



# Business Improvement District Board

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

## Regular Meeting

### Final Minutes

Friday, September 20, 2019

9:00 AM

#### Call to Order

The meeting was called to order at 9:00 AM by Chair Tom Gavic

Attendee Name	Title	Status	Arrived
Mary Boyd	Board Member	Absent	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Absent	
Tom Gavic	Chair	Present	
Paul Olejniczak	Board Member	Present	
Angela Patel	Board Member	Present	
Rich Starry	Vice Chair/Treasurer	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 5, 2019 Business Improvement District Board meeting.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Lawrence M. Delo, City Administrator
<b>SECONDER:</b>	Rich Starry, Vice Chair/Treasurer
<b>AYES:</b>	Delo, Gavic, Olejniczak, Patel, Starry
<b>ABSENT:</b>	Mary Boyd, Brent Felchlin

- Review Definitely De Pere 2018 Annual Report and Financial Statement.

Definitely De Pere Executive Director Tina Quigley reviewed the final version of the 2018 annual report, which contains additional benchmark numbers from the Main Street program. This includes more detail on items such as event attendance, public and private investments, and changes in occupancy. Tina reviewed the 2018 vs 2017 income and expense comparisons provided in the agenda packet, and reported that event income continues to grow. She would like to diversify and see BID funds shrink as a source of funding. Tina noted that personnel expenses increased because the part time position is now full time, and that the average for Main Street programs is three full time employees. Larry Delo asked for a description on where promotions dollars are being spent. Tina explained that each individual event and program has its own marketing budget; there is also some general paid advertising for publications like the Green Bay area visitors guide. Tom Gavic inquired about the facade grant program and its financial stability with the change to a 1:1 match. Development Services Director Kim Flom explained that the program is maxed out for 2019; any requests received now would be slated for 2020. She reported that two applications are going to the Redevelopment Authority meeting next Monday, and will be contingent on 2020 funding. Tina reviewed the City's comparison to the benchmark data of other municipalities. She noted that board members had requested data from the City of Neenah, but it is not a Main Street program. De Pere is above average in two categories: number of events, and net new businesses. Kim reported that the focus looking ahead will be to develop a business recruitment and retention program, the geofencing initiative, and a physical audit of the condition of downtown buildings (with assistance from a specialist at the Wisconsin Main Street

program). Tina announced that three local businesses were honored with a 2018 Wisconsin Main Street award: best new business - Aunt Ethels; best interior renovation - The Exchange; and best facade - Luna. Tina also reported that Definitely De Pere will be soliciting nominations for an available position on the board of directors. Discussion followed regarding the pursuit of more corporate sponsorships for events.

4. Review 2019 BID Survey Results.

Development Services Director Kim Flom reported that Definitely De Pere received 29 responses out of more than 100 property owners in the BID. BID member Bridget O'Connor asked how information is being collected from business owners versus property owners. Definitely De Pere Executive Director Tina Quigley replied that a survey of business owners was done last December and they plan to do another. She confirmed that both types of feedback are shared with the BID Board. Tom Gavic stated that he feels it is important to follow through on one idea submitted in the survey - facilitating more property owner input and interaction. He volunteered himself and fellow board member Rich Starry to work on getting building owners together at least a couple of times a year. BID member Bridget O'Connor requested Definitely De Pere's help with issues such as street cleanliness and smoking in public rights of way. Tom noted that another area for improvement is in connecting with other BID districts and Main Street communities.

5. BID Board Membership Public Comments.

BID member Bridget O'Connor stated that she would like to publicly thank Definitely De Pere, and that she is very pleased in general with the enhancements being made. She strongly encouraged more engagement with business and property owners to influence the development of public policy and City ordinances. She suggested several ideas to improve cleanliness and safety in the downtown. Bridget would like to work collectively to ensure that public nuisances associated with the late night crowds of taverns and entertainment venues aren't happening. She feels that it has gotten a lot better but is still an issue. She also would like to see BID investment reduced over time as Definitely De Pere increases other forms of funding; she stated that putting more burden on property owners would be troubling.

6. Consideration and possible action regarding the 2020 BID Operating Plan. \*

Development Services Director Kim Flom reported that there are no major changes to the 2020 BID Operating Plan. The overall objectives and performance metrics have not changed per BID Board directive. Staff recommends approval of the plan; if the Board votes today to recommend approval, it will be forwarded to Common Council. Kim noted that there is no change to the assessment method in this plan. BID Board members had asked the City and Definitely De Pere to explore a possible increase; the plan is to engage in public outreach in 2020 and to review the proposal in more detail then. Discussion followed regarding future assessment plans and the option for including services such as litter and/or snow removal. BID member Bridget O'Connor asked how survey responses are incorporated into the operating plan. Definitely De Pere Executive Director Tina Quigley explained that because the survey was sent four weeks ago, staff will continue to collect feedback, and utilize for next year's operating plan. Kim emphasized that the BID operating plan is a guideline, and even if feedback is not formally included in that plan, it will still be addressed.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Rich Starry, Vice Chair/Treasurer
<b>SECONDER:</b>	Paul Olejniczak, Board Member
<b>AYES:</b>	Delo, Gavic, Olejniczak, Patel, Starry
<b>ABSENT:</b>	Mary Boyd, Brent Felchlin

7. Informational - Parklet/Pedlet Draft Policy.

Development Services Director Kim Flom explained that this draft came out of conversations at Board of Public Works and Council related to the proposed Main Av bumpout project. Council members encouraged staff to explore the creation of a parklet and pedlet policy. The draft has been shared for public comment and review; the deadline to provide feedback is October 1st. Staff will filter these comments and then bring to Board of Public Works, and then ultimately to Council for consideration. Kim noted that there will also be an opportunity to provide input at these meetings. If approved, staff anticipates a program start date of January 2020. Discussion followed regarding review of the pilot program and adjustments, and Kim answered Board members' questions. Larry Delo stated that the City is aware that there are concerns about alcohol sales, and that will have to be vetted as part of this process as well. Toni Minor, representing BID stakeholder Walgreens (East), stated that parking is always a concern, and losing an additional stall or two would be even more of an issue. She asked if there are any plans in the works for alternative parking. Kim stated that there is a proposal for additional parking behind the Kress Library, and the potential to add a few additional stalls by Ahlstrom Munksjo. These proposals are in the conceptual phase and would not be implemented for 2020. Larry Delo stated that, while not in the budget yet, the City is considering the development of a strategic plan for parking in the entire downtown. He does not know if Council will agree to do this next year or not; however there is a need to do something more aggressive and comprehensive. He pointed out that it is also an education process, for example a lot of business owners park directly in front of their business. Angela Patel stated that this is an important concern, because lack of parking loses business. Larry said lack of parking is also a perception issue. BID member Bridget O'Connor countered that if the perception issue prevents property owners from getting tenants, then it is a problem. Larry pointed out that the City will never be able to make everyone happy with parking, noting that business owners have different interests, for example can't agree on two vs three hour parking. Tom Gavic asked if there is an opportunity to address nuisance issues with this draft policy - for example could smoking be prohibited in the parklets. Kim replied that staff can certainly including something like that in the draft. However, if the concern is more about smoking in general rights-of-way, that would be better addressed by City ordinance. Larry Delo stated that when buildings became smoke free several years ago, the Council at that time decided not to prohibit smoking in public; this could however be revisited. BID member Bridget O'Connor read a statement from a fellow business owner, Mary Alexis Manning, who could not be in attendance. Her statement indicated that the most successful downtowns she has visited around the country provide clear signage, a focus on cleanliness, connection to trails, plenty of defined parking, historic renovation, and infills that are not taller than historic buildings. She noted that they have not seen one parklet or pedlet during their travels. Mary Alexis would like to see more BID funds devoted to cleanliness, parking, and signage. Bridget said that she is a huge fan of public gathering areas, public art and enhancing the downtown. She feels that this policy would negatively impact parking and safety, given that Main Av is a state highway. She

encouraged the City to proceed cautiously and start out with a more restrictive policy, because it is difficult to pull back and take away something after it has been implemented. She asked how this great idea can be taken and applied in different locations and spaces such as alleyways, side streets, back entrances, empty lots, etc. rather than on a state highway.

#### Adjournment

Larry Delo moved, seconded by Rich Starry to adjourn the meeting at 10:25 AM. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker