



Business Improvement District Board

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

Regular Meeting

Final Minutes

Thursday, August 10, 2017

8:00 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:05 AM by Chairperson Tom Gavic

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

Also present: Economic Development & Planning Director Kim Flom, Definitely De Pere Executive Director Tina Quigley, Definitely De Pere Board Member Ryan Jennings, and members of the public.

2. Approval of the minutes of the October 21, 2016 BID Board meeting.

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

3. Review of BID Assessments Collected from 2016 Taxes and Payments to Definitely De Pere.

Economic Development & Planning Director Kim Flom began by stating that this meeting is a chance to get feedback and direction to prepare for the annual BID Board meeting. Kim reported that BID assessments were collected from the 2016 taxes, and payment in the amount of \$106,139.34 was made to Definitely De Pere at the beginning of August. Tom Gavic asked if the normal schedule for the BID Board meeting is to meet in August/September every year. Kim stated that this timing is the usual schedule, but it would be possible to meet earlier in the year if the BID decides that is what they want to do. She added that the meeting schedule is also dependent on when the reports from Definitely De Pere are completed. Larry Delo moved, seconded by Brent Felchlin, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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4. Review of Draft BID Assessments Estimated for Tax Year 2017 (2018 BID Funding).

Economic Development & Planning Director Kim Flom explained that the overall assessed value in the BID decreased by approximately \$5,000,000 in 2017, primarily due to the decrease in value of the Humana Dental site which is now the corporate headquarters for Tweet-Garot. She added that the amount will probably go up a little because we still do not have the manufacturing assessment for Badgerland Printing, which hasn't been confirmed yet. Larry Delo suggested forecasting projections for taxes in the future, possibly ten years out. Discussion followed on how such a report would be

used and if it would be necessary. Kim noted that property value in the district is one of the performance measures and that the BID could look back at previous years and possibly project out one year ahead to look at the progress. She thought this might be a more feasible way to make future projections. She added that there are a lot of factors that go into the bid calculations, and it's not as easy as just plugging a formula into a spreadsheet. Larry Delo moved, seconded by Rich Starry, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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5. Definitely De Pere Update: Draft Annual Report from 2016 and 2017 Highlights.

Definitely De Pere Executive Director Tina Quigley provided a review of the Definitely De Pere annual report for 2016. She stated that the report is in draft form, and more detailed information will be provided at the next meeting on September 21st. She reported that 2016 was a great year for bringing in new businesses and maintaining high occupancy rates. There were a total of 20 new businesses, of which, only four closed or moved out. Tina added that during the first half of 2017, Definitely De Pere devoted resources to retention but she feels that they could be doing a better job of tracking occupancy. She added that they offer different promotions and events and plan to continue doing so. Brent Felchlin asked if the BID has access to Main Street information across the state where we can compare trends with other areas and Tina replied that this information is available. Economic Development & Planning Director Kim Flom added that there wasn't a lot of major public infrastructure work in the downtown between July 2016 and July 2017, but we will see more in 2018. Larry Delo asked Tina how she came up with the attendance numbers for the different events, particularly City Band at 200. Tina replied that that number was derived before she started running the reports. She said she will take a closer look at this to see how that number was calculated. Tom Gavic mentioned that it would be helpful to add a definition page to the report explaining how the key metrics are calculated. Brent Felchlin moved, seconded by Rich Starry to receipt and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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6. Update of 2015 and 2016 Definitely De Pere Audit.

Definitely De Pere Executive Director Tina Quigley reported on the status of the audit. She explained that an external accounting firm was hired to do the audits for both 2015 and 2016 and there was a delay in scheduling and timing. Initially the contract was for an end of July completion, however the auditors were not able to meet this deadline. She noted that the audit should be wrapped up and the audits should be ready for the next meeting. Economic Development & Planning Director Kim Flom suggested rescheduling the September 21st meeting to a later date to ensure that the audits will be ready for review for the next meeting. Discussion followed and it was decided that Kim will send an email to all BID members with alternative dates for the next meeting. No action needed to be taken at this time.

RESULT:	DISCUSSED
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7. Discussion of the 2018 BID Plan Development.

Economic Development & Planning Director Kim Flom reviewed the 2017 BID Operating Plan. She outlined the four performance metrics, along with highlights for 2016 and 2017.

#1. The Downtown Master Plan

2016: -Downtown Parking Analysis which resulted in the addition of more long term parking.

-State Historical Society Grant to update City Intensive Survey.

-Review of City's current design guidelines as a precursor to the Zoning Code re-write.

-Review and approvals needed for the 102 on Broadway project.

-Stakeholder meetings and analysis of the Nicolet Square Master Plan.

2017: -Broadway pedestrian study.

-City of De Pere Strategic Visioning and Branding Initiative.

-Nicolet Square common dumpster construction.

-Shared garbage collection for other downtown parking lots.

-Mural Program.

-Expanding and improved downtown events, including the Downtown Trick or Treat, Foodie Walk, Farmer's Market.

Kim reported that some City projects were delayed due to the vision & branding initiative, such as the Zoning Code re-write, the replacement of bike racks and trash receptacles and the James Street streetscape design. However, these are anticipated to happen concurrently with the visioning and branding initiative or are in the budget to be completed in 2018.

#2 Commercial Facilitation, which measures the number of businesses, both new and existing, that receive help, either financial or advocacy services by the BID.

2016: -WEDC CDI Grant applied for and awarded to New Leaf Market for a grocery store.

-102 on Broadway Project began construction.

-Economic Enhancement Committee meetings that includes direct outreach and support to downtown businesses.

2017: -Tweet-Garot purchased and renovated the former Humana Dental office building for their corporate headquarters.

-Revolving Loan Fund and property sale approvals New Leaf Market.

-Facade Grant approval for the Kerkhoff Building renovation.

-Growing cluster of boutique retail businesses on the east side of downtown.

-Events like Fashion Week and the Sidewalk Sale to promote and attract visitors to local businesses.

#3 Growth in value of private property in the District calculated annually to measure success over time. Kim reported that the 102 on Broadway project is expected to add at least \$2,500,000 of new value for 2018. Overall, the assessed value of commercial properties in the BID has decreased from \$68,339,300 to \$63,925,900 in 2017.

#4 Occupancy rates and business inventory are used as a baseline to evaluate and make changes for following years: Kim reported that the 2010 analysis as part of the Downtown Master Plan indicated a 92.6% occupancy rate, which is higher than the national average of 90%.

Tom Gavic inquired about a business operating permit when a business starts, to create a baseline of the number of new businesses. Kim replied that, currently, building permit data is tracked, but that doesn't give an accurate number, since a building permit is only required if major structural work is done to a building. Therefore, many new businesses

move in and never have to obtain a permit before opening. She explained that some municipalities issue a no work permit, which is a no cost permit that is issued when a new business opens. Usually all that is required is for the business owner to fill out a form notifying the city of the new business. Kim noted that for the City of De Pere, the fire department requires an annual fire alarm inspection of every business in the City. The fire department is planning on updating their software, and Kim hopes to be able to utilize their data to help track new businesses. Tina then asked for clarification on prioritizing projects. Larry Delo clarified that the BID Board is responsible for controlling the financial end but that it would be the job of the Definitely De Pere Board to prioritize the projects, not the BID. The main concern of the BID is that Definitely De Pere is utilizing the money the way it was intended, not how they use the money. Larry commended Tina on the great job she is doing for Definitely De Pere. Tom Gavic added that the BID's job is to focus on identifying the right metrics for performance. Larry added that the BID is there to make sure that the money is being utilized for what it's supposed to be utilized for and that Definitely De Pere is doing events & activities that align with these objectives. Kim then asked the board if the four performance metrics are sufficient, or if they want to change or add any metrics. Discussion followed and it was agreed upon that the four metrics in place are sufficient and do not need to change. No action needed to be taken at this time.

RESULT:	DISCUSSED
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8. Future Agenda Items.

Since it was decided that the September 21st meeting should be rescheduled to allow time for the audits to be completed, Economic Development & Planning Director Kim Flom will email all BID members with alternative dates for the annual BID Board meeting. There were no other future agenda items.

RESULT:	DISCUSSED
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Adjournment

Tom Gavic moved, seconded by Brent Felchlin, to adjourn the meeting at 9:09 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker