Redevelopment Authority

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

Regular Meeting

Final Minutes

Monday, September 25, 2017 6:00 PM De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 6:00 PM by Chairman Ted Penn

Attendee Name	Title	Status	Arrived
Jerry Henrigillis	Board Member	Absent	
Carol Karls	Board Member	Present	
Bill Komsi	Board Member	Present	
Ted Penn	Chairman	Present	
Joe Van Deurzen	Board Member	Present	
Julie Van Van Straten	Vice Chair	Present	

Also present: Economic Development & Planning Director Kim Flom.

2. Approval of the minutes of the August 28, 2017 Redevelopment Authority meeting.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Carol Karls, Board Member
SECONDER:	Joe Van Deurzen, Board Member
AYES:	Karls, Komsi, Penn, Van Deurzen, Van Straten
ABSENT:	Jerry Henrigillis

3. Review Proposed Facade Grant Design Guidelines *

Planning and Economic Development Director Kim Flom provided an overview of the Facade Grant program and its current guidelines. At the request of board members at last month's meeting, staff has provided some ideas for possible additional guidelines to aid in clarification and improve efficiency. Staff is proposing that after the RDA finalizes these updated guidelines, they be forwarded to the Common Council for approval.
After discussion, the group identified the following items:
1) They determined that retroactive applications should not be accepted, because doing so removes the opportunity to provide input and guidance towards historical renovations. They requested that the Main Street Program guidelines adopted by Definitely De Pere and the Common Council be incorporated into the Facade Grant guidelines. Board members would like to encourage increased marketing to property owners in order to eliminate the need for retroactive applications. Discussion followed regarding the need for flexibility in scenarios where a retroactive application may be necessary.
2) Architectural designs that favor historic renovation should be listed as a program objective.
3) Any personal property that could be removed from the building (such as a security system) should be made an ineligible expense.
4) Roof replacement that benefits the look of the overall project should be an eligible expense. Roof replacement should be removed from ineligible expenses.
5) Awnings are eligible expenses as long as they are decorative with no business-specific signage or branding.
6) 25% match to be corrected to 20%.
Carol Karls inquired if the Facade Grant program could be extended to properties outside of the TID. Kim explained that the Facade Grant program is funded by the TID; therefore, only properties within the TID district can apply for the grant. She stated that

the BID Board and Common Council could choose to allocate funds toward the Facade Grant program for buildings that are within the BID District but not located within a TID. Discussion followed regarding the $10,000 cap, using funds for any side of the building, scale of a building requiring a larger cap, etc.
Joe Van Deurzen moved, seconded by Julie Van Straten, to hold the agenda item so that staff can draft updated guidelines including the items listed above, and bring back to the October meeting for review. Upon vote, motion carried unanimously.

RESULT:	**REFERRED BACK TO STAFF [UNANIMOUS]**
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Julie Van Van Straten, Vice Chair
AYES:	Karls, Komsi, Penn, Van Deurzen, Van Straten
ABSENT:	Jerry Henrigillis

4. Review Facade Grant Application for 353 Main Avenue *

Planning and Economic Development Director Kim Flom explained that the application contains two parts: the first is a proposal to remove the existing awning from the front facade and restore the historic transom windows underneath. The applicant has not yet obtained cost estimates, and is simply asking the RDA to approve the concept at this time if board members are interested in the project. The second request is for consideration of retroactive funding for a pergola and hardscaping that has already been completed at the rear of the building. The RDA approved a facade grant for this address in 2015 which included rear facade work, but the pergola was not part of that original proposal. Joe Van Deurzen moved to deny the request for reimbursement for the pergola; the motion failed for lack of a second. Discussion followed and Kim answered questions from the board. Joe Van Deurzen moved, seconded by Ted Penn to approve the concept of the first request regarding the transom windows, requiring the applicant to return to RDA with detailed cost estimates before forwarding the request to Council, and to deny the second request for funding for the pergola. Upon vote, motion carried unanimously.

Adjournment

Joe Van Deurzen moved, seconded by Bill Komsi to adjourn the meeting at 6:57 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker