

## 1. Agenda

Documents: [CEDA\\_20150305\\_AG.PDF](#)



Administration Offices  
City of Fitchburg  
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**AGENDA**  
**FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY**  
**THURSDAY, MARCH 5, 2015**  
**7:00 A.M.**

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Community & Economic Development Authority at 7:00 A.M. on **THURSDAY, MARCH 5, 2015** at the Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI. in the Meeting Room to consider and act on the following:

(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:**
2. **Roll Call:**
3. **Approval of Minutes: January 22, 2015**
4. **Public Appearances: Non-Agenda Items**
5. **Sports Infrastructure Visioning: Jamie Patrick, Vice President, Madison Area Sports Commission, Diane Morgenthaler, Executive Vice President, Greater Madison Convention and Visitor Bureau and Robert Crain, Chairman, Sports Product Development Committee, Madison Area Sports Commission \*\* A Conference Call Will Take Place at 8:00 AM CT with Michael Eubanks, Special Events, City of Boulder CO. in Regards to Their Bike Parks.**
6. **City Administrator Recruitment, Process and Involvement: Chris Armstrong**
7. **Hotel Room Tax Report and Request Considerations**
  - a. Snowflake and Banner Supplies: Requested amount \$585, not a budgeted item.
  - b. Bags, Pens and Other Promotional Items: Requested amount: \$2,500., budgeted item.
  - c. BTC Events: International Forum on Consciousness: Requested amount: \$2,500., budgeted item. Wisconsin Human Proteomics Symposium: Requested amount: \$2,500., budgeted item amount \$1,000.
  - d. Taste of Fitchburg: 4C Requested amount: \$1,000., budgeted item.
  - e. Kids Building Wisconsin: Requested amount: \$1,500., not a budgeted item.
8. **Hotel Room Tax Penalty Discussion:**
9. **Economic Development Director and Committee Member Reports:**
  - a. Prospect Zoning Questions: Examples Included in Packet
  - b. City in Motion Implementation
  - c. Development Updates
  - d. Venture Debt Program
  - e. Existing Business Update: United Vaccines
  - f. Allied Area Task Force
  - g. North Stoner Prairie and Northeast Neighborhood Plans
  - h. Verona Road Business Coalition Report
  - i. CEDA Subcommittee Reports
  - j. Commercial Broker's Bus Tour
  - k. North Fish Hatchery Road Revitalization Efforts
  - l. Other Such Matters
10. **Announcements:**
  - a. Next Meeting Scheduled: Thursday, April 23, 2014
  - b. Save the Date: April 16, 2015 Fitchburg Chamber Visitor and Business Bureau Spring Expo
11. **Adjournment:**

NOTE: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Rd., Fitchburg, WI 53711 608-270-4200.