



Business Improvement District Board

335 South Broadway
De Pere, WI 54115
www.deperewi.gov

Regular Meeting

Agenda

Tuesday, September 30, 2025

3:00 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 **September 30, 2025 at 3:00 PM** in the **STARRY REALTY OFFICE, 112 N BROADWAY STREET. DE PERE.**

- I. Call to Order
 1. Roll Call
 2. Approval of the minutes of the December 9, 2024 Business Improvement District Board meeting.
 3. Public Comment on 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. Property Owner Introduction.
 5. Discuss meeting structure.
 6. Draft Plan Operating Review.
 7. Main Avenue Reconstruction Project Update and Q&A with Scott Thoresen, City of De Pere Director of Public Works.
 8. Set meeting date and time for 2025 Annual BID Board meeting.
 9. 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.

Agenda Sent To:
Alderspersons
City Manager

Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce



City of De Pere, Wisconsin

I.2

**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Development Services
FROM: Kelly Barker, Administrative Assistant
SUBJECT: Approval of the minutes of the December 9, 2024 Business Improvement District Board meeting.
RECOMMENDED ACTION: Motion to approve.

ATTACHMENTS:
BID_Dec2024_Minutes_Final



Business Improvement District Board

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

Regular Meeting

Final Minutes

Monday, December 9, 2024

4:00 PM

Starry Realty

Call to Order

The meeting was called to order at 4:00 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	Excused	
Tom Gavic	Chair	Present	
Ryan Jennings	Board Member	Present	
Maya Romboy	Board Member	Excused	
Rich Starry	Vice Chair/Treasurer	Present	

Also present: Development Services Director Daniel Lindstrom, Definitely De Pere Executive Director Tina Quigley, and members of the public.

2. Approval of the minutes of the October 30, 2024 BID Board Meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Tom Gavic, Chair
SECONDER:	Rich Starry, Vice Chair/Treasurer
AYES:	Mary Boyd, Lawrence M. Delo, Tom Gavic, Ryan Jennings, Rich Starry
EXCUSED:	Brent Felchlin, Maya Romboy

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.

There were no public comments.

RESULT:	DISCUSSED
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4. BID Chair Update on Approved 2025 Operating Plan.

Chair Tom Gavic provided a history of the creation of the BID Board. He highlighted the direct activities and support activities under the BID objectives.

RESULT:	DISCUSSED
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5. Discuss Quarterly Gathering Calendar and Progress Reports.

Chair Tom Gavic reported that the plan in 2025 is to get to a more regular meeting schedule for the BID Board.

RESULT:	DISCUSSED
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6. Downtown Master Plan Process.

RESULT:	DISCUSSED
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7. Annual Report - 2023 Stats / 2024 Highlights / 2025 Plans.

De Pere Executive Director Tina Quigley presented the 2023 annual report. 2023 Year in Review: 12 new businesses opened or relocated to De Pere.

Tina provided an overview of the community events that took place during the year.

2024 Stats:

18 new businesses (6 restaurants, 2 boutiques, new artist spaces, 3 new fitness businesses)

Larry Delo asked if those stats was net new businesses or just new businesses. Tina replied that it was just new businesses.

Growing network on social media with 12,000 Facebook Followers.

Definitely De Pere plans to continue to grow the volunteer hours in the future. In 2023, 167 volunteer hours were tracked, which equals \$63,000.

2025 Plans:

Tom Gavic would like to utilize Definitely De Pere website with progress updates for the BID.

Bridget O'Connor mentioned that the 2025 BID Plan was already approved, so how can BID owners be involved in the process before it is approved? Tom Gavic replied that it was a timing issue and it needed to be approved before the end of the year. Hopefully next year we will get more input prior to the final approval.

Discussion about how BID Board members are selected. The Board is now full, with seven members. When Larry retires, a replacement will be brought on. According to the bylaws, it needs to be a City Hall employee.

Daniel Lindstrom noted that feedback was received to have one cohesive downtown vision for a master plan update with a single plan. The goal in 2025 is to draft an RFP to hire someone to develop the downtown master plan. \$9500 is set aside from the budget. There will be opportunities to provide input.

Tom Gavic asked Larry Delo to provide an update on Kim Flom joining the staff as City Manager. He noted that she will start in March 2025.

Feedback on how often to meet in person:

Andy Krans proposed a quarterly meeting schedule. Bridget O'Connor supports the quarterly schedule in order to create more participation to feel we have a voice in the process. Tom Gavic stated that he will put out a draft quarterly schedule. If anyone has suggestions for other venues to host the meetings, let Tom know.

Larry - anything unique to report?

Tina - attended a meeting with overview of Titledown. Meeting tomorrow regarding the NFL Draft. Dan & Tina will be attending.

Development Services Director Daniel Lindstrom provided a few updates in both east and west downtown. (Parking lot RFP at Shopko site, 310 N Wisconsin renovation).

RESULT: DISCUSSED

Adjournment

Larry Delo moved, seconded by Rich Starry, to adjourn the meeting at 5:11 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker



City of De Pere, Wisconsin

I.3

**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Development Services
FROM: Kelly Barker, Administrative Assistant
SUBJECT: Public Comment on 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

RECOMMENDED ACTION: Public Comment.

ATTACHMENTS:
None



City of De Pere, Wisconsin

I.4

**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Development Services
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Property Owner Introduction.
RECOMMENDED ACTION: Discussion.

ATTACHMENTS:
None



City of De Pere, Wisconsin

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**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Development Services
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Discuss meeting structure.
RECOMMENDED ACTION: Discussion.

ATTACHMENTS:
None



City of De Pere, Wisconsin

I.6

**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Development Services
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Draft Plan Operating Review.
RECOMMENDED ACTION: Review.

ATTACHMENTS:
None



City of De Pere, Wisconsin

I.7

**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Public Works
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Main Avenue Reconstruction Project Update and Q&A with
Scott Thoresen, City of De Pere Director of Public Works.
**RECOMMENDED
ACTION:** Update.

ATTACHMENTS:
None



City of De Pere, Wisconsin

I.8

**Request for Business Improvement District
Board Action**

MEETING DATE: September 30, 2025
DEPARTMENT: Development Services
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Set meeting date and time for 2025 Annual BID Board meeting.
RECOMMENDED ACTION: Discussion.

ATTACHMENTS:
None