

WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY

Regular Meeting

August 28, 2017, 5:00 p.m.

There was a regular meeting of the Waterville Economic Development Authority held at 220 Paquin Street (Former Senior Center) at 5:00 p.m. on August 28, 2017.

Present: Jennifer Grobe, Richard Davis, Sue Myers and Chairperson Alan Schmidtke

Absent: Sue Cutts

Also Present: Scott Knutson (Housing Study) & Bill Byrne (Waterville Chamber)

Also Absent: Teresa Hill, Administrator/Clerk

**1. Call to Order.** Chairperson Alan Schmidtke called the meeting to order noting that all EDA members were present except Sue Cutts. Also present Maria Stoering, Bookkeeper, Deputy Clerk, Scott Knutson (Housing Study) and Bill Byrne (Waterville Chamber).

**2. Minute Approval – July 12, 2017.** Motion by Grobe, seconded by Myers to approve the minutes of July 12, 2017. Unanimous vote. Motion carried.

**3. Agenda Approval.** Motion by Grobe, seconded by Davis to approve the agenda. Unanimous vote. Motion carried.

**4. Old Business.**

**A. Housing Study Progress.** Mr. Knutson provided the EDA Commissioners with the preliminary highlights of their housing study. There is a declining population level in Waterville since the 2010 census partly linked to the closing of the nursing home and decreasing average household size; the City shows adding an average of between 1 and 2 households per year this decade; there are more households age 55 and older with fewer age 54 and younger; a reasonable growth forecast for Waterville could expect between 4 and 6 new households per year going forward if housing capacity exists; the City has been averaging between 1 and 2 new housing units per year; there is a limited supply of improved residential lots, those that do exist have remained unsold for years; the larger region has generally fared better than Waterville for new home construction, but this is often linked to a distressed lot supply; the slow pace of construction and excess lots have resulted in financial incentives being offered in Waseca and Janesville; the median sale price ranges between \$118,000 (2016) and \$135,000 (2015); the new city registration requirements will help track rental market changes; 70% or more of Waterville residents drive 10 minutes or more for employment; Waterville would benefit from new residential lot creation; new rental housing is needed; specialized senior housing is well-utilized and unmet demand exists; Waterville does have an older than average housing stock; the median year built for owner-occupancy units was 1957; the median year of construction for rental housing was 1956; ongoing preservation and rehabilitation activity will be necessary based on

the age of the existing inventory. Mr. Knutson said maybe next week they will have a draft for the EDA Commissioners to review. Mr. Knutson said a rental development would be reasonable. Discussion regarding buildable lots in the area. Discussion regarding possible incentives for developers. Discussion regarding Janesville's housing developments. Mr. Byrne said the school is very important for development. Mr. Knutson will contact Ms. Hill when he has the study ready for preliminary review of the draft by the EDA Commissioners. Discussion regarding Elysian housing development.

**5. New Business.**

**A. Electronic Sign – Waterville Chamber.** Mr. Byrne said that the Waterville Chamber is looking at ways to get information out on what is going on in our community. Social media is a huge game changer for them. They want to tap into Highway 60 and Highway 13 to get more people engaged in our community. The Chamber is looking at an electronic sign board. Mr. Byrne has researched scrolling LED signs and has come up with TV Liquidator. They are looking at an 85" x 20" wide sign which allow them to do two lines of approximately 10 inch text. There would be two back to back on Highway 13 and Highway 60. They would be mirrored boards so that when they are programmed it would immediately transfer to the other side. Mr. Byrne has contacted private property owners of where to have the signs located. Discussion on the locations that they are looking at. There are restrictions on the signs they can be only used for informational purposes only and for non-profit events. They would have to have electrical power for the signs. The cost of mirrored signs would be approximately \$3,000 per highway, they would have to get the posts erected and have electricity set up. These signs are very low power usage. The signs also have very high visibility. The signs would have a 17 to 18 year life expectancy.

**6. Adjourn.** Motion by Schmidtke, seconded by Grobe to adjourn. Unanimous vote. Motion carried. Meeting adjourned 5:50 p.m.

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Alan Schmidtke, Chairperson

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Teresa Hill, Administrator/Clerk