

COMMUNITY DEVELOPMENT AUTHORITY

Thursday November 6, 2025

6 p.m. – COUNCIL CHAMBERS

Present: Shawna Bratlie, Bob Schooley, Tyler Brandt, Chris Buchanan, Sarah Peters and Mike Hobbs

Absent: Joe Wilhelm

Also Present: Dale Nichols; Mayor, Dennis Todd; council member, Barb Donndelinger

Meeting was called to order by President Shawna Bratlie at 6 p.m. Motion by Chris B. to approve the minutes of the July 24, 2025 meeting. Second by Mike H. Motion carried.

No conflicts of interest were identified.

Discussion was had regarding EEDI packet. Mike updated that the money has not yet been deposited for this. He will be reaching out to Dana to find out when it can be expected. The group agreed, that no spending of that money would happen until it is deposited in the account. WEDC uses a points system application to eliminate any favoritism for these kinds of monies. A similar rough draft of an application for the loans/grants was reviewed. Edits were documented and will be made before approving the application. Dale asked how word would get out regarding this money. The group suggested things like the L.E.D. sign, Facebook, The Pittsville record, and maybe having a banner made up to hang near the L.E.D. sign. Shawna asked, and with consensus vote, the group will also wait to advertise until the money is deposited. Dale asked what the timeline is to expend the money. Mike H. wasn't sure exactly, he thought maybe a year, but assumes they could ask for an extension if needed. It was mentioned that these loans/grants, would be available to the local trade area. Per the rural economic analysis that includes; Pittsville, City Point, Dexterville, Babcock, Sherwood, and Arpin. The recipients would be chosen based on the points system applications.

The Market Village/Green space vendor packet was reviewed and discussed. It was mentioned throughout that meeting that the city clerks will manage renters, payments, and other clerical needs. The Police department will handle ensuring the warming house gets locked up each evening when the ice rink is open. The city crew will handle basic maintenance, trash removal, lawn mowing, and top layer snow removal of the stamped sidewalk. The CDA will continue promote, decide pricing, make new suggestions, and bring new ideas that promote the green space. It was agreed that vendors would be responsible to clear the snow in front of their rented building and carry any necessary insurances. Chris B. asked how vendors would hang their items. Dale mentioned they would bring proper shelving, similar to a craft show situation. It was agreed through consensus that the buildings would be rented by the week (\$50), month (\$150), or year (\$1500). These prices will be deferred back to the city council for approval. A rough draft of the vendor application was presented by Mike H. Edits were recommended and documented and the application will get them to the city council for approval as well.

Ideas on how to get more businesses to participate in the Pittsville 4th of July Parade was discussed. Mike H. is going to take the ideas from the July meeting to the Lions Club. This will be put on future agenda items.

7:28 Dennis and Barb leave

Marshfield visitor guide reached out to inquire if the city wanted to run an advertisement picture to bring people to the area. Shawna and Mike both mentioned the "We Are" magazine as a more suitable option. There was no motion. The request to advertise in the Marshfield visitor guide fails.

Ways to welcome/recognize future incoming businesses was revisited with discussion about grand openings. A large flag that reads "grand opening", along with ribbon, and a scissors were purchased. Ribbon cutting events, along with open house meet and greets were done for Static Hair Studio and The Market. Both had a good turnout of residents. Both had snacks and refreshments which were appreciated by attendees. It was also brought up that it may be beneficial to add a new sign to the city limits to advertise smaller attractions such as The Historical Museum and The Market Village. This idea will be deferred to the city council for approval and payment.

Shawna asked if we are going to keep it named Market Village. Discussion was had regarding the name and it was a consensus vote to change the name to "Shops at the Green Space". Tyler asked if there was a way to add signage to that space to advertise and draw attention. Mike H. is going to look at options.

The attached Administrator's report was presented by Angela and discussed. There are three outstanding CDA loans. Paulies Diner and Pittsville Family Foods have continued to make their payments monthly and on time. Static Hair Studio does not have to make payments yet. Three business have not paid for their space on the business sign; Mike is working on talking to the Market and Static Hair Studio to see if they would like to be added.

Future agenda items include update on 4th of July parade, and USDA grant

7:37 Motion by Bob S. to adjourn. Second by Sarah P. Motion carried and the meeting was adjourned.

Submitted by,
Angela Krueger
CDA Administrator