Business Improvement District Board

335 South Broadway

De Pere, WI 54115
http://www.de-pere.org

Regular Meeting

Final Minutes

Friday, July 17, 2015 **8:00 AM** **De Pere City Hall Riverview Room**

Call to Order

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

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

Also present: Alyson Watson with Definitely De Pere, and members of the public.

2. Orientation of Business Improvement District Board Responsibilities.

The meeting began with introductions of board members, city staff, and Allyson Watson, executive director of Definitely De Pere. Mayor Walsh thanked the board members for their participation in this inaugural BID Board.
Ken Pabich provided background on the creation of the BID district. A steering committee was formed to draft the initial operating plan and establish the boundaries of the district; it was then approved by the city's Plan Commission and Common Council. The Council has been very supportive, although they would like to see more performance-based measures. The City will act as liaison with the board, and will bill and collect assessments through Brown County. Funds will be set up in a separate account; the City will conduct an annual audit, and Definitely De Pere will provide audits as well. The BID Board will oversee operations of the district and distribute funds. The Board must meet within a certain number of days after the funds are collected. Each year the plan and budget will be submitted to Council for authorization.

3. Review and Approval of By-Laws.

Sarah Wallace explained that staff is proposing a few minor changes to the by-laws, which are summarized in the agenda packet. The by-laws had been presented in draft form in the initial operating plan created by the steering committee.
Rich Starry motioned, seconded by Dan Van Straten, to approve the by-law amendments. Upon vote, motion carried unanimously.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Rich Starry, Board Member
SECONDER:	Dan Van Straten, Board Member
AYES:	Delo, Starry, Gavic, Rupiper, Felchlin, Straten
EXCUSED:	Lance Abts

4. Election of Officers.

Kathy Rupiper motioned, seconded by Brent Felchlin, to elect Tom Gavic as chair, Dan Van Straten as treasurer, and Larry Delo as secretary. Upon vote, motion carried unanimously.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Kathy Rupiper, Board Member
SECONDER:	Brent Felchlin, Board Member
AYES:	Delo, Starry, Gavic, Rupiper, Felchlin, Straten
EXCUSED:	Lance Abts

5. Review of City Report on BID Assessments Collected.

The City has received the statement of taxes for 2014, which is included in the agenda packet. The amount matches what was forecasted in the operating plan. Staff reported that in future years, the report will contain more detail.

6. Discussion and Action to Disburse BID Funds to Definitely De Pere.

The operating plan was drafted to follow the City's fiscal year, January - December. Definitely De Pere is on a different fiscal calendar, May - April. Their board of directors are discussing shifting their calendar to match the City's.
The budget for Definitely De Pere, included in the agenda packet, was created last year and presented as part of the operating plan. There are four primary expense categories required by the Main Street Program. The Beautification Committee is also included, although it is a separate entity underneath Definitely De Pere. Beautification does its own fundraising, and does not receive any of the BID district funds. The total projected expenses were $131,000; Allyson noted that this figure includes the City contribution as well.
The operating plan directs the Bid Board to disburse funds directly to Definitely De Pere. The Board has the option to allocate all funds, or choose to do a certain percentage now, and the rest at its next meeting. The Board could put together multiple disbursements in the next budget.
Larry Delo inquired about the development of performance-based measures. Allyson and Sarah have been working to add metrics which will be included in the 2016 operating plan for the next meeting. Discussion followed regarding partial disbursement today, and the remainder after reviewing the performance measures at the August meeting.
The funds that have already been collected would be used as reimbursement for the past year's activities. The BID assessment money is for this year's Definitely De Pere budget, fiscal year May 1 - current.
Tom Gavic asked for clarification on what exactly is being reimbursed. Allyson will provide the breakout of expenditures prior to May 1st at next month's meeting.
Larry Delo motioned, seconded by Brent Felchlin, to disburse the full assessment to Definitely De Pere for 2015 expenditures. Upon vote, motion carried unanimously. The City Finance Director will allocate the funds, and they will be tracked by the City and included in next year's audit. Definitely De Pere did not have an audit for its fiscal year closing April 30th because there were no BID funds used, but will have one for May 1 - December 31.

Allyson noted that Definitely De Pere drafts their budget based on projected BID funds; because the assessments are not collected until July, Definitely De Pere operates on reserve funds for the first six months of the year.

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

7. Discussion of the 2016 BID Plan Development.

City Planner Sarah Wallace and Allyson Watson have been working on updates to the operating plan, which they will present to the board in August. Sarah requested that Board members submit any questions and suggestions to her in advance of that meeting. Staff is asking the Board to determine if they want the operating plan budget to mirror Definitely De Pere's, and asked if the Board would prefer to specify measurables instead of requiring specific events. The Board should set expectations for Definitely De Pere on its method of reporting utilization of funds.

Allyson explained that the BID assessments only make up a portion of Definitely De Pere's operating funds. They also receive City funds, grants, sponsorships, etc. She feels that the BID funds are a great mechanism for funding operating costs, noting that it is easier to sell events on sponsorship. It would be difficult to specify exact dollar amounts allocated to a certain event.

Tom Gavic stated that he is hesitant to have the board get into the management of Definitely De Pere. The business owners are making this investment, so it should be more about outcomes and measurements to ensure that Definitely De Pere is making a difference in our downtown.

Allyson stated that because the board of Definitely De Pere doesn't represent taxpayers as much, the BID board should have influence.

Brent Felchlin inquired if Definitely De Pere collects metrics to demonstrate how much revenue is generated, how much foot traffic, occupancy rates, etc. This data is important to him as a business owner. The organization does track building permits on downtown properties, property sales and values, employment figures, as well as surveying business owners to determine their wants. Allyson will provide this report at the August meeting.

Larry Delo stated that the City will be looking for confirmation that events are actually happening, as well as data that demonstrates the group is active.

Allyson then provided a legislative update: State Senate Bill 203 is proposing to change the way BID assessments work statewide. If it passes, properties with residential components would be assessed differently. Municipalities would be required to appraise residential separately and that portion would not be assessed, which would significantly impact BID funds. Allyson feels that it would include a significant percentage of downtown properties. Definitely De Pere is currently monitoring the bill's progress and communicating directly with those legislators.

Larry reported that the City will be expressing opposition to the bill, and that the League of Municipalities is collecting information before they take a stance. It would be difficult for cities to track this because uses are always changing, and would impact small communities in significant ways.

8. Future Agenda Items.

   None.

9. Next Meeting Date.

   The next board meeting will be held on Friday, August 21, 2015 at 8:00 AM in Council Chambers at City Hall.

Adjournment

Tom Gavic motioned, seconded by Larry Delo, to adjourn the meeting at 8:53 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Carey Danen