Redevelopment Authority

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

Regular Meeting

Final Minutes

Monday, April 30, 2018 **6:00 PM** **De Pere City Hall Council Chambers**

Call to Order

The meeting was called to order at 6:00 PM by Chairman Ted Penn

Attendee Name	Title	Status	Arrived
Jerry Henrigillis	Board Member	Present	
Carol Karls	Board Member	Present	
Ted Penn	Chairman	Present	
Tina Quigley	Board Member	Present	
Joe Van Deurzen	Board Member	Present	
Julie Van Straten	Vice Chair	Present	

Also present: Development Services Director Kim Flom and Alderperson Jonathon Hansen.

2. Approval of the minutes of the March 26, 2018 Redevelopment Authority meeting.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Carol Karls, Board Member
AYES:	Henrigillis, Karls, Penn, Quigley, Van Deurzen, Van Straten

3. Review 330 Main Avenue (WD-371) Facade Grant Application, submitted by Luna Coffee, LLC.*

Development Services Director Kim Flom provided a review of the facade grant application for Luna, which was conceptually approved by the RDA at the March 26, 2018 meeting. Kim noted that Luna is revising the scope of their work and has returned with more detailed cost estimates. The awning has been removed and will be replaced with a metal curved awning. Total project costs are $3301.80, which would result in a grant of $660.36. Joe Van Deurzen moved, seconded by Julie Van Straten, to approve the facade grant. Upon vote, motion carried unanimously.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Julie Van Straten, Vice Chair
AYES:	Henrigillis, Karls, Penn, Quigley, Van Deurzen, Van Straten

4. Facade Grant Guidelines - Review Request*

Development Services Director Kim Flom provided an overview of the facade grant guidelines, stating that the RDA discussed this topic at their February meeting in response to the Council's request to review the guidelines in order to explore ways to make the program more attractive. She noted that particularly in the last few years, property owners have not utilized the facade grant program and the budget cap has not been met. Generally, with the data that has been compiled, the City has invested approximately $175,000 since 2001 and the total assessed value of the properties who have utilized the facade grant program has increased approximately $933,100. Carol Karls commended Kim on her research and work to put together the data on the facade grants. Based on the RDA's previous discussions as well as recommendations with Downtown stakeholders, property, and business owners, staff prepared a list of revisions for consideration. Discussion followed and it was agreed by all RDA members to examine each item individually and then vote on each one. The following decisions were made regarding the seven recommendations:

1. For projects restoring or renovating historic buildings (must be listed as contributing on the City of De Pere Intensive Survey), interior improvements and roof repair/replacement may be included in the project budget for the required matching dollars, but cannot be funded with facade grant dollars. Joe Van Deurzen moved, seconded by Jerry Henrigillis, to approve this item. Upon vote, motion carried unanimously.
2. Signage may be included in the project budget for the required matching dollars, but cannot be funded with facade grant dollars. Discussion followed and all members agreed that signage is a gray area and it would be better to completely remove it from the guidelines. Joe Van Deurzen moved, seconded by Jerry Henrigillis, to remove this item and not consider it as a revision to the guidelines. Upon vote, motion carried unanimously.
3. Restoration or renovation of existing and historical signage (for example: Stow Drug, C.A. Lawton, Ford Bakery) may be included in the facade grant request. Discussion followed regarding the use of "signage" and it was agreed that the term signage be removed and replaced with another term such as "historical marker" or "historical identifying feature". It was also decided to add that this item will be reviewed on a case by case basis. Joe Van Deurzen moved, seconded by Julie Van Straten, to approve this item as amended and discussed. Upon vote, motion carried unanimously.
4. Increase grant percentage from 20% ($4 for $1 match) to 25% ($3 for $1 match). Tina Quigley researched other cities facade grant programs and reported that of the five cities she researched (La Crosse, Kenosha, Madison, Racine, and Marshfield), they all had a $1 to $1 match. Discussion followed and it was agreed that a 1:1 match would have a much bigger impact on the facade grant program. A few members voiced their concern with such a large increase, fearing that the budget maximum could be reached after only a few facade grant requests. Kim noted that if that would occur, the RDA could request an increase in funds from the Council. Joe Van Deurzen moved to increase the percentage from 20% to 25%; the motion failed for lack of a second. Tina Quigley moved, seconded by Julie Van Straten, to approve the 1:1 match. Upon vote, motion carried by a vote of 5-1, with Joe Van Deurzen voting nay.
5. Grant maximum of $10,000 for every 60 feet of building street frontage (street frontage measured along the front of the lot), up to $30,000. Building width: 1' to 60' - maximum grant amount: $10,000, 61'-120' - maximum grant amount: $20,000, over 121'- maximum grant amount: $30,000. Julie Van Straten moved, seconded by Jerry Henrigillis, to approve this item. Upon vote, motion carried unanimously.
6. Grant maximum amount may only be awarded every ten years. Julie Van Straten moved, seconded by Jerry Henrigillis, to approve this item. Upon vote, motion carried unanimously.
7. Evaluate the program in 2019 based on findings of the Strategic Visioning/Branding Initiative and Cultural District Master Plan to explore if new target areas should be considered. Julie Van Straten moved, seconded by Jerry Henrigillis, to approve this item. Upon vote, motion carried unanimously.

The facade grant guideline revisions will be forwarded to the Common Council for final review and approval.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Jerry Henrigillis, Board Member
AYES:	Henrigillis, Karls, Penn, Quigley, Van Deurzen, Van Straten

Adjournment

Julie Van Straten moved, seconded by Carol Karls, to adjourn the meeting at 6:57 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker