



Business Improvement District Board

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

Regular Meeting

Final Minutes

Thursday, October 20, 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	Excused	
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, Definitely De Pere Executive Director Tina Quigley and members of the public.

- Approval of the minutes of the December 14, 2021 Business Improvement District Board Meeting.

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

- 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.

Development Services Director Daniel Lindstrom welcomed Maya Romboy as the newest member of the BID Board. She introduced herself to the board. Tom Gavic asked each board member to introduce themselves and provide their background.

RESULT:	DISCUSSED
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- Annual Election of Officers.
Rich Starry moved, seconded by Brent Felchlin, to nominate Tom Gavic as Chair. Upon vote, motion carried unanimously.
Brent Felchlin moved, seconded by Mary Boyd, to nominate Rich Starry as Vice Chair. Upon vote, motion carried unanimously.
Tom Gavic moved, seconded by Rich Starry, to nominate Larry Delo as Secretary/Treasurer. Upon vote, motion carried unanimously.
Tom Gavic noted that there is still an open position on the board. He would like to take some time in the next few months to consider a new appointment. Tina Quigley suggested a business owner on the west side who is in the service or retail industry to balance the east and west side of downtown.

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

5. Review of Downtown De Pere Business Improvement District Summary Report and Benchmark Community Comparisons.

Development Services Director Daniel Lindstrom noted that there is no formal action required for the next three items. Tina Quigley presented the BID Summary Report. Tina reported that there are approximately 90 active BIDS in the state of Wisconsin and the average BID assessment statewide in 2019 was \$3.23 for every \$1000 in total value. De Pere's assessment is currently \$1.75/\$1000. Definitely De Pere's annual operating budget is \$235,000. The following funding sources contribute to the BID activities and programs for De Pere: private donations, excess stadium tax, City, BID, and events, with events making up the largest percentage at 41%, followed by the BID at 34%. Tina reported on the activities that the BID focused on, which include streetscape improvements, historic preservation, promotion, special events, physical improvements, and business assistance. Tina presented BID comparisons from the benchmark cities of Beloit, Fond du Lac, Marshfield, Watertown, and Wausau. Tom Gavic asked where the data comes from. Tina explained that the Mainstreet Communities are required to report the information to the state. Tom Gavic asked if there are other benchmark cities that could be used. Tina replied that there may be others, but in terms of Mainstreet Programs, these cities are the closest to De Pere in size and location. Discussion followed and the following cities were identified as possible benchmark cities for future comparisons: Cedarburg, Port Washington, Wauwatosa, Waukesha, Shorewood, and Grafton.

RESULT:	DISCUSSED
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6. Discussion of 2023 Proposed Activities/Priority Projects.

Development Services Director Daniel Lindstrom discussed the 2023 proposed activities and project priorities. He noted that the BID was formed in 2014 to support the Main Street Program. Since then, 11 of the original 14 items in the Action Plan were still in the 2022 Plan, which either means we want to continue doing those things or the plan has slightly evolved over time. However, between 2014 and 2022, the operating plan expanded to include nearly double the priorities/proposed activities, but maintained the same assessment rate. Daniel noted that it is important to start to differentiate the actions Definitely De Pere undertakes as the agent for the BID Board (property owners) and the actions they conduct with other leveraged income (earned income, private contributions, city funding, etc.) The goal of the BID now is to have Definitely De Pere prepare a separate annual operating plan that identifies all proposed activities identified by the BID Board and other activities identified by their Board. Daniel added that in future years, the BID plan development will occur earlier in the year to better define scope and budget for each priority project. Tom Gavic provided a summary regarding a BID gathering which occurred in March 2022 to discuss the top priorities for the BID district. He noted that approximately 25 building owners attended the meeting. The top priorities discussed were streetscape projects to create a more pedestrian-friendly environment, brand and market downtown De Pere as a destination, public realm development, economic impact of the Mulva Cultural Center, and business recruitment and retention strategies for the downtown. Tom also met with 6 business owners earlier in the month of October to

discuss how they could better refine the future 2024 BID Plan. They discussed the same set of priorities, along with a plan to develop and execute an annual calendar of meetings and gatherings for the BID, including BID member updates, a BID planning retreat, and Board meetings. Tom noted that he will develop this calendar with insight from the Board and BID members. The target is to have cost in 2024 plan estimates to perform these goals and any other goals identified by the BID Board.

RESULT: DISCUSSED

7. 2023 Business Improvement District Assessment Discussion.

Development Services Director Daniel Lindstrom stated the BID should propose a nominal increase to the BID this year due to inflation and the cost to continue to perform the requested duties. He explained that the target efforts of the BID have expanded over the years, but the rate has remained unchanged while the costs of goods and services has increased. Therefore, to continue the goals discussed previously, staff is proposing a \$0.25 per thousand increase from \$1.75 to \$2.00. The City has also increased its annual funding \$10,000 over the past two years. Two other proposed changes are raising the cap from \$1950 to closer align with benchmark communities and eliminating the cap for multiple property owners. Daniel noted that the impact of raising the cap to \$3000 would affect 11 property owners while the impact of eliminating the cap for multiple property owners would affect 5 owners. Even with the increase, nearly all total taxes and assessments paid are lower now than in 2014 and continue to decrease with the anticipated decrease in the mill rates.

RESULT: DISCUSSED

Adjournment

Rich Starry moved, seconded by Brent Felchlin, to adjourn the meeting at 9:02 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker