



Business Improvement District Board

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

Regular Meeting

Final Minutes

Tuesday, November 30, 2021

10:00 AM

Council Chambers and Virtual

I. Call to Order

The meeting was called to order at 10:00 AM 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	
Paul Olejniczak	Board Member	Present	
Angela Patel	Board Member	Present	
Rich Starry	Vice Chair/Treasurer	Present	

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

- Approval of the minutes of the December 22, 2020 Business Improvement District Board Meeting

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Brent Felchlin, Board Member
AYES:	Boyd, Delo, Felchlin, Gavic, Olejniczak, Patel, Starry

- Public comments upon matters not on the agenda.

There were no public comments.

RESULT:	DISCUSSED
----------------	------------------

- Annual Election of Officers

Development Services Director Daniel Lindstrom clarified that the current terms are still active until April 2022. So the following positions will remain in effect:

Tom Gavic - Chair
Rich Starry - Vice Chair
Larry Delo - Secretary

RESULT:	NO ACTION
----------------	------------------

- Review of Definitely De Pere Economic Development Committee – Business Recruitment and Retention Survey Recommendations Report

Definitely De Pere Executive Director Tina Quigley reviewed the results of the Business Recruitment Retention Survey. She explained that the Enhancement Committee's main objectives of the survey were to help prioritize goals for recruitment and retention of businesses. It was prepared for both property owners and business owners. The response rate goal was 40% and the actual response rate was 46%. The breakdown was 52% from the east side and 42% from the west side. She reviewed the questions that were asked in the survey. The top two priorities indicated by businesses was marketing and business recruitment. Tina commented that a similar survey is planned to go out to De Pere residents in the future, which will help the BID and Definitely De Pere know what the

customer wants in the downtown as well. Development Services Director Daniel Lindstrom added that it is also important to work with the surrounding community organizations since residents in those areas also visit De Pere.

RESULT: DISCUSSED

6. Review Draft 2022 BID Operating Plan & Assessment Discussion

Development Services Director Daniel Lindstrom reviewed the draft 2022 BID Operating Plan. He stated that 2021 priorities mainly included recruitment and retention efforts. He added that these efforts would be ongoing for 2022 as well. He referred to page 5 of the plan, which lists 16 priority projects for 2022. Tom Gavic stated that it is important for the BID Board to reach out directly to business and property owners rather than from the City or Definitely De Pere. He would like to get contact information (email addresses) from at least 50% of the members of the BID. Tina Quigley stated that the BID should look at possibly coming up with a top 5 priorities since the list is so long and not everything can be accomplished.

RESULT: DISCUSSED

Adjournment

Before adjournment, Tom Gavic requested that the BID develop a website portal which would list all the BID Board members and have a link to the BID Operating Plan. Larry Delo moved, seconded by Paul Olejniczak, to adjourn the meeting at 11:20 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker