



**Community Development Authority Minutes**  
**Hobart Village Offices; 2990 S. Pine Tree Rd, Hobart, WI**  
**Wednesday, January 25, 2017 – 4:00 pm**

1. **CALL TO ORDER; ROLL CALL.** The meeting was called to order by Bart Schultz at 4:00pm. Present: Deb Schumacher, Bob Ross, Dave Landwehr, Terri Sullivan, Dennis Reim, Kate Sterckx, Ed Kazik and Adam Ruechel.
2. **VERIFY/MODIFY/APPROVE MEETING AGENDA.** Motion by Bob Ross, second by Ed Kazik, to approve the meeting's Agenda. Motion carried unanimously.
3. **APPROVAL OF PREVIOUS MEETING MINUTES.** Motion by Ed Kazik, second by Bob Ross, to approve the minutes of November 30, 2016. Motion carried unanimously.
4. **COMMITTEE BUSINESS:**
  - A. **LPGA Marketing:**

Kelly McNally from IMG was at the meeting to discuss with the CDA the type of presence the Village can have during the LPGA event. The CDA discussed the budget, which is approximately \$35K. This would come from the TID1, outside services. There are a variety of packages which can be purchased, including customizing specifically for the Village. The CDA talked about using this event to create brand awareness for Hobart, to encourage people and businesses to move here. It was agreed to focus on those attending the event, versus TV viewers. Some examples of what the Village could do with the existing budget include: quiet signs like hand-held ones with our logo, ticket promos, full or half page "ad" in the event program, hole sponsorship, bleacher partner, and VIP packages. These each have different prices. It was also suggested that we have a VIP tent in CC before the event. It was determined the next steps are to have Kelly give the CDA some options and costs. Adam will then send us the information from Kelly so the CDA can streamline more on what we want and/or ask further questions.
  - B. **Wayfinding Sign Locations:**

The Village is working with Arketype on this and determining what the signs should look like. This is budgeted for 2018. The CDA reviewed and discussed 3 different locations for the wayfinding signs in CC@H. The first suggested location is at the south entrance of the round-a-bout at N. Overland and Centennial Centre Blvd. It was agree that the sign should go further back, so it is not too close to the actual round-a-bout (approximately 100 feet back). The second location is near the round-a-bout at Centennial Centre Blvd and Centerline. It was agree to go further back here, as well. It was also suggested to put a sign by Sunlite, by the apartment, near the intersection of Pine Tree and Centennial Centre Blvd. The third location is near the intersection of N. Overland and Cty VV. The CDA feels a sign is not needed at this location at this time.
  - C. **General Development Updates:**

In TID1, the Village has talked to Mike "Duzzi" about putting a restaurant in CC@H. It was asked if the CDA could get updated traffic counts in Spring. In TID2, there are quite a few things going on: a paper converting company looks like in will come in, hopefully by end of

year; Tweet Garrot (manufacturing firm) is looking to start building this summer; Hobart is in the running for another manufacturing firm. There are also some smaller projects going on as well.

**D. Other items brought forth by Committee members:**

None.

**5. MEETING ADJOURNMENT**

Motion by Bart Schultz, second by Ed Kazik, to adjourn. Motion carried unanimously. The meeting adjourned at 5:05pm.