



Redevelopment Authority

Regular Meeting

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

Final Minutes

Monday, February 26, 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	Excused	
Carol Karls	Board Member	Present	
Bill Komsi	Board Member	Present	
Ted Penn	Chairman	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 November 27, 2017 Redevelopment Authority meeting.

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

3. Facade Grant Guidelines - Review Request*

Development Services Director Kim Flom provided a summary of recent RDA action regarding facade grant guidelines. On December 5, 2017, the Council approved the facade grant guidelines that the RDA approved at their November 27, 2017 meeting. At that meeting, an alderperson requested that the RDA review the guidelines one more time on a broader scale to explore ways to make the facade grant program more attractive. A few of the items to include in the discussion is whether the 20% match and \$10,000 maximum are still the desired program parameters and if there will ever be a need to increase the \$10,000 maximum over the ownership term of a property. Kim reported that the RDA did briefly discuss a few of these items at their September 2017 meeting, but not in great detail. She suggested a few possible options to consider adding to the program, such as allowing signage to be included as well as interior renovations and improvements. Bill Komsi asked what the annual budget is for the program, and Kim replied that it is \$30,000. She added that the facade grant applications submitted in the last 3 years have not come close to reaching the maximum. There were 3 facade grant applications approved in 2017 and none in 2015 and 2016, and she anticipates 2 facade grant applications being submitted in the next few months. Kim added the RDA wouldn't need to look at increasing the annual budget unless there was a greater demand for the program in the future. Ted Penn agreed that the budget is ok for now since they haven't come close to meeting the cap. Carol Karls stated that if the program changed to include interior work, the RDA would need to possibly change the entire program since the original intent was to improve and enhance the historic quality and exterior appearance of buildings in the downtown. Ted Penn added that if interior work was included, there would be a greater potential of reaching the \$30,000 yearly maximum. Joe Van Deurzen stated that he is against adding signage since if a business owner relocates, the sign would go with them and not stay with the building. Julie Van Straten commented that if the

signage was historic, it may be appropriate to consider adding some parameters to allow such signage if it adds to the charm and history of the building. Kim agreed that historic signage would fit with the intent of the program and provided examples of existing buildings in De Pere with historic signage, such as Lawton Foundry Apartments and the Stowe Drugs building. Discussion followed and it was agreed that the RDA should consider increasing the total amount and also changing the timeframe from the lifetime a property owner owns the building to a specific amount of time, such as 10 or 15 years. Carol added that this change would be reasonable since a lot of things only have a lifespan of 10-15 years. Kim suggested reaching out to property owners to gauge interest if they would be more willing to apply for a facade grant if interior work was included. She added that interior renovations would increase the tax value of a building, which would increase the amount of money generated in the TID. Kim also mentioned that the RDA could consider increasing the percentage of the exterior facade grant to encourage the investment for interior work that needs to be done. For example, if a project's overall budget is \$50,000, with \$10,000 of exterior work and \$40,000 of interior work, the facade grant could reimburse the property owner the full \$10,000 for the exterior budget, leaving more of their funds available to complete the interior renovations. Julie Van Straten suggested the RDA complete an annual review of the program each year and make changes based on the year's review. This would help the RDA to track that the facade grant program's guidelines are being met accurately. Kim noted that she would like to conduct an analysis of the tax value of all the facade grant projects before and after the projects have been completed. Ted Penn commented that before taking any action at tonight's meeting, the RDA should take all of the suggestions and ideas that were discussed at tonight's meeting and review them at the next meeting in March. This was agreed on by everyone. Kim stated that she will put together all of the comments from tonight's meeting and bring back recommendations with a proposed draft for next month's meeting. Once everything has been finalized by the RDA, they will recommend approval of the facade grant amendment to Council for final approval.

RESULT:	REFERRED BACK TO STAFF [UNANIMOUS]
	Next: 3/26/2018 6:00 PM
MOVER:	Ted Penn, Chairman
SECONDER:	Joe Van Deurzen, Board Member
AYES:	Karls, Koms, Penn, Van Deurzen, Van Straten
EXCUSED:	Jerry Henrigillis

Adjournment

Julie Van Straten moved, seconded by Carol Karls, to adjourn the meeting at 6:30 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker