages throughout the Village of Grafton to incorporate the new Village logo. Schreiber Anderson Associates submitted a proposal to design the wayfinding signage at a total cost is \$9,500. This cost estimate only covers the design work; it does not cover the cost of the signs themselves. The creation of the new signs will have to be bid.

Funding for this project was included in the 2009 TID No. 3 budget. Due to a delay in finalizing negotiations for the design contract, funds were not expended. At future meetings, staff will present the new design for CDA review, and, ultimately, the Village Board's approval. Director Rambousek stated that he is recommending approval of this proposal.

Ron LaPean question why the Village needed to spend this money and with the new logo being implemented where does this stop. He also questioned if all of the street signs will need to be changed.

Director Rambousek responded that over time that would be the case, but the street signs are not a CDA issue.

Roger Kirgues mentioned that he still is not comfortable with the logo. He is not sure it is the best direction for the Village.

Jim Grant asked if another group could design the logo for a class project, such as the Milwaukee School of Engineering (MSOE).

John Gassert replied that MSOE would not be involved in a project like that, more likely it would be the Milwaukee Institute of Art and Design that would do a project like this.

Director Rambousek stated that this is more than a design project. It also involves the placement of the signs in a systematic order to help people find various locations in the Village.

Roger Kirgues again stated that he wasn't thrilled about the new logo.

President Brunnquell indicated that this is something that has been put into place some time ago by the Marketing Committee with Village Board approval. The best way to promote the Village and its logo is by placing it on high profile areas of the Village. Soon the water towers will be repainted to include the logo and some municipal vehicles already display the new logo. This is a natural progression to include these wayfinding signs and entrance signs. Also, the Town of Grafton has adopted the logo as well which is really impressive.

Motion by Al Kletti, second by Jim Grant, to approve the contract with Schreiber Anderson Associates, Madison, WI, for the design of the wayfinding signs, at a cost not to exceed \$9,500. Approved 5-1 (R. Kirgues-nay).

CONSIDERATION OF VILLAGE ENTRANCE SIGN MODIFICATIONS

Director Rambousek stated that the Village is in the process of updating its Village entry signage located at the south end of Wisconsin Avenue (South Commercial District) and at the eastside of STH 60 (near Interstate 43). The work will involve replacing the old Village logo and text with the new Village logo and text. The Planning and Development Staff has already started work on the redesign of these signs and some final structural details regarding the mounting of the logo and channel letters are being finalized.

The modifications to the Village entry sign located in the South Commercial District will be funded by that district. The eastside Village entry sign is located in TID No. 5 and will be funded by that district. The Community Development Authority is responsible for approving the expenditure for the sign modification in the South Commercial District because it has jurisdiction over the TID No. 4 budget. The estimated cost of this project in TID No. 4 is estimated to be \$3,912. However, due to the final structural modification still being worked-out, the final cost will now decrease.

Motion by Al Kletti, second by Jim Grant, to approve the cost modifications to the Village entry sign, located in the South Commercial District-TID No. 4, at a cost of approximately \$3,912. Approved 5-1 (R. Kirgues-nay).

CONSIDERATION OF 5-YEAR CAPITAL IMPROVEMENTS 2011-2015

Director Rambousek reviewed all of the projects included in the 5-Year Capital Improvements 2011-2015 plan. Most projects have been pushed back to 2015 due to that financial status of TID No. 3 and TID No. 4.

Motion by Roger Kirgues, second by Al Kletti, to recommend the Finance Committee recommend to the Village Board approval of the Capital Improvement Plan 2011-2015 for TID No. 3 and 4, as submitted.
Approved unanimously.

DISCUSSION AND POSSIBLE RECOMMENDATION REGARDING THE MASTER PLAN FOR LUMBERYARD SITE

Director Rambousek provided a summary of the Lumberyard site master plan and indicated that the Plan Commission will be reviewing the document at the March 23, meeting. A public hearing for review of the plan will be held at the April 27, 2010 Plan Commission meeting.

CONVENE TO CLOSED SESSION

Motion by Ron LaPean, seconded by Jim Grant, to convene to closed, at 6:51 p.m., pursuant to Wisconsin Statutes 19.85(1)(e) for real estate and competitive bargaining matters (Grafton Village Center parking lease, purchase of property at 1435 Wisconsin Avenue, and terms of loan associated with redevelopment purposes). Approved unanimously by roll call vote.

A closed session of approximately 1 hour and 15 minutes was held. During the closed session, staff updated the CDA members on the status of the purchase of the property at 1435 Wisconsin Avenue, owned by Richard Musbach. The status of the outstanding loan with Direct Development, LLC, and possible strategies for obtaining payment of the loan were also reviewed.

CONVENE TO OPEN SESSION

Motion by Jim Grant, seconded by Ron LaPean, to re-convene to open session and the regular order of business, 8:11 p.m. Approved unanimously by roll call vote.

CONSIDERATION OF PARKING LEASE FOR GRAFTON VILLAGE CENTER TENANTS

Motion by Ron LaPean, second by Jim Grant, to table discussion on this matter, to a future CDA meeting. Approved unanimously.

OLD BUSINESS

2009 Downtown Survey Results

Village Administrator Darrell Hofland provided a summary of the downtown survey results.

Administrator Hofland stated that he will be asking the CDA, at future meetings, to discuss several related items. The first is a possible new loan/grant program to assist in attracting businesses to occupy the second story of the two available downtown building spaces. Second, would be the Village hosting a design workshop for the downtown to discuss the progress made over the past 10 years.

Jim Grant mentioned that it would be nice to have old photographs of the downtown to make the comparison.

NEW BUSINESS

None.

ADJOURN

Motion by Dan McKelvey, seconded by Roger Kirgues, to adjourn the meeting at 8:21 p.m. Approved unanimously.