

(Approved)

**REDEVELOPMENT AUTHORITY COMMISSION
Minutes**

August 12, 2014

Brillion City Hall

6:00 PM

CALL TO ORDER: Chairperson Laura Bonnet called the meeting to order at 6:01 pm.

ROLL CALL: Present were, Kim Buboltz, Ralph Rice (6:04), Laura Bonnet, Beth Wenzel, Alderperson Mel Edinger, and Administrator/Clerk-Treasurer Lori Gosz. Excused were Cari Krepline and Mayor Gary Deiter. There is one vacancy.

APPROVAL OF THE AGENDA:

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

APPROVAL OF THE JULY 29, 2014 MINUTES:

Motion – Buboltz moved to approve the minutes of the July 29, 2014 Redevelopment Authority Commission Meeting minutes. Seconded by Edinger. Motion carried unanimously.

GUESTS:

None

REPORTS OF OFFICERS:

Chairman:

Chairperson Bonnet had no report for the Commission.

Treasurer:

There was no treasurer report this month.

Secretary/Community Development Director:

Community Development Director/Redevelopment Coordinator Position:

Administrator Gosz explained the Plan Commission recommended to City Council to fill the current part-time Community Development Director/Redevelopment Coordinator position soon, to not lose the momentum of the last two Directors. She stated that the Committee of the Whole did recommend to City Council to advertise to hire a part-time Community Development Director/Redevelopment Coordinator.

Gosz explained she has suggested to the Committee of the Whole the idea of creating an Economic Development Corporation (EDC). She gave an example of the City of Amery Economic Development Corporation which is a non-profit business development organization (501.c6) separate from the local government. She explained New Holstein also has an Economic Development Corporation. She stated in both these communities the Community Development Director is hired and paid by the EDC, not the local government.

Gosz suggested by creating an EDC it would allow for more opportunities to market, promote and expand economic development City wide including the downtown area. She suggested that the RDA could spearhead this effort.

(Approved)

Edinger suggested that RDA members take time to visit the Amery Economic Development Corporation website to get a better understanding of how this might work for Brillion. Wenzel and Rice commented that while the recent downtown street scaping projects that the RDA has done are nice, they would like to see bigger project opportunities for redevelopment. Edinger suggested that an EDC might be the tool needed for endowment funding for bigger projects. It was suggested that local industries and foundations might support this.

Gosz explained she contacted the communities of Chilton, Kiel, New Holstein, Omro, Algoma, and Kewaunee to see if they have a Community Development Director and if not how they fill the role of economic development needs. She explained Omro has a Director paid by the City of Omro with the main focus of marketing their community. She stated the other communities that do not have a Director and respond to economic development on an as needed basis, and admittedly are not proactive at marketing and promoting. Gosz stress the importance of marketing and promoting Brillion. Rice suggested the idea of sharing a part-time Community Development Director with another community. Wenzel suggested hiring a marketing firm.

Gosz will contact New Holstein and Amery EDC's to obtain more information on how to create an EDC. She explained the intent is for the Council to hire a part-time Community Development Director/Redevelopment Director for the time being.

UNFINISHED BUSINESS:

A. Fall Fest 2014:

Bonnet reviewed the list of businesses that have shown interest in advertising for the Fall Fest flyer. She explained that no money has been collected from these businesses and a follow up with the businesses is necessary. Wenzel offered to get pricing on cost of the flyer.

The Committee reviewed the sample press release for the event. Wenzel will take care of finalizing the press release and will have it published in the newspaper.

Discussion followed on local businesses that might want to set up for the event. Wenzel offered to contact several local businesses to see if there are interested.

Signage for the downtown and at the Brillion Nature Center was suggested.

Bonnet offered to create a check list of items to be completed for the event, which she will e-mail out to the Committee. Buboltz and Rice offered to follow up with the businesses for advertising on the flyer.

(Edinger left the meeting at 6:49 pm)

At the September meeting the RDA will discuss parking, directional signs and voting location.

B. Flags for Main Street Light Poles:

Tabled.

NEW BUSINESS:

A. 2014 Adopt-A-Flower Program Follow Up:

(Approved)

Gosz stated that Linzmeier had prepared a thank you ad for the 2014 Adopt-A-Flower Program. The RDA reviewed the ad. Wenzel will work with the newspaper to include the ad as a press release.

FUTURE AGENDA ITEMS AND NEXT MEETING DATES:

A. September Meeting Date:

The next meeting is scheduled for Thursday, September 11, 2014 at 6:00 PM at City Hall.

ADJOURNMENT:

Motion – Wenzel moved to adjourn the meeting. Seconded by Buboltz. Motion carried unanimously. The meeting was adjourned at 7:06 PM.

*Lori Gosz
Administrator/Clerk-Treasurer*