



Business Improvement District Board

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

Regular Meeting

Final Minutes

Tuesday, September 30, 2025

3:00 PM

112 N Broadway St, De Pere, WI
54115

I. Call to Order

1. Roll Call

Present: Brent Felchlin, Tom Gavic, Ryan Jennings, Rich Starry, Kim Flom

Absent:

Excused: Mary Boyd, Maya Romboy

Also present: Definitely De Pere Executive Director Tina Quigley and members of the public.

2. Approval of the minutes of the December 9, 2024 Business Improvement District Board meeting.

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|------------------|---|
| RESULT: | APPROVED [UNANIMOUS] |
| MOVER: | Rich Starry |
| SECONDER: | Brent Felchlin |
| AYES: | Brent Felchlin, Tom Gavic, Ryan Jennings, Rich Starry, Kim Flom |

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

There were no public comments.

4. Property Owner Introduction.

Meeting attendees introduced themselves and their business or property.

5. Discuss meeting structure.

Tom Gavic presented an updated meeting structure and calendar that would include a regular schedule of four meetings throughout the year that would each have different focus areas. The first meeting would be held in March to discuss the prior year in review, get an update from Definitely De Pere and to confirm current plan activities and identify items for small group work. The second meeting would be held in June for a current plan review and small group work (informing next year operating plan). The third meeting would be held in September to discuss the Draft Operating Plan to prioritize objective activities. The fourth meeting would be held in October to discuss current plan highlights and approve the next year's Operating Plan and forward to Common Council. Tom explained that this meeting schedule would allow Council approval of any plans in time to inform Brown County that the assessment could be in

place for the following year. Tom mentioned that the BID Board needs to take more ownership on the operating plan rather than Definitely De Pere and City staff. The proposed calendar is designed to facilitate the ownership of the plan. The BID currently has 7 members but could talk about evaluating the bylaws and the membership to determine if any changes are desired. Tom mentioned shrinking the Board to possibly 5 members rather than the current 7 members. There was general consensus among the group that they support the proposed meeting schedule. No formal action or vote was taken.

6. Draft Plan Operating Review.

Tom Gavic reviewed the small group discussions that occurred in June related to the 2025 BID Operating plan. The group recommended revising the plan to focus on three key areas. The goals are intended to stay the same with the activities changing from year to year.

Objective 1 – Grow the number of people experiencing Downtown De Pere from X to Y by 2030.

Possible data metrics:

- Placer.ai data
- Event Numbers
- Hotel and Short Term Stay Nights
- Data from Discover Green Bay Pilot

Tom noted that there is potential for small group work that could focus on this objective/and or the data metrics.

Objective 2 – Grow the number of people living and working in Downtown De Pere from X to Y by 2030.

Possible data metrics:

- # Living in Downtown
 - Single Family
 - Condos
 - Apartments
- # Working in Downtown
 - College
 - For Profit (could break down by industry)
 - Not for profit

Tom would like to explore including St Norbert College in the BID and would like to learn more about how that could work and benefits/considerations around having them in the BID.

Objective 3 - Grow property values from an average of X to Y (square footage) by 2030.

Possible data metrics:

- Average of appraisals across a consistent mix of building types
- Lease rates across a consistent mix of building types.
- Occupancy rates

Tom asked for comments/questions about the three objectives. Andy Krans asked about potentially expanding the BID footprint. Jason Tadych mentioned that expanding the boundary is an easy way to achieve Objective 3. City Manager Kim Flom will follow up with City staff to map out the process necessary to amend the BID Boundary. Information will be brought back to the BID Board and may be discussed in a small group.

Tom introduced a possible, but not listed fourth objective idea – downtown aesthetics. He noted that signage and sign compliance has been discussed at multiple meetings. This is another potential small group activity that Tom believes would help maintain the consistency of signage throughout Downtown.

Tom noted that an important next step is for all BID members to share potential activities and action items with Definitely De Pere Executive Director Tina Quigley. The March meeting will be an opportunity to review the ideas and prioritize them for work in that year.

7. Main Avenue Reconstruction Project Update and Q&A with Scott Thoresen, City of De Pere Director of Public Works.

Public Works Director Scott Thoresen provided a presentation on the Main Avenue and Reid Street Proposed Streetscape. He also introduced Josh Lang and Chuck Carroll as project partners. This project has been discussed for 15+ years. Construction is slated for 2028 but work will begin next year with the Mill Alley reconstruction. The City will do all the utility work necessary for the project in 2027. Streetscape Team includes the Department of Transportation, Tina Quigley, Tom Gavic, Shanna Koltz, Mayor Boyd, Eric Rakers, Andrew Krans, Lance Abts, Sue Walsh, Scott Thoresen and Quasan Shaw. The team has met three times since December of 2024. There is a full community meeting planned for the project on Monday, October 20th. Mailings will be sent to property owners along the corridor as well as a press release and emails to people on the email list. The meeting will be held at De Pere Middle School at 5PM.

Streetscape limits include:

- Main Avenue: Third to Fifth (both sides)
- Reid Street – Third to Fourth (north side)
- Reid Street – Fourth to Fifth (north side)

Streetscape items may include:

- Decorative lighting (Third to Sixth – both sides)
- Stamped colored concrete
- Trees
- Planter pots
- Revising planter beds at Third and Sixth

The City is currently obligated to pay about \$2.6M into the project as part of the partnership agreement with WiDOT. Much of the city share is proposed to be used for streetscape. Scott shared slides that included diagrams outlining the streetscape scope and proposal. The brick pavers will be removed and replaced with stamped concrete. The existing pots will be removed before construction but then will be placed strategically in order to ensure that plants can be at a level that can still be visible from vehicles. The clock tower will be removed for construction and may be relocated based on previously expressed visibility concerns. The project also includes a reconstruction of the rail crossing near Nicolet Restaurant. This area will also include a reconstruction of the pedestrian access across the tracks. Scott presented a diagram that showed the typical cross section for the project. The street is designed generally to have 12' travel lanes, a 5' bike lane next to an 8' parking lane and a 10' parking lane on the south side. The sidewalks are designed to accommodate a furniture zone and a sidewalk travel zone. Scott confirmed that the furniture zones would require a right-of-way permit and that the furniture will need to be brought in every night. Andy Krans asked about the anticipated completion date. Scott noted that the hope is to complete the project in one year but it may be slightly different than that based on conditions and scope refinement with the contractor.

The project is proposed to include five stages:

1. Prep for project
2. Close Reid St and Third St (one lane each way on Main Ave)
3. Under the railroad bridge from 8th to Fort Howard (limited to summer)
4. Close Main Ave (one lane each way on Reid St – and half of Eighth St)
5. Restoration and clean up

Some of the stages may overlap or specific pieces may move around. The message has always been possible completion in early 2029 with some finish work that could continue into 2029. Chuck Carroll noted that even during the road closure, business access must be maintained. However, that access may not be as convenient as it is when the street is open. Andy Krans mentioned the importance of good signage throughout the duration of the project. Dave from the Chamber is taking the lead on the connection with the businesses to coordinate the signage. Definitely De Pere will take the lead on marketing/communication with businesses. Josh mentioned that all businesses are encouraged to get ahead of the signage plans and communication plans for their customers to convey that downtown is still open even if the road is closed.

Scott mentioned that the City is currently working through the required right of way and easement acquisitions. Permanent right of way is only required from about five properties but several easements will be necessary. Tom Gavic asked what is planned to happen from generally today until construction. Scott replied that City utility work will start in 2027 and go through the full construction season. Department of Public Works plans on keeping one lane of traffic open at all times. Some sidewalks may also be impacted.

Tom thanked Scott for the presentation and noted that the BID can be a champion for the city project and help with the communication.

After the presentation, Tom asked Jason Tadych to give an update on the Shopko project. Jason said that there are two buildings currently under construction at the former Shopko site. The first five-story building will have 60 apartments over about 8000 square feet of commercial space. Building should be topped out by November 1st and is hopeful for a June 2026 construction completion. Street surfacing will happen in Spring of 2026, weather and condition dependent. The second building will be a 90-room five-story Marriott Townplace Suites hotel. Kineth Hospitality will operate the facility. The City is also going to be constructing a 3-story parking garage that will provide approximately 230 parking spaces to serve the hotel and multi-family building. The hotel is expected to be completed by October 2026.

Tom asked City Manager Kim Flom for any city updates and she provided an overview of the executive budget takeaways. Scott Thoresen gave a quick summary on the MSC expansion and the south bridge connector budget. Kim noted that Development Services Director Daniel Lindstrom and his team have been doing a great job mapping out the local share to maximize the use of TIDS. Kim gave an update on the Business Walk from last week.

Scott Thoresen mentioned that the BID may want to talk about a different snow removal solution rather than the current system. Tina Quigley noted that the last two years have generally gone smoothly with minimal complaints. Andy Krans noted that the last two winters have also been fairly mild. Tom Gavic suggested that a small group have a kick off/coordination meeting with Department of Public Works to talk about snow removal for the upcoming season.

8. Set meeting date and time for 2025 Annual BID Board meeting.

Tom Gavic stated that he would like to schedule the Annual Member meeting for the third week of October so the 2026 BID Operating Plan can be included in the documents sent to Council for the

November 4th Council meeting. He suggested a few dates for the meeting: either October 23rd or October 24th at 8AM. The meeting will be held at City Hall. Tom will update the members on the date once a date has been determined. Tom requested that Definitely De Pere Executive Director Tina Quigley be prepared to share highlights from the year, but it doesn't need to be the full Year in Review anticipated for March. Tom also plans to talk more about the signage proposal with the Board at the October meeting. The general idea is that the 2026 Plan will include the objectives, but the actual activities will be identified from November through March. Andy Krans asked when Definitely De Pere's Board turns over. Tina noted that this happens in the beginning of the year. Generally, 2-3 terms expire each year so there are only a few new members per year (11 member Board). Definitely De Pere sends out a call for nominations. Tom noted that the BID would like to have a voice in the composition of the Definitely De Pere Board as the main contractor.

9. Adjournment.

City Manager Kim Flom moved, seconded by Brent Felchlin, to adjourn the meeting at 4:45 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker