



Economic Development  
5520 Lacy Road  
Fitchburg, WI 53711-5318  
Phone: (608) 270-4200  
Fax: (608) 270-4212  
[www.city.fitchburg.wi.us](http://www.city.fitchburg.wi.us)

**APPROVED Minutes**  
**Fitchburg Community and Economic Development Authority**  
**Thursday, May 28, 2015**

*(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at <http://www.fitchburgwi.gov/677/Government-Channel>)*

1. **Call to Order and Introductions:** The meeting was called to order by Michael Zimmerman. Introductions of CEDA members, city staff and guests were made.
2. **Roll Call:** Julia Arata-Fratta, Stewart Brown, Dan Hardy, Dorothy Krause, Sabrina Madison, Andy Potts and Arlene Silveira answered to roll call. Also present: Jamie Patrick, Scott Endl, Steve Arnold, Bill Horns, Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist.
3. **Nominations and Election of Temporary Committee Chair:** Mr. Zimmerman called for nominations for CEDA chairman. Dan Hardy nominated Stewart Brown as Chairman. No additional nominations were made. **A motion was made by Hardy and seconded by Arata-Fratta to nominate Stewart Brown as chairman. The motion carried unanimously.** Chairman Brown took over the meeting after being approved Chair. Chairman Brown called for nominations for Vice President. Chairman Brown nominated Dan Hardy as Vice Chairman. No additional nominations were made. **A motion was made by Brown and seconded by Potts to nominate Dan Hardy as Vice Chairman. The motion carried unanimously.**
4. **Approval of Minutes: March 5, 2015** **A motion was made by Potts and seconded by Hardy to approve the March 5, 2015 minutes. The motion carried 4-0 with Krause, Madison and Silveira abstaining from voting.**
5. **Public Appearances: Non-Agenda Items:** None.
6. **Velodrome Presentation: Mark and Michael Gustavson** The Gustavson brothers were present and provided CEDA with an overview of a vision that they have of bringing a Velodrome to Dane County. As part of their presentation, they determined that Fitchburg has several quality features that make it a very attractive place to locate a Velodrome due to its biking culture, central location and access to five state trails. Currently, there is only one indoor Velodrome and that facility is located in Carson City CA. There are some outdoor Velodromes located in the Midwest. With the only indoor Velodrome being on the west coast, there is a unique opportunity to capture the east coast market if one was located in the Midwest. An outdoor Velodrome costs approximately \$400,000 and an indoor facility is estimated to cost \$19 million. The Velodrome could provide for other uses such as an indoor ice rink, basketball courts, soccer etc. The size of the indoor Velodrome is similar to the size of Camp Randall Football Stadium. Most Velodromes are financially supported by memberships but could be a public/private type partnership. The current need to bring this concept to the market is to find land to construct a temporary track and then fundraise to build an indoor facility. The Gustavson brothers believe that they have enough and can find investors that would be willing to construct the Velodrome. CEDA members asked about things such as partnerships, whether the biking community will be supportive, transit to and from the Velodrome, use of a portable track and making it affordable for under privileged kids to utilize. Ms. Madison, Mr. Potts and Mr. Endl volunteered to be part of a work group to investigate the concept and will see if former CEDA member Mr. Armstrong interested in being part of this team. Steve Arnold, registered in support of this agenda item.
7. **Fitchburg Chamber of Commerce Visitor and Business Bureau (FCVBB) 2014 Year End Review: Angela Kinderman, Executive Director** Ms. Kinderman was present and provided CEDA with a review of the activities that the Chamber has been involved in the past year. She noted that 18,000 Chamber guides were printed and distributed to local businesses and to each City resident via the Fitchburg Star. It was estimated that the Chamber went through 7-8,000 bike maps the past year.

There is a plan to update the City street map later this summer. The three most popular pages on the Chamber website are: A Day in Fitchburg, Find a Business and Biking. The Chamber worked to capture the events market that were taking place in the Village of Oregon and use Fitchburg hotels as preferred lodging. The Chamber partnered with the Wisconsin Department of Tourism on a grant to bring a conference to Fitchburg, co-op advertising and have access to the Department's website subscribers which is 50,000+. FCVBB participated in a Midwest Living article on biking and breweries and advertised in the magazine. In 2014, the FCVBB played an active role in marketing and strategic development for the Summer Concerts at McKee. In 2015, the FCVBB will take more of a leadership role in the Summer Concerts. Ms. Kinderman thanked Jill McHone and her staff on all the hard work that they have done to establish the Summer Concerts. The FCVBB has purchased some specific URLs to track hits on their website based on marketing dollars spent on advertising. 70 percent of its website traffic was first time visitors and its total website traffic was up 390 percent. The URL [www.biketheburg.com](http://www.biketheburg.com) is for biking visitors to determine their route based on their specific interests. CEDA members made some suggestions on band selection, outreach and advertising options.

**8. Hotel Room Tax Report and Request Considerations:**

- a. Boys and Girls Club Bike Ride: Request: \$3,750. **A motion was made by Potts and seconded by Krause to provide a \$3,750 sponsorship to the Boys and Girls Club for their bike ride. The motion carried 6-1 with Hardy voting against the motion.** Chairman Brown stated it was CEDA's policy to assist with initial funding of appropriate events with a declining contribution in those following years.
- b. Broker's Breakfast: Request: \$569.15 Budgeted item: \$1,500. No action needed.
- c. Summer Concert Series: Request: \$1,500. Budgeted item: \$1,500. No action needed.

**9. TID 2014 Year End Review: Tony Roach, City Administrator** Mr. Roach went through the City of Fitchburg TIF districts and provided CEDA with updates as to the 2014 changes.

**10. Economic Development Director and Committee Member Reports:**

- a. Prospect Zoning Questions: Examples Included in Packet: No report or discussion.
- b. City in Motion Implementation: 2 New bus shelters are up on Fitchrona Road and one in front of Valley View apartments. The last one will be going in on Greenway Cross.
- c. Development Updates: No report.
- d. Venture Debt Program: No report.
- e. Existing Business Update: No report.
- f. Allied Area Task Force: No report.
- g. North Stoner Prairie and Northeast Neighborhood Plans: No report.
- h. Verona Road Business Coalition Report: Ms. Frey reported that the VRBC had a VIP Event at the BTC on Monday, May 18<sup>th</sup>. The purpose of the event was to bring the major employers together to discuss the Verona Road project and how it may affect their employees.
- i. CEDA Subcommittee Reports: No report.
- j. North Fish Hatchery Road Revitalization Efforts: CEDA members asked for an update on this topic and asked that this be moved higher on the agenda to allow time to talk over the efforts being made.
- k. Anton Drive Neighborhood Plan: No report.
- l. Other Such Matters: None

**11. Announcements:**

- a. Next Meeting Scheduled: Thursday, June 25, 2015 Chairman Brown will not be present at the June meeting.

**12. Adjournment: A motion was made by Silveira and seconded by Krause to adjourn at 9:00 am. The motion carried unanimously.**

Respectfully Submitted by Joyce Frey, Economic Development Specialist