



Business Improvement District Board

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

Regular Meeting

Final Minutes

Friday, November 3, 2023

8:30 AM

Council Chambers and Virtual

Call to Order

The meeting was called to order at 8:30 AM by Chair Tom Gavic

Attendee Name	Title	Status	Arrived
Mary Boyd	Board Member	Excused	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Excused	
Tom Gavic	Chair	Present	
Maya Romboy	Board Member	Present	
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.

- Approval of the minutes of the November 9, 2022 Business Improvement District Board meeting.

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

- 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
----------------	------------------

- Review Definitely De Pere 2022 Annual Report and Financial Statement.
Definitely De Pere Executive Director Tina Quigley reviewed the 2022 annual report and financial statement. Wisconsin has 86 active BIDs and the average BID assessment statewide is \$3.23 for every \$1000. De Pere's assessment is \$2.00 for every \$1000. She provided a breakdown of funding sources and a list of comparisons with benchmark cities. Tina noted that De Pere is consistently performing above average on several important metrics, including net new businesses, net new jobs, and private investment. However, De Pere is a little low on number of events and event attendance compared to the average. De Pere is the second smallest city in terms of population. Tina introduced Angela White, who is the marketing and events coordinator for Definitely De Pere. City Administrator Larry Delo asked if Tina has already made arrangements to work with the Mulva Cultural Center. She stated that she has had several meetings, and Definitely De Pere will be working very closely with them. There were no other comments or questions.

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

- Consideration and possible action regarding the 2024 BID Operating Plan.*

Development Services Director Daniel Lindstrom noted that this year's project plan is pretty similar to the 2022 plan. There are no proposed change to the assessment value. The City also increased it annual funding \$10,000 over the past two years. The City also contributed \$100,000 of ARPA funding to streetscape improvements in 2023 and 2024. There are eight Plan Objectives:

1. Make the downtown a destination by efforts to attract more residents and visitors and increase vitality, while preserving the existing charm and character.
2. Support business and private investment by providing business support and mentorship, organized events, and a current business directory.
3. Capitalize on key business niches and promote growth trending clusters in appropriate locations to increase foot traffic and highlight different experiences and sub-districts within the Downtown.
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 to create unique and high-quality spaces that provide linkages and outdoor rooms within the Downtown, providing space for enjoyment and organized events.
6. Promote walkability and bikeability as integral transportation modes through education efforts, outreach programs with partner organizations, infrastructure investment, and events/programming.
7. Create New Neighborhoods in the Downtown by helping to brand distinct neighborhoods in the District based on existing assets and future vision. Support development and redevelopment of a range of different housing products.
8. Support Growth and Redevelopment in alignment with the Long-Range Plans without losing the authentic existing character. Balance growth with change, including parking and traffic needs.

Tom Gavic explained a test pilot program for snow removal within the BID. Staff members of Definitely De Pere, City staff and BID members met to discuss core snow removal and analysis for the downtown. The project will be a pilot project for some select businesses for the winter of 2023-2024 and will then be implemented for the entire BID next year. For the project, Definitely De Pere staff will take care of the invoices. It only involves clearing the sidewalks, does not involve moving away the snow. It would be a special assessment for the BID owners. Tom suggested an early fall session to go over the results of the pilot program. Rich Starry added that it also needs to address the clearing of snow from the street parking, especially on Main Avenue and Broadway. City Administrator Larry Delo asked if a welcome packet is given to help provide guidance to new businesses locating in the downtown. Tina replied that the economic enhancement team developed a business owner brochure that is available online, and will also be printed. She explained that the brochure includes parking maps, garbage collection and snow removal information. Rich Starry moved, seconded by Maya Romboy, to approve the 2024 BID Operating Plan with the discussed additions of the pilot snow removal program, a more coordinated welcome for new businesses and the strategic plan for Discover Green Bay. Upon vote, motion carried unanimously. Maya Romboy suggested meeting earlier in the year next year, with a mid-year check in followed by a fall meeting. Development Services Director Daniel Lindstrom reminded the BID Board members that they do not need to meet at City Hall. They can meet at stand-alone meetings that do not involve the City. Discussion followed and it was decided that the BID Board would like to have a formal meeting held earlier in the year at City Hall, followed by the annual meeting later in the year. Then the BID would possibly meet less formally offsite throught the year.

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

Adjournment

Tom Gavic moved, seconded by Larry Delo, to adjourn the meeting at 9:26 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker