



# Finance/Personnel Committee

## Regular Meeting

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

### Minutes

Tuesday, June 11, 2019

7:30 PM

De Pere City Hall Council Chambers

1. Call to Order. Mayor Walsh called the regular meeting of the Finance/Personnel Committee to order at 7:30 PM on Tuesday, June 11, 2019, at the De Pere City Hall Council Chambers, 335 South Broadway Street, De Pere, Wisconsin 54115.

| Attendee Name       | Title    | Status  | Arrived |
|---------------------|----------|---------|---------|
| Scott Crevier       | Alderman | Present |         |
| Ryan Jennings       | Alderman | Late    | 7:32 PM |
| Amy Chandik Kunding | Alderman | Present |         |
| Casey Nelson        | Alderman | Present |         |
| Michael J. Walsh    | Mayor    | Present |         |

Also Present: Police Captain Jeremy Muraski, Development Services Director Kimberly T. Flom, Public Works Director Scott Thoresen, Fire Chief Alan Matzke, Finance Director Joe Zegers, Tina Quigley of Definitely De Pere and Kurt Voss of AmeriLux International.

2. Approval of the Minutes of the May 14, 2019 Regular Meeting of the Finance/Personnel Committee.

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|------------------|--------------------------------------------------------------------|
| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                                         |
| <b>MOVER:</b>    | Casey Nelson, Alderman                                             |
| <b>SECONDER:</b> | Amy Chandik Kunding, Alderman                                      |
| <b>AYES:</b>     | Scott Crevier, Amy Chandik Kunding, Casey Nelson, Michael J. Walsh |
| <b>EXCUSED:</b>  | Ryan Jennings                                                      |

3. Public Comment and announcements.

No announcements were made. The Mayor offered the audience an opportunity to speak on any item not on the Agenda; no one came forward.

4. Fire Department Overtime and LifeQuest Services Billing Reports for May, 2019.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                                         |
| <b>MOVER:</b>    | Amy Chandik Kunding, Alderman                                      |
| <b>SECONDER:</b> | Michael J. Walsh, Mayor                                            |
| <b>AYES:</b>     | Scott Crevier, Amy Chandik Kunding, Casey Nelson, Michael J. Walsh |
| <b>EXCUSED:</b>  | Ryan Jennings                                                      |

5. Approval of May 2019 Police Overtime Report.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                                         |
| <b>MOVER:</b>    | Scott Crevier, Alderman                                            |
| <b>SECONDER:</b> | Amy Chandik Kunding, Alderman                                      |
| <b>AYES:</b>     | Scott Crevier, Amy Chandik Kunding, Casey Nelson, Michael J. Walsh |
| <b>EXCUSED:</b>  | Ryan Jennings                                                      |

6. Consideration of Contract for "You Get it First" Alert System for Police Mass Notification.\*

At the request of Alderperson Nelson, Captain Muraski explained that this app allows users to "opt in" to obtain information and notifications, and that the outreach currently utilized by the Police Department does not provide notification alerts, rather users must seek out postings or shared content. This technology would allow the department to broadcast alerts, news or issue warnings in real-time. Following discussion, Administrator Delo added that other communities have asked through tax bills or voter registrations that residents provide an e-mail for emergency purposes and have been able to increase numbers for this type of service; while staff hasn't fully discussed options there are ways to enhance participation. Alderperson Crevier commented that while he feels this system is community-minded, he would caution against over-broadcasting. In response to Alderperson Nelson, Captain Muraski did confirm that the system has different levels of capability and could be used for police information as well as city information, but only the PD notification option has currently been explored.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                   |
| <b>MOVER:</b>    | Michael J. Walsh, Mayor                      |
| <b>SECONDER:</b> | Scott Crevier, Alderperson                   |
| <b>AYES:</b>     | Crevier, Jennings, Kunderling, Nelson, Walsh |

7. Consideration of a request by Definitely De Pere to waive Department of Public Works fees for downtown events including: Farmers Market, Art Walk, Food Truck Rally, Doggie Block Party, and De Pere Holly Day.\*

Alderperson Jennings announced that he will abstain from voting on this item.

In response to Alderperson Crevier, Administrator Delo indicated that Definitely De Pere, as a 501(c)(3) organization, receives a 50% reduction of fees and is asking for the additional 50% to be waived, which is supported by City staff. In response to Alderperson Crevier's concerns regarding consistency, Administrator Delo indicated that this request is unique in that the City provides funding to Definitely De Pere and is somewhat paying itself through the event fees. Alderperson Chandik Kunderling shared the analysis of whether the City's investment of \$1,650 in waived fees is worth the advertising and marketing that results, and the Mayor indicated that waiving the fees makes sense to get the recognition and create awareness for the downtown.

A discussion followed regarding the recent food truck rally, which was well-attended and showed the success of Definitely De Pere and the results of its good work. In response to the Mayor, Tina Quigley indicated that through an informal sales analysis, it is estimated that food truck rally had approximately 3,000 attendees.

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| <b>RESULT:</b>   | <b>ADOPTED [4 TO 0]</b>                                               |
| <b>MOVER:</b>    | Michael J. Walsh, Mayor                                               |
| <b>SECONDER:</b> | Casey Nelson, Alderperson                                             |
| <b>AYES:</b>     | Scott Crevier, Amy Chandik Kunderling, Casey Nelson, Michael J. Walsh |
| <b>ABSTAIN:</b>  | Ryan Jennings                                                         |

8. Consideration and possible action regarding a request for TID funds for a pilot Geofencing Visitor Data and Impact analysis. \*

In response to Alderperson Nelson, Development Services (DSD) Director Flom advised that beta testing is available for a reduced price through the Wisconsin Economic Development Corporation Main Street program. This data will provide demographic

trends for events and results of programming and may shape future planning efforts. This is a discounted rate for one year and is cost share between three entities. The City's share would be split between TID #7 and TID #9 in the amount of \$500 each. After the discounted year, the City could evaluate further participation or just use the data. One benefit is that the City could compare its data against other downtowns. In response to Alderperson Chandik Kundinger's and Alderperson Crevier's questions and further discussion regarding the collection of data, location enabling on devices and whether data is still collected without location being enabled, whether users know the information is being collected, and individuals rights and opt-out options, DSD Flom indicated there is additional information in the packet, but the City would be provided with aggregated data from location-enabled phones, and she indicated she would obtain additional information to more specifically respond to these questions prior to next week's council meeting. Administrator Delo added that major retailers having been using this technology for a long time for targeted marketing.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                  |
| <b>MOVER:</b>    | Michael J. Walsh, Mayor                     |
| <b>SECONDER:</b> | Casey Nelson, Alderperson                   |
| <b>AYES:</b>     | Crevier, Jennings, Kundinger, Nelson, Walsh |

9. Consideration and possible action regarding an option request for Parcel ED-2077-1 (Enterprise Drive - East Industrial Park). \*

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                  |
| <b>MOVER:</b>    | Michael J. Walsh, Mayor                     |
| <b>SECONDER:</b> | Scott Crevier, Alderperson                  |
| <b>AYES:</b>     | Crevier, Jennings, Kundinger, Nelson, Walsh |

10. Consideration and possible action regarding the TID #9 Facade Grant program budget. \*

In response to Alderperson Crevier, Development Services Director (DSD) Flom indicated that the \$30,000 limit has been in place for a long time and the cap is rarely hit, and due to recent program changes, there is increased interest in the program. The proposed renovation causing this request would result in a great renovation and a very different looking building. The grant program is funded by TID and is only bonding for what is awarded. Since the money is used as it is needed, DSD Flom is comfortable with the increase at this time, but doesn't feel a permanent increase to the funding is necessary, as the applications are not in hand and council has only approved one grant on the east side so far this year. Some highlights of the recent program changes are: an increase of a maximum grant award of \$10,000 to \$30,000 based upon the amount of street frontage and a decrease of match-funds from 4 to 1 to a dollar-for-dollar match. In response to Alderperson Nelson, DSD Flom clarified that the \$60,000 in grant funds split between the east and west sides would now total \$60,000 for the west side and \$30,000 for the east side for 2019.

In response to a discussion with Alderperson Crevier's on dollar amount limits for the program, Administrator Delo explained that since the money is bonded an amount is needed, and if no limit is set a determination would need to be made on borrowing if additional funds are needed or whether additional grants would then be postponed until the next year if the limit is exhausted to make the process easier. He further added that the timing would need to work with the TID closing in order for it to be repaid and that it is easy to consider an overage under the current process and continue in this way.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                   |
| <b>MOVER:</b>    | Ryan Jennings, Alderperson                   |
| <b>SECONDER:</b> | Scott Crevier, Alderperson                   |
| <b>AYES:</b>     | Crevier, Jennings, Kunderling, Nelson, Walsh |

11. Discussion of OpenGov software rollout to staff and the public.

Finance Director Zegers indicated that in March department heads were given access to the Opengov software to get comfortable with using it; in May, a presentation was given by Opengov to the Finance/Personnel Committee to show a synopsis of how it works and information that could be obtained; and the next phase is the integration piece, which should be happening this week (June 10), with a soft opening to employees and council members for two to four weeks and then a public launch through the City's new website with tools, tutorials and navigation for reports. He wanted to provide a timeline of what has been done so far and what is to come. The Mayor mentioned that much time and effort has been put into this project, and he believes it will turn out well for transparency and will enable the public to get information quickly.

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| <b>RESULT:</b> | <b>DISCUSSED</b> |
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12. City of De Pere investments and cash detail for April 30, 2019.

Finance Director Zegers indicated that this will now be a routine item every month, reporting cash and investment summaries; there will be a one-month lag to allow for the finalization of data. He indicated that at the end of April, the City had approximately \$2,000,000 in cash available and he walked the Committee through the chart provided in the packet and the City's four investment sources. Alderperson Nelson thanked Finance Director Zegers for the report, and he indicated that the City's new Deputy Clerk-Treasurer, Ann Ledvina, did the work preparing this report.

In response to Alderperson Jennings, Finance Director Zegers indicated that the termination of the revolving loan program is expected to be brought back before the Committee in July to discuss recommended options to enhance economic development moving forward. The City is not restricted with the money and is able to keep it, and funds will continue to trickle in and current loans are paid.

Alderperson Crevier thanked Finance Director Zegers for keeping the Committee informed, and that the analysis helps in understanding the City's financial health, as well as provides information to citizens.

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| <b>RESULT:</b> | <b>DISCUSSED</b> |
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13. Approval of preliminary 2019 borrowing.\*

Finance Director Zegers advised that this listing is based on department heads check-ins started approximately two months ago in reviewing projects, equipment purchases or revisions needed. The amount has decreased from 12.3 million down to 6.9 million, and the numbers may slightly revise one more time.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                |
| <b>MOVER:</b>    | Casey Nelson, Alderperson                 |
| <b>SECONDER:</b> | Scott Crevier, Alderperson                |
| <b>AYES:</b>     | Crevier, Jennings, Kunding, Nelson, Walsh |

14. Future agenda items.

None.

15. Adjournment.

Upon Motion of Mayor Walsh, seconded by Alderperson Crevier, the Finance/Personnel Committee unanimously adjourned at 8:21 P.M.

Respectfully submitted,  
Angela Zills