



Business Improvement District Board

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

Regular Meeting

Final Minutes

Monday, August 6, 2018

8:30 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:30 AM by Board Member Tom Gavic

Attendee Name	Title	Status	Arrived
Mary Boyd	Board Member	Present	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Board Member	Present	
Angela Patel	Board Member	Present	
Rich Starry	Board Member	Present	

Also present: Development Services Director Kim Flom and Definitely De Pere Executive Director Tina Quigley.

2. Approval of the minutes of the October 12, 2017 BID Board meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Brent Felchlin, Board Member
AYES:	Boyd, Delo, Felchlin, Gavic, Patel, Starry

3. Annual Election of Officers.

Larry Delo motioned, seconded by Mary Boyd, to elect Tom Gavic as chair. Brent Felchlin motioned, seconded by Tom Gavic, to elect Rich Starry as Vice Chair/Treasurer. Tom Gavic motioned, seconded by Mary Boyd, to elect Larry Delo as Secretary. Upon vote, all three motions carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Mary Boyd, Board Member
AYES:	Boyd, Delo, Felchlin, Gavic, Patel, Starry

4. Definitely De Pere 2017 Annual Report and Audit.

Definitely De Pere Executive Director Tina Quigley began her presentation by stating that it is an extremely exciting time for the City of De Pere, filled with intensity and opportunity. Some of the 2017 highlights included a 45% growth in Definitely De Pere's social media presence, the enhancement of existing events as well as new events, and a brand new website launch. Definitely De Pere secured \$250,000 for public art & streetscape projects through the excess stadium funds and also partnered with the De Pere Chamber and the City of De Pere for the first annual business walk last fall. Tina also reported that there was a continued effort to produce enhanced marketing materials for events as well as an event guide. Also in 2017, private investment increased over 400%, which included the opening of 102 on Broadway and property improvements at St Norbert College. Public improvements increased by almost \$100,000 and included the Nicolet Square dumpster enclosure and the Visioning and Branding Initiative. Tina added that there was a 30% increase in event attendance, as well as an increase in volunteer hours by about 100 hours (1500 vs 1600), which is a value of approximately \$35,600.

Progress in 2018 included five murals painted on buildings throughout the downtown, a call for the first major sculpture project, along with smaller sculptures planned for 2019, and the development of tool kits for business recruitment and retention.

Next, Tina reviewed the budget for 2018. The total budget is \$309,935. The revenue shows an increase of 187% over 2017, which is driven by a combination of BID assessments, City of De Pere support, fundraising efforts, event income, reserve funds, and \$100,000 from the excess stadium funds. Tina reported that she will have a projected year-end available at the next BID Board meeting in September. On the expenses side, Definitely De Pere did add a full-time position to support the growing events and help build stronger programs. Definitely De Pere also decided to allocate its reserve funds of \$118,000 as follows: \$20,000 to support staff in 2018, \$15,000 to support staff in 2018, \$10,000 to support staff in 2020, \$15,000 for future capital expenditures, \$8000 for beautification, and the remaining \$50,000 was identified as necessary for operating cash flow. Larry Delo asked about what type of outreach Definitely De Pere has on social media. Tina replied that she doesn't have a lot of specific data to address social media. She reported that typical posts on the low end get 2000-3000 views, but this summer some posts have reached up to 10,000-20,000 views. The number of followers on the Definitely De Pere Facebook page is approximately 6,500, but that has increased by 40% over 2016. Tom Gavic added that it might be beneficial to do some comparisons with other cities on occupancy rates and number of new events. Tina replied that she would update that information and include it in the report for the next BID Board meeting. Larry Delo asked what type of feedback Definitely De Pere has received from businesses. Tina replied that all the feedback has been positive. She added that the business walk helped to gauge satisfaction and identify areas of improvement. Larry followed up by asking if the businesses are taking ownership and buying into what's happening in the downtown. Tina answered that there is a strong response from retail businesses, including bars and restaurants, but not as strong with businesses in the service industry. She noted that Definitely De Pere needs to make more of an effort in the future to engage with service businesses.

RESULT:	DISCUSSED
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5. Draft 2015-2018 BID Analysis.

Development Services Director Kim Flom provided a memo for analyzing the first three years of the BID, since it began in 2015. She reviewed the four measures of success, which are:

1. The accomplishment of the Downtown Master Plan objectives.
2. Commercial facilitation, which is the number of businesses, both existing and new, that receive help, either financial or advocacy services by the BID.
3. The growth in value of private property in the District, which are calculated annually to measure success over time.
4. Occupancy rates and business inventory, by using the 2010 business inventory and occupancy rates as a baseline to evaluate and make changes for subsequent years.

Kim reported that the City has been fairly stable in overall assessed value within the BID. She added that occupancy rates remain in the 90-94% range. Larry Delo asked whether the properties that remain vacant are due to the fact that property owners have not had an interest in leasing out the property. Tina Quigley replied that she would like to work more directly with property owners to help identify the right fit for leasing their property. Kim added that she will provide comparative data at the next BID meeting comparing De Pere to other BIDs throughout the state.

RESULT: DISCUSSED

6. Review of Draft 2019 DBI Operating Plan.

Development Services Director Kim Flom provided an overview of the 2019 BID Operating Plan. She stated that she is asking for the board's input, comments, and revisions so the plan can be adjusted as needed for the annual BID membership meeting. She noted that there were not a lot of changes made to the Plan, aside from a couple of changes, including revising the language to update the review on a yearly basis, updating the state statute language, and reviewing the financial statement instead of an annual audit every year. Kim added that the BID will continue to allocate \$1000 to the City for administrative costs with the remaining funds to go to Definitely De Pere to act as the contractor of the BID. Tom Gavic noted that he is in favor of a revolving one year action plan since the priorities of the BID can change from year to year. Larry Delo proposed a change to the assessment policy so there would not be a maximum of \$1950 per property owner. Instead, it would be based on each parcel. Kim Flom replied that this type of change would potentially affect only four property owners. Discussion followed and it was decided that Kim would evaluate some of the data to determine what, if any, impact there would be by increasing the cap amount. Tom Gavic added that he would like staff to pick five benchmark cities to compare to De Pere. Kim noted that any change in the assessment policy could be initiated by the BID Board, but would have to be voted on by the entire BID membership. Larry Delo asked if Definitely De Pere has sufficient funds to accomplish all of the BID's goals. Tina Quigley stated that Definitely De Pere has to prioritize activities since there are limited financial and staff resources available. She added that she is looking at other ways to increase earned income and philanthropic support, which would benefit the BID as a whole. Larry Delo asked whether the BID identifies specific types of businesses they want to go after. Kim replied that they haven't done so in the past. Discussion followed and Tom Gavic recommended that Definitely De Pere provide a recommendation on the business mix rather than the recommendation coming directly from the BID board. Angela Patel added that identifying different districts in the downtown, such as a restaurant or retail district, would help the BID to direct activities to focus on those specific districts.

RESULT: DISCUSSED

7. Next Meeting Date.

Development Services Director Kim Flom announced that the annual meeting of the BID membership will be held on Friday, September 21st at 8:30 am.

RESULT: DISCUSSED

Adjournment

Tom Gavic adjourned the meeting at 9:32 AM.

Respectfully submitted,
Kelly Barker