



Redevelopment Authority

Special Meeting

Final Minutes

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

Tuesday, December 3, 2019

5:00 PM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 5:00 PM by Chairman Ted Penn

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

Also present: Development Services Director Kim Flom and City Attorney Judy Schmidt-Lehman.

2. Approval of the minutes of the September 23, 2019 Redevelopment Authority meeting.

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

3. Consideration and possible action regarding Facade Grant Guidelines. *

Development Services Director Kim Flom reviewed the current facade grant guidelines. She reported that the program has gone through some major changes in recent years. These changes have made the facade grant program more attractive, which has caused a huge increase in the number of facade grant applications. In fact, facade grant funds have been doubled in the last few years. Two discussion items that Kim brought up for consideration by the RDA were setting a timeline to complete projects and prioritizing projects. Ted Penn stated that he is in favor of putting a time limit on completing the work within a year. Joe Van Deurzen added that he would like to add a sunset clause of 45 days to start a project and 120 days to complete a project. If something came up and an applicant could not complete the project within that time period, they could request an extension. Kim stated that she feels 45 and 120 days are too restrictive. She explained that some projects run into issues regarding contractor availability or weather issues that are not under the control of the applicant. She agreed that implementing a timeline is a good idea, but encouraged some flexibility in setting the timeline so as not to discourage people from applying for the program. Carol Karls added that the RDA could end up granting several extensions since all projects are different. Kim replied that from a staff perspective, a timeline is a good idea, but urged the RDA to keep it simple. They do not want to have to grant extensions which would tie up administrative time. She noted that a year seems to be a fair timeline because then you go through all the seasons. Julie Van Straten and Lisa VandenAvond both agreed with the idea of a timeline clause, but agreed that the 45 and 120 days are too restrictive. Kim suggested that the RDA decide on a time frame as a group; otherwise, staff could do further research on other downtown facade grant programs before making a final decision. Tina Quigley suggested that the

Mainstreet Design Committee could also help out with the research. Carol Karls suggested treating it as a development agreement where the applicant agrees upon an acceptable completion date. If the work isn't completed by that date, they need to request an extension. Julie Van Straten stated that this type of agreement would work well because it treats each project on an individual basis since some projects are more complex and may take longer than other projects. This way, there is not a one size-fits all deadline for projects. City Attorney Judy Schmidt-Lehman suggested that the facade grant application form be made more clear and specifically list the start date and completion date, with a space for the applicant's signature. This way, the specific time frame is in writing and it is more binding. Everyone was in agreement of this change. Development Services Director Kim Flom noted that any revisions to the application will come back to the RDA for final approval. Next, Kim brought up the topic of prioritization of projects and whether or not the RDA should prioritize projects rather than be reviewed on a first-come, first-serve basis. Also up for discussion is whether projects need to meet certain criteria or qualifications or leave the guidelines as they are. Ted Penn and Tina Quigley both agreed that projects should be prioritized. Carol Karls stated that she was in favor of exploring alternatives to clearly define the guidelines but is concerned that forcing a timeline to submit facade grant applications may make the program too competitive. The way these projects come about is that the timing is never in sync with a set application period. She felt that a set application period would cut off a lot of people from applying for a facade grant. Tina Quigley suggested that a process for prioritizing facade grant applications should be based more on identifying criteria. Development Services Director Kim Flom stated that staff would explore different options and present them at a future RDA meeting. She added that there would not be a December RDA meeting and that with a new staff person transitioning into the new role, the RDA may not meet again until possibly February.

RESULT:	NO ACTION
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Adjournment

Ted Penn thanked Development Services Director Kim Flom for her service with the City of De Pere. Julie Van Straten moved, seconded by Carol Karls, to adjourn the meeting at 5:39 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker