



Business Improvement District Board

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

Regular Meeting

Final Minutes

Friday, August 21, 2015

8:00 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:00 AM by Chairman Tom Gavic

Attendee Name	Title	Status	Arrived
Lawrence M. Delo	City Administrator	Present	
Rich Starry	Board Member	Present	
Tom Gavic	Chairman	Present	
Lance Abts	Board Member	Present	
Kathy Rupiper	Board Member	Present	
Brent Felchlin	Board Member	Present	
Dan Van Straten	Board Member	Excused	

Also present: City Planner Sarah Wallace and Definitely De Pere Executive Director Allyson Watson.

2. Approval of the minutes of the July 17, 2015 meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Rich Starry, Board Member
AYES:	Delo, Starry, Gavic, Abts, Rupiper, Felchlin
EXCUSED:	Dan Van Straten

3. Annual Meeting of De Pere BID Board - Discussion and Comments from the Membership.

Staff explained that the operating plan requires an official annual membership meeting. There were no members in attendance.

4. Annual Report from Definitely De Pere on activity within the District.

Allyson Watson, Director of Definitely De Pere, provided their annual report to board members in the agenda packet; a copy will also be mailed to all property owners and business owners in the district. It includes a review of the fiscal year, which is currently May 1 to April 30. This report is also provided to the Wisconsin Economic Development Corporation. Going forward, Definitely De Pere has changed their fiscal year to match the City's. Allyson provided an overview of some of the organization's initiatives. Allyson reported that there were 22 new businesses in the community over the past year, and over 9.5 million in private investment including rehabilitation of property. City Administrator Larry Delo requested data regarding the number of businesses that left the downtown in the past year; Allyson responded that Humana's departure did create a net loss in jobs. Most years have seen a slight positive net increase, but Humana had so many employees that it resulted in a loss. Allyson also noted that the downtown has a wide range of rents, that the lower rents attract startups, and that a portion of these new businesses inevitably close. Tom Gavic thanked Allyson for her tenure as Director of Definitely De Pere on behalf of the BID Board and as an owner in the district.

5. Review and Action on Updated BID Bylaws.*

Staff is recommending a minor change to the bylaws to eliminate the step of having the Plan Commission review the bylaws, and forward recommendations directly to City Council.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Lance Abts, Board Member
AYES:	Delo, Starry, Gavic, Abts, Rupiper, Felchlin
EXCUSED:	Dan Van Straten

6. Review and Action on the 2016 De Pere Business Improvement District Operating Plan.*

City Planner Sarah Wallace worked with Definitely De Pere Director Allyson Watson to draft updates to the operating plan. Allyson reported that they worked to incorporate feedback from the Plan Commission and City Council last fall that the original operating plan did not contain enough measurables. Sarah stated that the objective for next year as the BID Board disburses funds to Definitely De Pere, is to use these measurables as baselines to update the operating plan for 2017. At that point the Board can determine if these are appropriate measurables and refine them as needed.

Allyson reported that their updated budget was added to the Plan Appendix, to reflect the changed fiscal year. Definitely De Pere will close out an eight month fiscal year for 2015. She also provided anticipated expenditures through the end of 2015, as well as the anticipated adopted budget for next year.

Discussion followed regarding item 7 under proposed projects for 2016. The George St bridge approach has been designated park land. The City will be working on the design next year but it would not be ready for development. Allyson stated that the item was included because Definitely De Pere and the Main Street program would like to be involved in the design process.

Brent Felchlin motioned, seconded by Larry Delo, to approve the 2016 operating plan with an amendment to the method of revenue and carryover reporting. Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Brent Felchlin, Board Member
SECONDER:	Lawrence M. Delo, City Administrator
AYES:	Delo, Starry, Gavic, Abts, Rupiper, Felchlin
EXCUSED:	Dan Van Straten

7. Future Agenda Items.

Tom Gavic suggested clarification on board meeting cycles. Staff anticipates the next meeting would not occur until after funds are received in February or March, unless board members feel the need to meet sooner. Tom will work with staff to clarify and communicate that to members.

Adjournment

Tom Gavic motioned, seconded by Larry Delo, to adjourn the meeting at 8:16 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker