Business Improvement District Board

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

Regular Meeting

Final Minutes

Friday, October 7, 2016 | 8:00 AM | De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:00 AM by Board Member Tom Gavic

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

Also present: Planning Director Kim Flom and Definitely De Pere Executive Director Tina Quigley.

2. Review of City Report on BID Assessments Collected from 2015 taxes.

Planning Director Kim Flom began the meeting by stating that there were no action items for this meeting as it is more informational. She noted that since the assessment numbers were not available until September, the numbers will not be finalized until after the Board of Review meeting on October 12, 2016. Overall, the BID assessment decreased from $88,085.07 for 2015 to $87,139.13 for 2016. City Administrator Larry Delo stated that the City has switched how assessments are done. They now are done using a market valuation and will be done yearly to better maintain a 100% valuation rate. He explained that assessments should be fairly accurate, as they are based on sales. He also anticipated more commercial properties going up in value over the next few years.

RESULT: NO ACTION

3. Review of City Report on BID Assessments Estimated for tax year 2016 (2017 BID).

Planning Director Kim Flom explained the reasons why the BID assessments decreased in 2016. She stated that while some commercial properties went up, there were quite a few properties that went down. Also, the loss of the MAC Dental site, which was originally included but is now planned as the non-taxable Mulva Center, contributed to the slight decrease. She added that the addition of the 102 N Broadway development when completed would likely add additional income. She explained that each taxable property within the BID is assessed at $1.75 for every $1000 of assessed value of the parcel, with no combined ownership to have an assessment of more than $1950 or less than $275. If a legal entity owns more than one property, they still only owe the maximum of $1950.

RESULT: NO ACTION

4. Discussion of the 2017 BID Plan Development.

Planning Director Kim Flom explained that were not a lot of changes to the operating plan for 2017. She stated that the job of the BID Board members is to decide if the plan is ok as is or if any changes or additions need to be made. She reported that it is a requirement of the state that the BID Board must be independently audited yearly and she is still waiting on cost estimates for the audit. She stated that $1000 is a rough estimate of the cost. City Administrator Larry Delo added that the City uses Schenk & Associates as its auditor. Tom Gavic stated that there are two main areas to review in the 2017 operating plan: proposed activites and the benefit of the BID. Rich Starry stated that he feels that performance measures will be questioned this year from business owners who want to know what their money is going for. According to Rich, the BID took a step back in 2016. A suggestion was made that Tina Quigley, the new Executive Director of Definitely De Pere, reach out to Wisconsin Main Street as to what metrics could be measured, such as occupancy rates, increase in business, and growth of property values. Tina Quigley, the new Executive Director of Definitely De Pere, addressed the board, stating that her number one priority is to build confidence. She stated that her plan is to go though an extensive evaluation of the program and look for feedback both internally and externally through the community. Tom Gavic asked where the key communication should come from - Definitely De Pere or the BID Board. Discussion followed with the agreement that the communication should come primarily from Definitely De Pere and the BID should stay in the background. The board members agreed that there should be an annual summary report outlining success metrics from the BID which should be included with the report from Definitely De Pere. Kim suggested that since Definitely De Pere is in charge, an attachment of the annual report from the chair of the BID along with a cover letter is appropriate to be included. City Administrator Larry Delo questioned whether business owners would read such a report or if it would be better to host a lunch meeting to go over the report. Tina Quigley reported that the Definitely De Pere Annual Meeting will be held on November 7, 2016 at the Broadway Theatre. This event will begin with an hour of social networking followed by a formal presentation with hors d'oeuvres and refreshments. Tina invited the board members to attend this event. Tom Gavic brought up design guidelines and whether Definitely De Pere would be the correct vehicle to enforce those guidelines. Kim stated that generally this would go to Plan Commission for approval and that the zoning code is what dictates what you can build. Discussion followed and it was determined that Definitely De Pere should not be the one to dictate to business owners what can and can't be done as far as design guidelines go. Instead, Definitely De Pere's role should be to educate and assist business owners and give advice, not to be the enforcer of such guidelines. Kim Flom stated that she anticipates an overhaul of the zoning code in the next two years.

RESULT:	NO ACTION

5. Future Agenda Items.

Planning Director Kim Flom reminded the board members that the next BID Board meeting will take place on Friday, October 21, 2016. A letter will be mailed out to all property owners in the BID reminding them of the annual BID meeting. Tom Gavic stated that he will not be able to attend this meeting. Since he is the chair, another board member needed to be nominated to run the October 21 meeting. Dan Van Straten was chosen to act as the chair. Kim mentioned that an agenda item should be added to the next meeting to elect a vice-chair for future meetings.

Adjournment

Tom Gavic motioned, seconded by Lance Abts, to adjourn the meeting at 8:50 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker