



Community Development Authority Minutes
Hobart Village Offices; 2990 S. Pine Tree Rd, Hobart, WI
Wednesday, September 27, 2017 – 4:00 pm

1. **CALL TO ORDER; ROLL CALL.** The meeting was called to order by Kate Stercks at 4:03pm.
Present: Aaron Kramer, Deb Schumacher, Ed Kazik, Bob Ross, Dave Landwehr, Terri Sullivan, Jay McKeefry, Dawn Clark and Erica Hilbert.
2. **VERIFY/MODIFY/APPROVE MEETING AGENDA.** Motion by Ed Kazik, second by Bob Ross, to approve the meeting's Agenda. Motion carried unanimously.
3. **APPROVAL OF PREVIOUS MEETING MINUTES.** Motion by Bob Ross, second by Terri Sullivan, to approve the minutes of August 23, 2017. Motion carried unanimously.
4. **Election of Chairperson and Vice-Chairperson**
Due to conflict with Kate's work schedule, need to nominate new chairperson and also a vice-chairperson. Two motions were made by Deb Schumacher and Ed Kazik for Jay McKeefry to assume the position of the chairperson of the CDA and for Dave Landwehr to assume the position of vice-chairperson of the CDA. All committee members approved the motions.
5. **Park Development – Lear Lane Subdivision**
One-half acre of land in the Tailwinds subdivision has been provided by the developer for a park. The budget for this park was set at \$20K-\$25K, and the staff decided on a proposal for \$22,800. The park will be constructed in the spring of 2018. Debbie asked about adding equipment for older kids, in the 10-12 year old range, like a tether ball court, spinners, or possibly a hill for sledding. Bob Ross and Ed Kazik made motions to bring this recommendation to the Board for approval at their next meeting on October 17. At this time the Board will also determine a name for this park. Also, in discussion is another subdivision in this area which could have another park of a larger size, so want to keep funds for this park.
6. **Hobart Facebook Campaign and Website Upgrade**
Drone pictures were done 2 weeks ago, and the CDA reviewed the video footage which will be used on the Facebook site. It was suggested to also add coverage of other areas of Hobart, such as Thornberry Creek, the homes and golf course. Brittany from Arketype has developed 2 ads, one geared for residential use and features the two school districts, tax rates, crime rates, parks, etc. The other ad is geared for commercial use and has similar features as the residential ad, but includes economic development information and a link to buildinhobart.com. The ads will start running on October 1. Each month a report will be provided on data from "clicks" to the landing sites. Erica then provided an update of the new website upgrade. She continues to work on improvements and is also working on a search engine. The upgraded website is due to launch on January 1, 2018. Erica will send the CDA members links to the site so we can review it and make comments on additions and changes. The sooner we can provide feedback to Erica the better, as it is being brought to the Board for approval in late October or early November.

7. Future Agenda Topics

Next meeting set for Wednesday, October 18, 2017. Plan to discuss wayfinding signs at next meeting.

8. Adjournment

Motion was made by Bob Ross, second by Ed Kazik, to adjourn. The meeting adjourned at 4:52pm.