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REDEVELOPMENT AUTHORITY COMMISSION
Minutes

March 19, 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, Jerome Popp, Alderperson Mel Edinger, and Community Dev. Director/RDA Coordinator Cheryl Welch. Absent: Rebecca Flanders, Ralph Rice, and Beth Wenzel.

Approval of the Agenda:

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

Approval of Minutes:

Motion –Buboltz moved to approve the February 12, 2015 minutes. Seconded by Edinger. Motion carried unanimously.

GUESTS:

Jennifer (Louie) Kolberg (Naturalist from Brillion Nature Center) joined the meeting at approximately 6:50 pm.

Reports of Officers:

Chairman:

Chairman Bonnet announced that she will be stepping down from the RDA in May due to family commitments and possible move closer to her work. She stated she enjoyed being on the RDA and wished the RDA luck with future planning and work. The members let her know she would be missed and that she has been a valuable asset to the RDA.

Treasurer:

No report.

Secretary/Community Development Director:

Welch reported that she and Lori Gosz had met with Steve Klessig from Keller to gather any thoughts he might have on how we could engage developers in the downtown efforts. Welch also provided the report from the group planning process that occurred on March 9, 2015 and how in future planning there will be a narrowing of focus and development of priorities for moving forward with the city planning. Welch also stated that given Bonnet's news of stepping down she will proceed to find a replacement for the RDA.

Old Business:

A. 2015 Hanging Basket Project:

Welch provided an update on sponsors. The members reviewed pictures of the light poles from downtown to Highway 10 intersection to determine where the additional eight baskets will be hung. It was determined that there will be one basket per pole beginning where last year's baskets left off going toward Hwy 10 up to poles #1 and #40. These poles are on the corners of Main and Hwy 10 and will not have hanging flowers this year. The RDA requested Welch contact the Lions and have

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them remove the flower boxes. Welch is also to notify DPW and let them know they can hang the brackets on the eight new poles. The brackets were donated by Ariens and are presently in storage.

This item will continue to be on the monthly agenda.

B. Flags for Main Street Light Poles:

(No Action Taken at this time.)

The RDA evaluated the sample brushed aluminum “no-furl” flag pole Welch had received from the vendor. Welch told the group that DPW staff had tested the flag in the brackets on the light pole and there is a little space (1/14 inch), but the RDA members believe a rubber or plastic sleeve on the tip will allow the poles to fit properly without space. Direction was given to Welch to contact the vendor to see if there were some cities using the pole that we could ask questions of, such as how they hold up in heavy storms, how often they need replaced, and how happy the city was with using this specific pole. Welch was also asked to question how the flags were to be attached to these types of poles. It is present understanding of Welch that the Legion would continue to be responsible for the flags and the RDA would take responsibility for the poles. The RDA would ask DPW to hang the flag poles for Memorial Day and remove them after Labor Day. It was also decided that a few additional poles beyond the 40 needed should be purchased for future needs of replacement which saves cost related to bulk purchase versus individual purchase. The quoted cost for 40 brushed aluminum 6’x1” “never furl” poles is \$15.60 per pole.

This item will continue to be on the monthly agenda until decision is made.

C. Fall Festival 2015 Planning:

Naturalist, Jennifer "Louie" Kolberg arrived in time for this agenda item discussion. Bonnet past out an updated “Fall Festival Planning Guide” a timeline and some “things to do different next year” list (Attachment 1). The group discussed how well the use of the busses worked with transporting people from downtown to the Nature Center. Kolberg stated the busses helped with the spacing of attendees throughout the evening and allowed for a better flow of visitors to walk the pumpkin path and coming into the center. Edinger suggested we start planting seeds of ideas for groups like the Jaycees to consider having some type of food or event at the Fall Festival so we can get more activity downtown for families to enjoy. It was suggested to promote the youth to come in costume and have them go into the stores where they may be given a treat. It will help get parents into the stores. Other considerations are a haunted house, providing creative games, music that is live or over a loud speaker system. The Fall Festival will be introduced in the summer City-Wide Newsletter so business and residents can start considering the opportunities of the Fall Festival.

The RDA and Kolberg also discussed other opportunities of partnering between the RDA and the Nature Center. The Nature Center will be sponsoring a 5 K in August in conjunction with the Art on The Prairie event. This is a time the RDA could sponsor a downtown activity following the event at 3:00 pm. More discussion will be in the future meetings on this opportunity.

This item will continue to be on the monthly agenda

D. Planning Process Update and Discussion:

Discussion occurred around the March 9th planning process and its benefits. The RDA discussed the importance of ensuring that the downtown development and planning stay in the forefront of the overall city-wide planning. In May there will be a tour of vacant buildings in the downtown

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scheduled for interested parties to help the community consider how these buildings can effectively be used by future business owners or interested parties. Welch stated that there is an effort to list all vacant commercial buildings, lots, and available housing to present at the next planning session. The RDA believes there is great opportunity for developing a vibrant downtown. The concept of making Brillion a place of destination for “recreation” is still considered by the RDA to be a viable opportunity. Welch stated that at the next planning meeting we need to gain agreement on this so we can move forward with the planning and marketing around this theme. The RDA wants to proceed with this theme.

This item will continue to be on the monthly agenda

Monthly or Quarterly Events Downtown:

Welch shares an email from Flanders (who could not make the meeting) about what downtown Fond du Lac is doing around a monthly arts event. It was decided to hold on this topic until Flanders was at the meeting and could explain in more detail. There was discussion around trying to find different events that we could consider to be downtown in the summer. It may be possible to ask the different social clubs to sponsor a weekly or bi-weekly event during the summer. This will continue to be discussed on future agendas to further work out strategies.

New Business: None

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 April 6, 2015 at 6:30 p.m. at the Brillion Community Center following the Plan Commission meeting. The next regularly scheduled meeting is April 9, 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

ADJOURNMENT:

Motion – Edinger moved to adjourn the meeting. Seconded by Buboltz. Motion carried unanimously. The meeting was adjourned at 7:50 PM.

*Cheryl Welch
Community Development Director/RDA Coordinator*