Business Improvement District Board

335 South Broadway
De Pere, WI 54115
https://www.deperewi.gov/

Regular Meeting

Final Minutes

Monday, August 5, 2019 **9:00 AM**

Call to Order

The meeting was called to order at 9:00 AM by Chair Tom Gavic

Attendee Name	Title	Status	Arrived
Mary Boyd	Board Member	Excused	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Chair	Present	
Angela Patel	Board Member	Present	
Rich Starry	Vice Chair/Treasurer	Present	
Paul Olejniczak	Board Member	Present	

Also in attendance, Development Services Director Kim Flom, Definitely De Pere Executive Director Tina Quigley and members of the public.

2. Approval of the minutes of the September 21, 2018 BID Board meeting.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Tom Gavic, Chair
SECONDER:	Rich Starry, Vice Chair/Treasurer
AYES:	Delo, Felchlin, Gavic, Patel, Starry
EXCUSED:	Mary Boyd

3. Annual Election of Officers.

Brent Felchlin motioned, seconded by Angela Patel, to maintain the current officers for the coming year:
Tom Gavic - Chair
Rich Starry - Vice Chair/Treasurer
Larry Delo - Secretary

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Brent Felchlin, Board Member
SECONDER:	Angela Patel, Board Member
AYES:	Delo, Felchlin, Gavic, Patel, Starry
EXCUSED:	Mary Boyd

4. Definitely De Pere 2018 Annual Report and Financial Statement.

Development Services Director Kim Flom noted that the BID Board typically meets twice a year. The first meeting provides a review of projected assessments for the upcoming year, the annual report from Definitely De Pere, and strategic plans and goals for the BID for the upcoming year. The second meeting is an annual meeting of the BID membership. Kim introduced Tina Quigley, who provided an update of 2018. Tina explained that since the fiscal year for Wisconsin Main Street Program ended June 30th, the final reports and data for 2018 will not be available until the second BID Board meeting in September. She reported that expenses stayed pretty consistent overall. She added that she will compare benchmark cities at the next meeting. She also noted that the event calendar continues to grow, with two new events added this year. Other exciting

projects included a mural and sculpture program as well as a public art installation. Next, Tina discussed public improvements that have occurred over the past year, including seasonal flowers, holiday decorations, light pole banners, the cultural district master plan, and the visioning & branding initiative. Looking ahead, other future projects include: develop a business recruitment and retention program, use visitor data to for downtown development, conduct physical audit of the downtown, additional sculpture and mural installations, and enhanced streetscape projects. Larry Delo asked how Definitely De Pere is going to use visitor data. Tina explained that the City and Definitely De Pere are partnering with Wisconsin Main Street on a geofencing project, which will use cell phone data to track information. This information will then be used to compare our data with other cities in Wisconsin. The data collected will include demographic data. Tom Gavic noted that he would like to see Neenah as one of the benchmark cities since they are similar to De Pere in size. Tina noted that she will include Neenah as one of the benchmark cities. Development Services Director Kim Flom explained that the financial statement will be presented at the annual BID membership meeting in September. Tina reported that from a total budget standpoint, income is below the projected amount, but so are expenses. She added that the Definitely De Pere board made the decision to reinvest last year's dollars into this year, primarily into capital expenditures to fund downtown events. Tina then reported on the results from a business survey that was conducted in December of 2018. The first half of the survey are to gather contact information and the second half was to gauge satisfaction. The number of respondents wasn't as high as hoped, but the satisfaction level reported was high. Larry Delo asked if the survey would be issued every year. Tina replied that she would like to issue the survey yearly. She added that she would like to figure out how to get a greater participation rate in the future.

RESULT:	**NO ACTION**

5. Draft 2015-2019 BID Review and BID Member Survey.

Development Services Director Kim Flom provided updates from the second half of 2018 as well as the first half of 2019. The four measures of success have stayed the same and are identified in the memo. Kim reported that property values have remained quite stable over the last six years. As related to the annual review, Kim included a breakdown of individual BID property values over time. Also included for discussion was a draft of a BID membership survey. The objectives of the survey are to keep it short and to refresh everyone's memory of the objectives of the BID. Staff is seeking the BID Board's feedback and approval of the survey. Definitely De Pere created the survey using Survey Monkey. Tom Gavic stated that he would like the survey to mention what the average BID amount is for cities of similar sizes to De Pere. Kim replied that it would be tough to use an average since all cities use different methods and some have minimum and maximum amounts, but the survey could include information for a similar city, like Neenah.

RESULT:	**DISCUSSED**

6. Review Draft 2020 DBI Operating Plan & Assessment Discussion.

Development Services Director Kim Flom reviewed the draft operating plan, noting that it has not substantially changed in any way. The BID assessed property value remained relatively stable between 2018 and 2019 resulting in an estimated 2019 assessment collection of $87,768. The bulk of that amount will be given back to Definitely De Pere, with the exception of $1000 which will be allocated to the City of De Pere for

administrative costs. Staff has not proposed a major change, but is looking for some discussion and feedback from the BID Board as related to an assessment method change. The memo outlines different scenarios related to possible assessment method changes as well as the process to change the assessment method. Kim explained that the BID Operating Plan, which includes the assessment method, must be approved by early October in order to provide the assessment information to the County for inclusion on the 2019 property tax bill. This tight timeline gives the BID Board and staff very little time to go through the process of changing the assessment method for this year. Discussion followed and it was decided that the BID Board bill need to build support for a change in the BID assessment, which will take time. Kim suggested that the BID Board can meet more frequently than twice a year if that is what they choose to do. She added that she agrees it would be a tight schedule to try and change the assessment method yet this year. Tom Gavic stated that he feels it would be rushing the process to try and change the assessment method this year. He asked Kim for some guidance. She suggested that the BID Board start with a proposal to present to the BID membership and then adjustments could be made based on feedback that is received. The first meeting of the BID could be scheduled for earlier in the year, possibly in spring and could be aligned with the Definitely De Pere annual meeting.

RESULT:	**DISCUSSED**

7. Next Meeting Date.

The BID Board determined that the annual membership meeting of the BID will be held on Friday, September 20, 2019 at 9 AM.

RESULT:	**DISCUSSED**

Adjournment

Tom Gavic adjourned the meeting at 10:09 AM.

Respectfully submitted,
Kimberly Flom