



Business Improvement District Board

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

Regular Meeting

Final Minutes

Friday, September 21, 2018

8:30 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:30 AM by Vice Chair Rich Starry

Attendee Name	Title	Status	Arrived
Mary Boyd	Board Member	Present	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Chair	Excused	
Angela Patel	Board Member	Excused	
Rich Starry	Vice Chair	Present	

Also present: Development Services Director Kim Flom, Definitely De Pere Executive Director Tina Quigley and members of the public.

- Approval of the minutes of the August 6, 2018 BID Board meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Brent Felchlin, Board Member
AYES:	Mary Boyd, Lawrence M. Delo, Brent Felchlin, Rich Starry
EXCUSED:	Tom Gavic, Angela Patel

- 2017 BID Statement of Taxes

Development Services Director Kim Flom provided the 2017 BID Statement of Taxes as an informational item, confirming the BID assessment from the previous year. Larry Delo moved, seconded by Brent Felchlin, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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- Definitely De Pere 2017 Annual Report and Audit

Definitely De Pere Executive Director Tina Quigley provided a review of the Definitely De Pere 2017 annual report. She reported on several similar-sized communities in the state, as "benchmark" cities and how De Pere compares to them. These cities included Beloit, Marshfield, Watertown, and Wausau. The average number of new housing units among these cities was 6; De Pere had 29, which is due to the opening of the 102 on Broadway development. Tina reported that the average number of new businesses is 1.2; De Pere had -1, since 12 new businesses opened and 13 closed in 2017. She added that so far in 2018, there were 17 new businesses opened, with 3 closed in De Pere, for a net total of 14. The average number of events in the benchmark cities is 34; De Pere had 20. She clarified that all of the benchmark cities were in the same range, with 11-23 events, except for Wausau, which had 103 events. Tina also provided a pie chart showing the breakdown of the business mix for both the state and specifically for De Pere. This data shows that the state and De Pere are similar in the categories of dining and retail, but nightlife of De Pere (6%) was quite below the state average of 13%. De Pere made up for that with a greater percentage in personal services (43%) compared to the state average of

30%. Tina concluded her presentation with a review of 2018 progress and 2019 priorities. There were no questions from the board.

RESULT:	DISCUSSED
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5. Informational - 2018 BID Directory

Development Services Director Kim Flom provided the BID directory, which is created and maintained by the University of Wisconsin Extension, as an informational item. She reported that the statewide average for BID assessments is \$3.27 per \$1000 of assessed value and De Pere is \$1.75. Larry Delo asked how the City compares to neighboring communities. Kim replied that a good comparable is Neenah, because it is of comparable size, has a waterfront, metro, and historic downtown. Neenah's BID assessment is \$2.95. However, Neenah has more larger employers in their downtown compared to De Pere, which only has Tweet Garot and St Norbert College. Larry Delo moved, seconded by Brent Felchlin, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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6. Review 2019 BID Operating Plan *

Development Services Director Kim Flom reviewed the 2019 BID Operating Plan. She stated that the assessment funds will be allocated to Definitely De Pere as the contractor of the BID, with \$1000 going toward the City of De Pere for administrative costs associated with the BID. She noted that the operating plan will be forwarded to the Common Council for final review if approved by the BID Board. Kim outlined the proposed changes and amendments to the Operating Plan as follows:

- Updating the financial review annually at the BID Board's strategic planning meeting
- Updating Appendix D to reflect State Statute language
- An annual financial audit of the BID is no longer required; instead an annual review of the financial statement is permitted.
- The Plan Objectives and Activities section has been updated to reflect current work and recent planning projects, such as the Visioning & Branding initiative and the Cultural District Master Plan. A new section has also been added that identifies priority projects for 2019.

Development Services Director Kim Flom noted that the plan itself proposes no changes in the assessment process, but since there was some discussion on this topic at the last BID meeting, she did include a few different funding alternatives as examples. Larry Delo asked if business owners have been surveyed or has the City been given any feedback regarding how business owners feel about what is being done with the BID money or by Definitely De Pere. Kim replied that the City has not conducted any surveys asking that specifically, but it is something that can be looked into doing in the future. Brent Felchlin asked why a change in the assessment process hasn't been proposed. Kim replied that staff has not heard that there is a dire need for additional funding in the BID, from either business owners or the BID Board. She added that if the BID Board proposed a change to the assessment method, the Operating Plan would require an amendment. Additionally, BID member notification, a public hearing and Common Council approval would be required. Brent Felchlin moved, seconded by Mary Boyd, to approve the 2019 BID Operating Plan. Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Brent Felchlin, Board Member
SECONDER:	Mary Boyd, Board Member
AYES:	Mary Boyd, Lawrence M. Delo, Brent Felchlin, Rich Starry
EXCUSED:	Tom Gavic, Angela Patel

7. Future Agenda Items.

Development Services Director noted that she would work on developing a survey to business owners regarding how the BID is doing. Larry Delo complimented Definitely De Pere on an excellent job.

RESULT:	DISCUSSED
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Adjournment

Rich Starry moved, seconded by Larry Delo, to adjourn the meeting at 9:04 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kimberly Flom