



Business Improvement District Board

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Regular Meeting

Final Minutes

Friday, October 21, 2016

8:00 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:00 AM by City Administrator Lawrence M. Delo

Attendee Name	Title	Status	Arrived
Lance Abts	Board Member	Present	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Board Member	Excused	
Kathy Rupiper	Board Member	Present	
Rich Starry	Board Member	Present	
Dan Van Straten	Board Member	Excused	

Also present: Economic Development & Planning Director Kim Flom, Definitely De Pere Executive Director Tina Quigley, Board of Directors President Scott Hemauer, and members of the public. At the October 7th meeting, Dan Van Straten was elected as chair for this meeting since chair Tom Gavic was unable to attend. However, Dan was not able to make this meeting, so Larry Delo was elected to run the meeting in the absence of Dan Van Straten.

2. Approval of the minutes of the August 21, 2015 and October 7, 2016 BID Board meetings.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lance Abts, Board Member
SECONDER:	Rich Starry, Board Member
AYES:	Abts, Delo, Felchlin, Rupiper, Starry
EXCUSED:	Tom Gavic, Dan Van Straten

3. Annual Meeting of the De Pere BID Board - Discussion and Comments from the Membership.

Economic Development & Planning Director Kim Flom invited the audience members to speak if they so wished. Larry Delo asked if anyone had any questions regarding the BID operating plan or funding. Business owner Joe Schinkton asked if the BID owners would be seeing the financials. Kim stated that since the annual audit of Definitely De Pere has not been completed yet, this data is not available. Definitely De Pere's Executive Director Tina Quigley is currently working on getting quotes for the 2016 audit, and it is anticipated that it will be completed and available in the spring of 2017. Kim stated that in the future, the yearly audit will be done earlier in the year with the annual BID meeting in June or July. However, due to assessments not being completed until September, the meeting was later than usual this year. Overall, assessments in the District have decreased from \$88,085 to \$87,139. There is one property that is appealing the Board of Review decision, but it is unlikely that as assessment change, if it occurs, will alter the overall BID contribution, since this property already exceeds the maximum and is capped at \$1950.

4. Annual Report from Definitely De Pere on activity within the District.

Definitely De Pere Executive Director Tina Quigley reported on the Definitely De Pere Annual Report, which covers the time period from May 1-December 31, 2015. The

report provides a summary of activities and highlights the guiding principles of the Main Street Program, which are:

1. Organization
2. Promotion
3. Design
4. Economic Restructuring

Tina reported that 35,000 people attended Definitely De Pere's special events and promotions in 2015. She also noted that there was \$1.3 million in private investment and \$9.5 million in property sales. The report also contains a list of the Definitely De Pere leadership and staff. Tina stated that the first annual meeting of Definitely De Pere will take place on November 7, 2016 at the Broadway Theatre from 5-7 pm. She explained that the meeting and networking event will include a comprehensive review of Definitely De Pere as well as its priorities and vision for the future. She stated that formal invitations will be going out next week to all BID property owners. Larry Delo asked if they are planning new things or more of the same. Tina replied that the plan is to evaluate both current activities by asking for feedback from BID owners as well as new and improved activities.

5. Review and Action on the 2017 De Pere Business Improvement District Operating Plan.

Economic Development & Planning Director Kim Flom provided an overview of the 2017 BID Operating Plan. She stated that the core content of the plan has not changed much from 2016. Last year, the BID Board authorized payment of 100% of the BID assessments to Definitely De Pere. This year, the plan includes a proposal for \$1000 of the BID assessments to be paid to the City to partially cover administrative time associated with the BID Operating Plan, assessments, and meetings. If the BID approves this plan, Definitely De Pere will need to adjust their budget to include this proposal. Kim stated that language has been refined and added to emphasize the BID Board and Definitely De Pere's role in shaping design guidelines and zoning code revisions for future development and redevelopment. No changes have been made to the "Measures of Success" section. She suggested that if the BID Board desires additional performance metrics to be added into this section, they may add these as amendments in the future. Kim noted that the City Council will review this operating plan at their meeting on November 1, 2016. Lance Abts asked about the timeline for updating the plan. Larry Delo stated that the plan should be updated once a year. Lance asked if it would be possible to compare actual numbers versus budgeted numbers. Kim stated that she can work on aligning the format of the budget so it's easier to compare actual vs. budget numbers. Brent Felchlin asked how often the BID needs to meet. Kim answered that the BID Board typically meets twice a year but they can meet as necessary. She added that another meeting can be scheduled to review the 2016 audit after it's completed. Larry Delo noted that attendance is very low at the BID meetings and wondered if it's due to the time of day that the meetings are held or if it's just a lack of interest. Tina Quigley added that she is hoping that the annual meeting in November brings in more BID owners and provides feedback. Brent Felchlin motioned, seconded by Rich Starry, to approve the 2017 BID operating plan. Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Brent Felchlin, Board Member
SECONDER:	Rich Starry, Board Member
AYES:	Abts, Delo, Felchlin, Rupiper, Starry
EXCUSED:	Tom Gavic, Dan Van Straten

6. Nomination and Election of a Vice-Chair.

Larry Delo moved, seconded by Rich Starry, to nominate Dan Van Straten as vice-chair. Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Rich Starry, Board Member
AYES:	Abts, Delo, Felchlin, Rupiper, Starry
EXCUSED:	Tom Gavic, Dan Van Straten

7. Business Improvement District Members and Terms.

Economic Development & Planning Director Kim Flom stated that this item was added as an informational item only since board members were questioning when their terms were coming due. Although the City employee is listed as no term limit, Larry would like clarification that he is still re-appointed on a yearly basis. Kim stated that she would clarify that with the Mayor's office.

RESULT:	DISCUSSED
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8. Future Agenda Items.

Economic Development & Planning Director Kim Flom stated that it would be a good time to have another meeting once the audit is completed. Larry Delo also suggested that Tina Quigley provide feedback from the Definitely De Pere Annual Meeting to be discussed at that meeting as well.

RESULT:	NO ACTION
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Adjournment

Larry Delo moved, seconded by Rich Starry to adjourn the meeting at 8:30 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker