Business Improvement District Board

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

Regular Meeting

Final Minutes

Thursday, October 12, 2017 8:00 AM De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:05 AM by Board Member Tom Gavic

Attendee Name	Title	Status	Arrived
Lance Abts	Board Member	Excused	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Board Member	Present	
Kathy Rupiper	Board Member	Excused	
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, and members of the public.

2. Approval of the minutes of the August 10, 2017 BID Board meeting.

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

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

Tom Gavic opened the floor for public comment. No one in attendance wished to speak. Economic Development & Planning Director Kim Flom distributed two emails she received from BID members with comments regarding the topic of additional staff being added to Definitely De Pere.

RESULT:	**DISCUSSED**

4. Definitely De Pere Update: Activity in the District, 2016 Annual Report, 2017 Highlights, 2018 Budget.

Economic Development & Planning Director Kim Flom introduced Tina Quigley, Executive Director for Definitely De Pere. Tina presented the 2016 Annual Report, stating that not much has changed from the draft report, which was discussed at the August BID Board meeting. As discussed previously, Definitely De Pere will continue to focus on the key metrics of success and provide comparisons with other downtowns throughout the state, as well as nationwide. Tina then moved on to provide some highlights from 2017, including an update of inventory of businesses and properties within the downtown, drafted business development tools, and completed a marketing video. She noted that the launch of the video has been put on hold for now, pending the City of De Pere's visioning and branding initiative. Other highlights of 2017 include the $100,000 grant which was received for a public art project, $150,000 for streetscape improvements, and the development of design guidelines. She also reported that several events were promoted this year, including the farmer's market, soup walk, downtown

trick or treating, spring and fall fashion shows, and a refresh of the Definitely De Pere website. Moving on to plans for 2018, Tina reported that Definitely De Pere is launching a recruitment program, looking to provide more educational programs to local businesses, helping to facilitate more grant programs, such as facade grants, and beautification plans to expand the existing projects (flowerbeds, hanging baskets) and to extend it so it's year-round. Other plans for 2018 include continuing to grow existing events and add new events, promote weekly series events, develop a marquee event, and investing more resources into marketing. Definitely De Pere is also excited to work on the James Street streetscape project with the City. Larry Delo added that he is anticipating more streetscape projects to occur throughout the City, not just in the downtown. Larry then asked if there are any plans regarding housing analysis within the downtown. Economic Development & Planning Director Kim Flom replied that she, along with Rich Starry, are both on the committee which is focusing on increasing housing in the downtown, with an initiative to compile a database of the existing housing in the downtown and surrounding neighborhoods. The goal of this database is to provide people with a resource of available housing in the City. She added that this would be both a cataloguing tool as well as a tool to promote available housing. Tina Quigley added that Definitely De Pere conducted a housing survey, looking at demand. Larry Delo added that we need to make sure that the City is providing housing options for all income levels, not just high-end housing options. Tom Gavic agreed with this comment and added that Definitely De Pere and the BID should promote an awareness of redevelopment in the downtown. Tina Quigley moved on to the 2018 budget for Definitely De Pere. She stated that the budget had a 187% increase over the past year and explained that the public art grant of $100,000 was a major contributor of this increase. She added that Definitely De Pere is starting to develop some private income sources and there was a 40% increase in event income. Definitely De Pere plans to add a full-time staff position in 2018 to support these programs. Tom Gavic asked Tina if she sees the public grant money as a one time thing or if Definitely De Pere plans on pursuing other grants. Tina replied that Definitely De Pere does plan on pursuing other grants in the future. Larry Delo asked if the Definitely De Pere board passed a policy to keep $100,000 in reserve funds. Tina replied no, but the board is discussing this option as a possibility. Larry then asked if there is a subcommittee that solicits funds. Tina replied that there is not a a subcommittee and that all funds have been event driven and through sponsorships. Larry mentioned that private fundraising activities have worked well for other communities, such as Green Bay. Larry Delo moved, seconded by Rich Starry, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT: DISCUSSED

5. Review of Definitely De Pere Audit.

   Economic Development & Planning Director Kim Flom noted that the audit is not final, but she doesn't anticipate that there will be any changes. There were no questions on the audit. Brent Felchlin moved, seconded by Rich Starry, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT: DISCUSSED

6. Review and Action on the 2018 De Pere Business Improvement District Operating Plan.

   Economic Development & Planning Director Kim Flom reviewed the 2018 BID Operating Plan, stating that it is the guiding document that hires Definitely De Pere. She stated that there was a decline of $5 million in the assessed value in the BID, which did

not significantly change the amount that will be paid to Definitely De Pere. Similar to last year, $1000 will go to the City for administrative costs related to the BID. Kim outlined the four key performance metrics, which are:
1. Align with the Downtown Master Plan.
2. Commercial Facilitation.
3. Growth and value of the private property in the district.
4. Occupancy rates and business inventory.

She explained that the BID will continue to report on these performance measures in 2017 and will also do a complete analysis of these in 2018. Larry Delo asked if there have been any complaints from businesses about the activities that the BID has been funding. Neither Kim nor Tina have received any complaints. Tom Gavic asked about the business walk which took place on September 26th. Kim reported that thirty-two people volunteered their time and visited over 100 businesses, many in the downtown. She reported that she did not hear any negative comments regarding the BID or assessment values. Larry Delo moved, seconded by Brent Felchlin, to approve the operating plan. Upon vote, motion carried unanimously.

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

7. Update on the City of De Pere Strategic Visioning and Branding Initiative.

Economic Development and Planning Director Kim Flom provided an update on the City's visioning and branding initiative. She reported that the consultant has been hired and a kick-off meeting was held on October 3rd. The fourteen member steering committee includes elected officials, school teachers, residents, and members of Definitely De Pere. The project should wrap up in May or June of 2018. She noted that there will be several opportunities to provide both internal and external feedback. Tom Gavic stated how important it is for this project to be integrated with the Definitely De Pere programs. Kim noted that Tina Quigley is a member of the steering committee. Tom Gavic asked if any representatives within the BID are on the steering committee. Kim replied no, but the consultant is planning on conducting 21 interviews and members of the BID are included in this group of people who will be interviewed. She added that there will be ample opportunities to participate in the project and the steering committee is only one of those ways.

RESULT:	**DISCUSSED**

8. Future Agenda Items.

Tom Gavic asked when the next BID Board meeting will be held. Economic Development & Planning Director Kim Flom stated that the next meeting will be held in 2018, typically in July once the annual report, audit, and assessment numbers are in place. Due to the resignation of board member Lance Abts, a replacement will need to be appointed by the Mayor. Kim reported that the Mayor does not have a replacement in mind, but if anyone in the BID could recommend someone, preferably a business owner in the City.

RESULT:	**DISCUSSED**

Adjournment

Tom Gavic moved, seconded by Brent Filchlin, to adjourn the meeting at 8:48 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker