



# Business Improvement District Board

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

## Regular Meeting

### Agenda

Monday, December 9, 2024

4:00 PM

Starry Realty

Pursuant to Wisconsin Statute 19.84, Notice is hereby given to the public that a meeting of the **Business Improvement District Board** of the City of De Pere will be held on **December 9, 2024** at **4:00 PM** in the **Starry Realty, 112 N Broadway St., De Pere, WI 54115**.

*This meeting may also be rebroadcast on Spectrum Cable Channel 4 and AT&T U-verse Channel 99 throughout the week and available on demand at <http://deperewi.iqm2.com/>.*

#### Call to Order

1. Roll Call
2. Approval of the minutes of the October 30, 2024 BID Board Meeting.
3. Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Business Improvement District Board. §6-3(f) DPMC.
4. BID Chair Update on Approved 2025 Operating Plan.
5. Discuss Quarterly Gathering Calendar and Progress Reports.
6. Downtown Master Plan Process.
7. Annual Report - 2023 Stats / 2024 Highlights / 2025 Plans.

#### Adjournment

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the Clerk's office at 339-4050 by Noon, the previous day so that arrangements can be made.

\*Items with an asterisk require City Council approval.

#### Agenda Sent To:

Alderspersons  
City Administrator  
Mayor  
Department Heads  
TV, Newspapers & Radio Stations  
Kress Family Library  
De Pere Chamber of Commerce  
BID Board Members  
BID District Property Owners  
Tina Quigley, Definitely De Pere

City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** December 9, 2024

**DEPARTMENT:** Economic Development

**FROM:** Kelly Barker

**SUBJECT:** Approval of the minutes of the October 30, 2024 BID Board Meeting.

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**ATTACHMENTS:**

- BID\_Oct2024\_Minutes\_Draft (PDF)



# Business Improvement District Board

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

## Regular Meeting

### Draft Minutes

Wednesday, October 30, 2024

12:00 PM

Starry Realty

#### Call to Order

The meeting was called to order at 12:00 PM by Chair 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	Chair	Present	
Maya Romboy	Board Member	Present	
Rich Starry	Vice Chair/Treasurer	Present	

Also present: Definitely De Pere Executive Director Tina Quigley and Development Services Director Daniel Lindstrom.

- Approval of the minutes of the November 3, 2023 Business Improvement District Board meeting.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Lawrence M. Delo, City Administrator
<b>SECONDER:</b>	Maya Romboy, Board Member
<b>AYES:</b>	Boyd, Delo, Felchlin, Gavic, Romboy, Starry

- Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Business Improvement District Board. §6-3(f) DPMC.

There were no public comments.

<b>RESULT:</b>	<b>DISCUSSED</b>
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- Review 2024 BID Activities and Discuss 2025 BID Priorities.

Definitely De Pere Executive Director Tina Quigley highlighted the 2024 BID activities. Development Services Director Daniel Lindstrom noted that in 2023, the BID spent a lot of time working on the priorities. He added that De Pere's plan is more detailed and targeted than some other BIDs in the state. Tina suggested prioritizing the top five priorities for 2025. City Administrator Larry Delo stated that certain expectations are created if you say the BID is going to do something but then doesn't do it. Daniel explained that the BID Plan does not identify specific dates to complete items. Tom Gavic suggested a mid-point check-in with the BID membership. He suggested a quarterly update with an annual schedule. Larry noted that there isn't anything posted online to check on the status of the BID. Tina stated that quarterly reports to update the BID membership could be posted. Larry agreed that it would be beneficial to have something posted online. Tom Gavic suggested posting specifics such as emails sent, progress reports, and meeting minutes. Discussion followed and it was decided that the items should be posted on Definitely De Pere's website rather than the City of De Pere website. Tina stated that the operating plan could be added first, then other items could be added as necessary. Daniel stated that of the 28 items in the plan, about 20 items are ongoing items and the other eight could be assigned a date for completion. Tina noted that Definitely De Pere will be hosting a two-day Tech Conference on January 14-15,

2025. There will be a survey for the community and downtown businesses. Residents, business owners, property owners, and elected officials will be attending the conference. It was decided to remove the support action item A. Research, study, and present to the BID Board and Common Council the findings of the updated economic impact of the Mulva Cultural Center. Daniel noted that he has added "ongoing" to a lot of the items in the plan and for Item 3, he will add some language to mention the Downtown Master Plan. There were no changes to benefits of the BID. As a discussion-only item, no action needed to be taken.

<b>RESULT:</b>	<b>DISCUSSED</b>
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5. Consideration and Possible Action Regarding the 2025 De Pere Business Improvement District (DBID) Operating Plan.\*

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Maya Romboy, Board Member
<b>SECONDER:</b>	Rich Starry, Vice Chair/Treasurer
<b>AYES:</b>	Boyd, Delo, Felchlin, Gavic, Romboy, Starry

6. Develop Agenda and Determine Date for the 2024 Annual Membership Meeting. Definitely De Pere Executive Director Tina Quigley suggested holding the annual meeting at an alternate location instead of City Hall. It was decided that the annual meeting for 2023 will be held in December at the Starry Realty offices at 112 N Broadway Street. Tom Gavic asked when the ideal time would be to hold an annual BID meeting and Development Services Director Daniel Lindstrom stated August. He also suggested the first Thursday of every quarter to hold the quarterly meetings.

<b>RESULT:</b>	<b>DISCUSSED</b>
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#### Adjournment

Brent Felchlin moved, seconded by Rich Starry, to adjourn the meeting at 1:18 PM. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker

City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** December 9, 2024

**DEPARTMENT:** Economic Development

**FROM:** Kelly Barker

**SUBJECT:** Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Business Improvement District Board. §6-3(f) DPMC.

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City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** December 9, 2024

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** BID Chair Update on Approved 2025 Operating Plan.

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City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** December 9, 2024

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** Discuss Quarterly Gathering Calendar and Progress Reports.

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City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** December 9, 2024

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** Downtown Master Plan Process.

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City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** December 9, 2024

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** Annual Report - 2023 Stats / 2024 Highlights / 2025 Plans.

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