

(Approved)

**REDEVELOPMENT AUTHORITY COMMISSION
Minutes**

February 12, 2015

Brillion City Hall

6:00 PM

CALL TO ORDER: Chairperson Laura Bonnet called the meeting to order at 6:05 pm.

ROLL CALL: Present were Kim Buboltz, Laura Bonnet, Alderperson Mel Edinger, Rebecca Flanders, Beth Wenzel, and Community Dev. Director/RDA Coordinator Cheryl Welch.

APPROVAL OF THE AGENDA:

Motion - Edinger moved to approve the agenda. Seconded by Buboltz. Motion carried unanimously.

APPROVAL OF THE DECEMBER 11, 2014 MINUTES:

Motion –Buboltz moved to approve the January 15, 2015 and February 4, 2015 minutes. Seconded by Edinger. Motion carried unanimously.

GUESTS:

No guests present.

REPORTS OF OFFICERS:

Chairman:

No report.

Treasurer:

No report.

Secretary/Community Development Director:

Welch provided an update on vacant buildings and possible interest in certain buildings. Welch also reported on responses that have come from the public in regards to the January newspaper article related to the January City Council meeting and the cost of baskets. Tom Kees, Brad Grant, and John School are providing a \$500 donation to help with the Hanging Basket project, as well as another family has stepped forward to sponsor a basket that was not a sponsor last year. Welch reported out on her presentation to the Optimist Club on February 5th and sharing the RDA's planning for the downtown and developing a possible theme around recreation. The Optimist members showed support for the concept.

Welch reported that Mayor Deiter and Lori Gosz would like to have the City Council members, the RDA members, Plan Commission members, and Chamber of Commerce meet to further develop the strategic plan for the City. The date for the meeting will be March 9th at 6:30 pm following the Council of the Whole meeting. The planning will go from 6:30 to 8:00 p.m.

OLD BUSINESS:

A. 2015 Hanging Basket Project:

Welch provided an update on sponsors. The eight new baskets arrived and were delivered to Schroth's. The planting is expected to begin the first of March at the latest. Schroth will try to find brighter colors for this year's planting but will stay in the same price range and type of flower.

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Welch will take an inventory and fresh pictures of the poles to determine how and where the new baskets should be placed. Welch reported she contacted Dale Nies to let him know that there are the additional baskets purchased so will need less flower boxes going toward Hwy 10. Welch will confirm with the Lions which poles will be used once the RDA finalizes their decision.

B. Flags for Main Street Light Poles:

The RDA reviewed some flagpole replacement possibilities for Main Street. The members would like to help the Lions with getting flagpoles that are more flexible and can tolerate the weather issues during the summer. The Lions are replacing the wooden poles and flags at a rate of five to ten per year. The RDA would like to have the flags out from Memorial Day to Labor Day so want to work with the Lions to accomplish this. The RDA members would prefer a black pole that gives more a rod iron appearance and asked Welch to check into the possibility. They also asked Welch to check on costs for 40 poles and to see if the company would provide a sample. The pole needs to be 6'x 1" to fit the existing brackets. Welch reported that she and Haberland have not been able to connect but she will follow up with him in the next week. It was suggested to consider having a project of "sponsoring a light pole" that covers the cost for the flags, flag poles, and plants annually. This will be further discussed in future meetings.

C. Fall Fest 2015 – Event Follow-up:

Welch informed the group that the Naturalist, Jennifer "Louie" Kolberg had planned to attend the the RDA meeting but had a conflict. Louie would like to attend the RDA meetings in the future for the planning on the Fall Festival so the Nature Center and the RDA can better align their planning. October 17, 2015 is when the Fall Festival is scheduled. Bonnet said that future RDA meetings will have focused planning on the event to ensure all preparations are completed on time. The RDA talked about other events that they may do with the Nature Center such as a trail 5K run, but during the Fall Festival was not considered a good time to do a run. This topic will remain on the monthly agendas.

D. Downtown Development Planning:

Welch reminded the RDA members of the March 9 joint meeting with the City Council, Plan Commission, and Chamber members. The discussion incurred around the theme of recreation and trying to find out more about the trails that come into Brillion, further identifying the assets of the lakes, and other events in the area that could be tied into the recreational theme. The members reviewed some of the activities in the Calumet County 2015 Visitors Guide. More planning will develop around the recreational theme.

Discussion of the downtown buildings pursued. Welch informed the members of the existing empty buildings and future building vacancies that may occur related to the Bank Mutual decision to leave the community and Endries moving to an office on Hwy 10.

NEW BUSINESS:

A. Clarification of TID #2 Boudaries:

RDA was provided a handout showing the boundaries of the TID #2.

B. Monthly or Quarterly Events Downtown:

Welch reminded the group that in the planning process there had been some discussion about trying to do a monthly or quarterly event downtown. The RDA members listed a few events that will go on

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in Brillion including Art in the Prairie in August, Nature Center events, the Summer Farmer's Market, the Brillion Fest, and others that we may be able to get stores to stay open longer for visitors to Brillion. The RDA will continue to develop strategies around using already scheduled events and creating additional events to bring traffic downtown. Flanders is attending an art event in Fond du Lac on February 20th and will share additional insight on doing such a project in Brillion. Flanders and Welch will be working on identifying trails around Brillion and how the marketing of them may bring people into the community.

C. RDA's Roles and Responsibilities:

RDA discussed how they can align with the City Council as they develop their identity and authority that is provided through State Statute and City Code. It is important to develop strategies to raise funds for downtown projects and to ensure the funds do not become a general fund in the city coffers. It is also important to have the relationship and budget support of the City as the RDA is working on projects such as the Hanging Baskets till additional revenues can be defined. This will allow the City to free up budget lines that may be used for other projects. Welch stated she will be checking with other RDAs to see how they address they align with their cities to have the best outcomes for their purpose. She will report back.

FUTURE AGENDA ITEMS AND NEXT MEETING DATES:

A. March Meeting Dates:

The Special Planning Meeting with the Plan Commission, City Council, and Chamber will be March 9, 2015 at 6:30 p.m. at the Brillion Community Center. The next regularly scheduled meeting is March 19, 2015 at 6:00 PM at City Hall.

Agenda items to be included are: Fall Fest 2015, Flags for Main Street, 2015 Hanging Basket Project, Community Planning Follow-Up, and Downtown Development and Connecting with Highway 10.

ADJOURNMENT:

Motion – Edinger moved to adjourn the meeting. Seconded by Bonnet. Motion carried unanimously. The meeting was adjourned at 7:45 PM.

*Cheryl Welch
Community Development Director/RDA Coordinator*