

**Waterloo Redevelopment Commission Meeting**  
**Wednesday, August 28, 2024 Minutes**

A meeting of the Waterloo Redevelopment Commission was held on Wednesday, August 28, 2024 at the Waterloo Depot. The meeting was called to order at 5:02 PM.

The following members were present at the meeting:

Sallie Pease, President	Linda Higgins
Pam Howard, Town Manager	
Ken Suber, Town Council Member	Trina Caudill, Secretary
Andrew Kruse, Town Attorney	Josh Ashley

The following members were absent at the meeting:

Sabinia Keen, Vice President  
Tony Baker, DeKalb Central School Board Representative

The following business was discussed and action taken:

Unless specified, all votes were unanimous.

**1. Minutes**

- a. A motion to accept the minutes as presented was made by Linda Higgins (Josh Ashley) passed.

**2. Fund Report**

- a. A fund report was provided to the members of the Waterloo Redevelopment Commission. Pam Howard stated that this report is not current because the August books have not been closed. This report was through July 2024.
- b. Sallie Pease questioned the Visa payment on 1/11/24 for \$122.74. Pam Howard stated that she has a Visa card that she uses and this payment was for advertisement.
- c. Pam Howard stated that half the TIF payment was received on 6/30/24 for a total of \$315,657.55. Pam Howard stated that Waterloo is slated to receive about \$600,000 total with the second half being received about December 15, 2024.

**3. Greg Conkling, Realtor at North Eastern Group Realty**

- a. Greg Conkling was scheduled to attend the meeting to discuss the contract for the piece of property located in the downtown of Waterloo that

is currently for sale. Due to illness, he was not able to attend, but communicated with Pam Howard.

- b. Pam Howard provided a copy of the contract to the Waterloo Redevelopment Commission Members.
- c. Pam Howard stated that she is working on another deal with him. The deal was not disclosed.
- d. Pam Howard stated that she has received no real communication with Greg Conkling. Josh Ashley stated that the Waterloo Redevelopment Commission has not pushed Mr. Conkling to produce results for the downtown Waterloo property.
- e. Pam Howard stated that one option for the property could be to look for a developer for the property instead of using a realtor.
- f. Pam Howard stated that she has met with two developers to discuss the downtown property. She has also emailed a third developer.
- g. Pam Howard stated that another option for the downtown property may be to give the land to a developer with the expectation that they will build, own, and occupy the land. Pam Howard stated that it takes about 5-6 million to build a shell of a building.
- h. Pam Howard stated that she would like to see Waterloo Town Hall be an anchor for the possible new building due to the large amount of foot traffic Town Hall receives. She stated that other businesses such as a hair salon and pizza shop would be beneficial for the town. Trina Caudill stated that she would never vote for the Town of Waterloo to rent space in a new building since the Town Hall is currently located in a building that is already paid for. Trina Caudill stated that she would like to see an anchor business in a possible new building, not Town Hall.
- i. Pam Howard stated that the DeKalb Visitors Board used Placer AI to calculate the amount of foot traffic that we have in Waterloo. Some of the information includes BFM with 9,800 and Casey's with 540,000 per year.
- j. Josh Ashley stated that he is working on some ideas for the downtown property. Pam Howard asked about the cost. Josh Ashley responded that an estimate is \$500,000 to \$800,000. Josh Ashley stated that he would like to have something there that would cause people to drive to Waterloo and get out of their cars, not just drive through the town.
- k. Pam Howard stated that there are other development options with some local business men.
- l. Lack of current signage for current businesses is an issue when visitors are looking for businesses. Wayfinder signs may be an option. Pam Howard stated that these are the brown and yellow signs and they can be

obtained at no cost to Waterloo by contacting Region 3A. Signage could include the library and other buildings and locations in Waterloo.

- m. Sallie Pease gave an example of businesses in Jonesville, Michigan.
- n. Sallie Pease stated that the Waterloo Redevelopment Commission needs to think outside the box when making decisions for the downtown property.
- o. Sallie Pease stated that there are two options to keep the contract or end the contract. She stated one option may be keeping the contract through December and end it at that time.
- p. A motion to end the contract with Greg Conkling now was made by Trina Caudill (Josh Ashley) passed. A letter will be drafted to end the contract and Sallie Pease will sign the letter as President of Waterloo Redevelopment Commission. The contract will end 30 days after the letter is signed.

#### 4. Meeting Schedule

- a. The next Waterloo Redevelopment Commission meeting is scheduled for Wednesday, September 25, 2024. This is during the time of the DeKalb County Free Fall Fair. The meeting will be held at this time unless there are no agenda items. A decision will be made by Friday, September 20, 2024.
- b. The October meeting for the Waterloo Redevelopment Commission meeting is scheduled for Wednesday, October 23, 2024. Josh Ashley stated that he would not be available to attend this meeting.
- c. The November meeting for the Waterloo Redevelopment Commission meeting will be rescheduled for Wednesday, November 20, 2024 due to the Thanksgiving holiday. Sallie Pease will pick up a key from Town Hall prior to the meeting. Pam Howard has a previously scheduled meeting and will arrive late to the Waterloo Redevelopment Commission meeting.
- d. The December meeting for the Waterloo Redevelopment Commission meeting will be canceled since it is scheduled for Christmas Day.
- e. The January 2025 meeting for Waterloo Redevelopment Commission meeting will be held as scheduled and will include the election of officers.
- f. The meeting was adjourned at 6:16 PM.



Sallie Pease, President



Trina Caudill, Secretary