



Redevelopment Authority

Regular Meeting

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Final Minutes

Monday, August 28, 2017

6:00 PM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 6:00 PM by Chairman Ted Penn

Attendee Name	Title	Status	Arrived
Jerry Henrigillis	Board Member	Excused	
Carol Karls	Board Member	Present	
Bill Komsi	Board Member	Present	
Ted Penn	Chairman	Present	
Joe Van Deurzen	Board Member	Present	
Julie Van Van Straten	Vice Chair	Present	

Also present: Economic Development & Planning Director Kim Flom and members of the public.

2. Approval of the minutes of the March 27, 2017 Redevelopment Authority meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Carol Karls, Board Member
AYES:	Karls, Komsi, Penn, Van Deurzen, Van Straten
EXCUSED:	Jerry Henrigillis

3. Review a Facade Grant Application for 355 Main Avenue, submitted by Connective Properties.*

Economic Development & Planning Director Kim Flom provided a summary of the facade grant request for Connective Properties. Due to staff changes in 2015, the program was not actively proposed to the applicant at the time and the property owner was not aware that the program existed. The owner, Bridget O'Connor completed quite a bit of work in 2015 and 2016 for the front and rear facades of the building located at 355 Main Avenue, which houses the business O'Connor Connective. Kim noted that the building is considered a contributing structure to the Main Street Historic District, but is not listed on the National or State Historic Registers. Some of the work that was done includes new storefront, brick painting, signage, and a refresh of the rear facade. The purchase and installation of security cameras was also included in the grant calculation. Although the work has already been completed, the owner is looking for consideration from the RDA to approve the facade grant application after the fact. Staff supports the application and recommends approval. The total cost of the project was \$25,000, which would result in a grant of \$5,000. Joe Van Deurzen questioned the inclusion of both the signage and the security cameras in the facade grant application. He felt that these items do not add to the aesthetics of the facade grant improvements that were made. Kim suggested that he refer to the applicant for a breakdown of the specific costs. Joe Van Deurzen moved, seconded by Bill Komsi, to open the meeting for public comments. Upon vote, motion carried unanimously. Bridget O'Connor addressed the board, thanking them for reviewing the facade grant application. She responded to Joe's questions, explaining that there is a window treatment on the windows that reduces glare, which is included in the signage costs. These window appliques and treatments, along with the new exterior signage make up the total cost for signage. She added that, if approved, she

plans on using the money to make more improvements to the building, such as modifying the shingled roof in the rear of the building. Joe Van Deurzen commented that neither the signage nor the security cameras should be included with the other facade grant improvements. Since these items would be removed when and if another tenant moves into the building, they do not add to the overall facade of the building. Ted Penn added that he doesn't have a problem with including the signage, but agrees that the security cameras should not be included. Julie Van Straten noted that she is also ok with the signage and feels it adds visual appeal to the building. Discussion followed, with the majority of board members agreeing that the security cameras should not be included in the facade grant application. Carol Karls moved, seconded by Joe Van Deurzen to go back to regular order. Upon vote, motion carried unanimously. Carol Karls made a suggestion to refine the guidelines for the facade grant program to identify what should be included and what, if anything should be excluded. Kim agreed that new guidelines would help the RDA evaluate the facade grant process more effectively. She stated that she will work on putting together some guidelines for review at a future meeting. Ted Penn moved, seconded by Julie Van Straten, to approve the grant, with the exception that the security cameras not be included. Joe Van Deurzen offered a friendly amendment to remove the signage, which failed for lack of a second. Upon vote, original motion carried by a vote of 3-2.

RESULT:	ADOPTED [3 TO 2]
MOVER:	Ted Penn, Chairman
SECONDER:	Julie Van Van Straten, Vice Chair
AYES:	Carol Karls, Ted Penn, Julie Van Van Straten
NAYS:	Bill Koms, Joe Van Deurzen
EXCUSED:	Jerry Henrigillis

4. Downtown Project Updates.

Economic Development & Planning Director Kim Flom provided an update on current downtown projects. She reported that the City held a joint RDA/Council meeting in July to discuss the Mulva Cultural Center. At that meeting, it was reported that the project is still under consideration and the Mulvas are still working out the details. Kim added that staff met with the Mulva Cultural Center board members last week and is anticipating an update to the Council in September. Next, Kim reported that 102 on Broadway is officially open. De Pere was recently featured as one of twelve main street communities in Wisconsin and members of the WEDC were present at the ribbon cutting ceremony last week. Also moving forward is the New Leaf Cooperative Market project. Council made some final approvals last week to get the utilities moved to make the parking lot buildable for the building expansion that is necessary to move ahead with the project. Another project going on is the removal of the James Street Fountain, which has been filled in temporarily. RFP's to design a streetscape plan for the two block square to replace the fountain will be issued this fall. Kim reported that there are a few stadium tax projects in the works, including an art program being managed by Definitely De Pere with \$50,000 for a mural project. The City is also working on its visioning and branding initiative. A consultant has been hired, and the project will be kicking off in October with robust community involvement. Another project being coordinated by the De Pere Chamber is a business walk, which will take place on September 26, 2017. This will include volunteers reaching out to different business owners in the community. Fall is also City budget time. A work session is scheduled in early October and a number of downtown projects will be proposed. Also on the calendar is the second Business

Improvement District (BID) meeting, which is scheduled for October 12, 2017. Ted Penn asked what amount is proposed in the 2018 budget for the facade grant program. Kim replied that the amount will remain the same for 2018, at \$30,000. Kim noted that the Life Church facade grant project which was approved in March 2017 is still ongoing, but the project has not been completed yet.

RESULT: DISCUSSED

Adjournment

Joe Van Deurzen moved, seconded by Carol Karls, to adjourn the meeting at 6:40 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker