



# Business Improvement District Board

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

## Regular Meeting

### Final Minutes

Wednesday, November 9, 2022

8:00 AM

Council Chambers and Virtual

#### Call to Order

The meeting was called to order at 8:00 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	
Maya Romboy	Board Member	Present	
Rich Starry	Vice Chair/Treasurer	Present	

Also present: Development Services Director Daniel Lindstrom and members of the public.

- Approval of the minutes of the October 20, 2022 Business Improvement District Board meeting.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Brent Felchlin, Board Member
<b>SECONDER:</b>	Rich Starry, Vice Chair/Treasurer
<b>AYES:</b>	Boyd, Delo, Felchlin, Gavic, Romboy, Starry

- 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.

<b>RESULT:</b>	<b>DISCUSSED</b>
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- Review Definitely De Pere 2021 Annual Report and Financial Statement.

Definitely De Pere Executive Director Tina Quigley reviewed the 2021 Annual Report and Financial Statement. The BID assessment makes up 34% of the 2021 budget. Tina mentioned the projects that were focused on in the last year, which included the following: streetscape (seasonal flowers, murals/sculptures, new street pole banners), physical improvements (facade grants, Michael J Walsh Plaza), marketing (social media, newsletter, media relations, promotional materials, interactive website, image building events, business assistance and special events. Larry Delo asked if new benches have been ordered or approved. Tina replied that the new concrete benches are already in storage and will be installed next spring. She added that along with the benches, there are also 29 new garbage/recyclable receptacles that will also be installed next spring. Next, Larry asked for an update on the sculpture that is located in front of Pasquales restaurant. Tina noted that the sculpture is planned to be moved from its current location and relocated to Centennial Park next spring. Tina provided some statistics from the past year, which included the following:

- 15 new businesses (lost 3, net new 12)
- 21 properties improved
- \$8 million private investment
- 52 jobs added
- 80,000 people attended 24 events

Next, Tina provided comparisons with the following benchmark communities: Beloit, Fond du Lac, Marshfield, Watertown, and Wausau. Of these communities, De Pere is consistently performing better than the average of the benchmark cities. Tom Gavic asked if Tina could also include some other like-size communities to compare to that may not be main street programs, along with the national average. The presentation ended with a review of the financial statement for Definitely De Pere. Tina reported that total assets increased by about \$28,000 from 2020.

<b>RESULT:</b>	<b>NO ACTION</b>
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5. Consideration and possible action regarding the 2023 BID Operating Plan. \*

Development Services Director Daniel Lindstrom reviewed the 2023 BID Operating Plan. He explained that this year's BID plan is different from previous years as Definitely De Pere will prepare a separate annual operating plan that identifies all proposed activities identified by the BID Board and other activities identified by their Board. The goal for the future is for BID Plan development to occur earlier in the year to better define the scope and budget for each priority project. He reviewed the 8 Plan Objectives of the BID plan, which are:

1. Make the downtown a destination.
2. Support business and private investment.
3. Capitalize on key business niches.
4. Add life to the District through expanded creative placemaking efforts, public art, special events, and cultural offerings.
5. Increase public realm investment and improvement.
6. Promote walkability and bikeability as integral transportation modes.
7. Create new neighborhoods in the downtown.
8. Support growth and redevelopment.

Different from previous years, the objectives are organized around 5 main actions/topics, which are:

1. Business Retention and Expansion/Development Projects.
2. Marketing and Branding.
3. Streetscape Improvements.
4. Property Improvements.
5. General/Operational.

Tom Gavic noted that he would like a separate bullet for an action item to leverage the increased traffic of the Mulva Cultural Center. He requested that be added under the Marketing and Branding topic as item d under direct action.

The next topic of discussion was the proposal for an incremental increase of \$0.25 per thousand dollars of assessed value from \$1.75 per \$1,000 of assessed value to \$2.00 per \$1,000 of assessed value. Daniel explained that this increase is being proposed to better align with the resources necessary for the BID's goals to keep up with the current rate of inflation. Two other proposed changes are raising the cap from \$1,950 to \$3,000 to closer align with benchmark communities and eliminating the cap for owning multiple properties. Daniel explained that with the projected mill rates for 2023, the majority of the affected property owners would still see a net decrease in their 2023 tax bills.

Discussion followed and the board members were all in favor of the proposed changes for next year. Maya Romboy moved, seconded by Rich Starry, to approve the 2023 BID Operating Plan with the addition of the Mulva Center action item and forward it to the Common Council for final approval. Upon vote, motion carried unanimously.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Maya Romboy, Board Member
<b>SECONDER:</b>	Rich Starry, Vice Chair/Treasurer
<b>AYES:</b>	Boyd, Delo, Felchlin, Gavic, Romboy, Starry

Adjournment

Larry Delo moved, seconded by Brent Felchlin, to adjourn the meeting at 8:53 PM. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker