

COMMUNITY DEVELOPMENT AUTHORITY
Thursday January 8, 2026
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

Meeting was called to order by President Shawna Bratlie at 6:01 p.m.

Motion by Bob S. to approve the minutes of the November 6, 2025 meeting. Second by Tyler B.
Motion carried.

No conflicts of interest were identified.

Discussion was had regarding EEDI packet. Mike mentioned there is a program available through the Heart of Wi commerce that offers discounted (\$250) training classes. This could potentially benefit business owners applying for the EEDI grants and/or loans. Class is 6 weeks long and held at Midstate Technical College in Wisconsin Rapids. Attendees will leave with a complete business plan. There is also another \$5,000 grant potentially available to attendees who complete the course. Mike mentioned WEDC will hold the EEDI grant funds until we select awardees. At which point, we will request them. Bob asked if any of the EEDI money can be designated to Static Hair Studio. Mike will reach out to Dana to see if the Grant vs loan amounts is flexible. Ashely will have to fill out an application for the funds either way. Funds have to be allocated by 12/31/2026 or apply for an extension. Her initial loan was \$35,000 after being open 2 years \$5,000 is to be forgiven and after 3 years \$10,000 will be forgiven, totaling \$15,000. This would leave \$20,000 left as a loan. The group discussed that some of the remaining balance could be used with the EEDI grant. Angela will follow up with Dana on how to make that work. Mike mentioned advertising this grant program and the application, on the City of Pittsville website with a link.

Motion made by Tyler and second by Sarah P. to approve EEDI application Packet and application scoring packets. Motion carried.

WEDC performance reports: Angela and Renee will work on performance reports for Shops at the Green Space and the EEDI grant Due March 31, 2026

“We Are” magazine reached out to see if we wanted to be in the article again this year advertising our yearly events. It was decided by consensus vote, to have the article put in with the events listed that are on the rack cards which Mike H will provide to them.

The Shops at the Green space vendor packet was reviewed and discussed. It was requested to have a link to the applications and advertising on the city website. Rack cards will also be put up at the Shops to promote the local events. The group requested that a picture of the Shops be added to the L.E.D sign. Kim will work on making a nice sign for the Shops at the Green space. Discussion was also had regarding shops rental. Red shop would only be rented on a weekly/monthly basis (except during winter months when it's needed as a warming shelter) whereas the other three shops could potentially be rented on a yearly basis. Shops should be completed before March 1st as reservations could begin March 1st.

Rack cards will also be displayed at North Wood County Park, and Dexter Park. Group states this was approved at a prior meeting so no approval needed tonight.

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.

Welcome signs advertisement. 3 businesses have not yet paid for the advertising on the sign at the city limits. It was taken to and approved at the council meeting to have three signs made up to fill those spaces. These signs would be for the Shops at the Green space, The Pittsville Historical Society, and Riverside Park and Disc golf

Also, Mike will follow up to see if Andy with "The Market" and Ashley with Static Hair Studio would like to be advertised on the sign. If so the other three signs will be backup in case another business no longer wishes to be advertised.

The question was asked "what kind businesses are we doing grand openings for" it was decided that these would be done for only brick and mortar business. There was discussion about possibly doing a recognition for the other long-standing places within the community in the future.

Motion by Chris B. to pay vouchers. Second by Sarah P. Motion carried

Future agenda items include update on 4th of July parade, and Shops at the Green space applications review/approval, plaques to recognize long-standing businesses in the community.

6:54 Motion by Sarah P. to adjourn. Second by Mike H. Motion carried and the meeting was adjourned.

Submitted by,
Angela Krueger
CDA Administrator