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REDEVELOPMENT AUTHORITY COMMISSION
Minutes

April 8, 2014

Brillion City Hall

6:00 PM

CALL TO ORDER: Chairperson Laura Bonnet called the meeting to order at 6:03 P.M.

ROLL CALL: Present were, Kim Buboltz, Ralph Rice, Laura Bonnet, Alderperson Mel Edinger, and Community Development Director/Redevelopment Coordinator Justin Linzmeier. There are two vacancies. Absent were Gaylord Unbehaun, Administrator Clerk-Treasurer Lori Gosz and Mayor Gary Deiter.

APPROVAL OF THE AGENDA:

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

APPROVAL OF THE March 6th, 2013 MINUTES:

Motion – Buboltz moved to approve the minutes of the March 6th, 2014 Redevelopment Authority Commission meeting minutes. Seconded by Edinger. Motion carried.

GUESTS:

None

REPORTS OF OFFICERS:

Chairman:

Chairperson Bonnet had no report for the committee.

Treasurer:

RDA treasurer Kim Buboltz reported that the only change in the funds from last month was the additional deposit for the Adopt-a-Basket. Council member Edinger asked how much of the \$50.00 donation covered the cost of planting the flowers. Secretary Linzmeier said he did not have the exact cost with him but thought it was somewhere around \$60.00 dollars a flower and will verify that for next month.

Secretary/Community Development Director:

Linzmeier updated the committee on the following events from City Hall.

- The Adopt-A-Flower program continues to be successful; so far 18 out of the 24 baskets have been adopted. That only leaves 6 left and Linzmeier is still waiting to hear back about a couple more inquires. He updated that they should be hung around the end of May in time for Memorial Day. Edinger was concerned that the weather may be too cold since it still did not warm up yet. Chairperson Bonnet suggested waiting to see what the weather conditions are like prior to hanging the baskets.
- Linzmeier updated that Tapco Sign Inc. contacted him that the brackets they ordered for hanging the signs were backordered and they no longer carry them. Tapco will upgrade the brackets we ordered to the medium size and will keep the price the same. The brackets should be here in a few weeks.
- Linzmeier had spoken with representatives from the Farmers Market this month. He invited them to the meeting to discuss their plans for the Farmers Market this spring. They will attend an upcoming RDA meeting. Linzmeier also explained that he spoke to them about the improvement to

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the two seating areas and they were excited. In the future they would like some sort of electrical source available if possible.

UNFINISHED BUSINESS:

A. Fall Fest 2014

The Fall Fest discussion began with Linzmeier recapping that they can book buses to shuttle people back and forth from downtown to the Pumpkin Walk October 18th. Linzmeier asked Edinger if they could use the Ariens Garden as the meeting place where the busses would pick up and drop off people, due to its central location in the Downtown district and parking lots available nearby. Edinger will check, he stated he did not think it would be a problem. Edinger asked when and how the RDA would advertise for the shuttle service? Buboltz suggested that they could place a banner on the Calumet County Bank property at the corner of Jackson and Main prior to the event. They can also advertise on the Nature Centers website, Cities website, Facebook pages, the Library sign, cable television channel, in the newspaper, in the Cities and Nature Centers newsletters, and maybe with the school prior to the event.

Rice suggested breaking it down and making a flyer to place all the information on. He suggested a flyer with voting information for the light pole displays, ballots, and the advertisements for the incentives each business would have that evening. That way they can hand out the flyers to everyone who rides the shuttle. Bonnet added the RDA should know what each business is planning on advertising for or what special promotion they will have by June. That way they can piece all the information together. Bonnet suggested printing the material by July so they start advertising by early August.

Rice asked how the RDA would cover the cost for printing the flyers and ballots. He suggested selling advertising space on the flyer for \$25 to cover the costs of the printing. Edinger asked what the businesses would advertise for on the spaces? Buboltz suggested leaving it up to the business owner; she gave the example that if it were a hair salon they could advertise for anything from signing up a free hair cut or a chance to win a basket with hair care products in. The businesses would have to be creative to lure individuals into their store.

Bonnet then brought up the pole decoration contest and asked how the poles would be awarded to business or social clubs interested in decorating? Linzmeier said he would assign the poles to whoever was interesting decorating. He would label the poles and assign them on a first come first serve basis. He would restrict it to only the poles in the Downtown District and see how it grows. Rice added that they could add a pumpkin with the pole number's on next to each display so voters would know which pole to vote for.

The goal would be to have the people walk up and down the sidewalk, vote for the best display, and stop at all the businesses that are open. A discussion followed on where they would vote? It was mentioned to have a ballot box in each business that was open, that way people could stop anywhere to vote. Edinger also mentioned that he would look into having the Ariens Museum open, and individuals could drop off the ballots there as well.

Bonnet asked what type of prize would be awarded for the winner of the pole decoration contest. Buboltz suggested Chamber Bucks so it would be good for the business. Rice also asked how the RDA would make a profit to fund more downtown activities and projects. Buboltz suggest selling raffle tickets and having some type of a 50/50 raffle. Edinger asked if they would then need a raffle

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license? Buboltz suggested possibly partnering with the Fire Department or another club who does have a raffle licenses and then splitting the profit? For next month Rice is creating a template for the flyer with a ballot. Linzmeier will create a list of rules for the pole decoration contest. He will also continue to talk with business about the event for their support and ask the Fire Department if they would be interested in the raffle.

B. Business Incubator

Linzmeier updated that talks with Ripon College had stalled after not hearing a response from them in the past month. He suggests tabling the incubator plans for right now and revisiting it again this fall to see if they will still perform a feasibility study.

C. RDA Committee Vacancy

Linzmeier updated that alderperson Carrie Wenzel informed him Cari Kerpline is interested in joining the RDA. Linzmeier will contact her about joining the RDA by next month. Linzmeier also stated he had past conversations with Beth Wenzel about joining the RDA and she was interested however she had a prior engagement on the first Thursday of each month. Linzmeier asked the RDA members if anyone had issue with moving the RDA meeting time to the second Thursday of each month contingent if Ms. Wenzel would join. No one voiced a concern over the issue.

D. Main Street Focal Point Maintenance

Linzmeier updated the committee that Ms. Babic the High School Horticulture teacher contacted him and they will perform the spring maintenance on the Main Street flower beds again. She has bookmarked the week of May 12th to start the project, that way it will be complete by Memorial Day. Last year the RDA gave donations to the class for their time spend on the project. Edinger said last year they donated \$100.00 dollars in chamber bucks to the class and felt the RDA should do that again this year. Linzmeier also added that there is a bare spot in the flower bed by the Library and they could possibly add a flower to that area. Linzmeier will get a quote for a Day Lilly to add to that area.

NEW BUSINESS:

A. Main Street Walking Tour:

Linzmeier suggested that it might be a good idea for the RDA members to walk the sidewalks of the RDA District again to discuss possible projects and ideas from the 2006 District Improvement Plan. Bonnet mentioned that they had done it in the past and they took several notes for the letters that went out to property owners on Main Street. Buboltz added that it was helpful however the letters were generic and some property owners were offended by the letters. Rice suggested walking the district one night during an RDA meeting in the summer to discuss topics from the District Improvement Plan and possible future projects.

FUTURE AGENDA ITEMS AND NEXT MEETING DATES:

A. Thursday, May 8th, 2014 at 6:00 PM.

ADJOURNMENT:

Motion – Bonnet moved to adjourn the meeting. Seconded by Rice. Motion carried unanimously. The meeting was adjourned at 7:51 PM.

Justin Linzmeier
Secretary of the Redevelopment Authority Commission