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**REDEVELOPMENT AUTHORITY COMMISSION
Minutes**

July 16, 2015

Brillion City Hall

6:00 PM

Call to Order: Chairperson Wenzel called the meeting to order at 6:05 pm.

Roll Call: Present were Kim Buboltz, Rebecca Flanders, Beth Wenzel, Alderperson Mel Edinger, and Community Dev. Director/RDA Coordinator Cheryl Welch. Absent: Ralph Rice, Michael Smith, and Jerome Popp.

Approval of the Agenda:

MOTION - Buboltz moved to approve the agenda with a correction of Item 8.A being changed from July to August. Seconded by Edinger. Motion carried unanimously.

Approval of Minutes:

MOTION –Edinger moved to approve the May 14, 2015 minutes. Seconded by Bubolz. Motion carried unanimously.

GUESTS:

No Guests Present

Reports of Officers:

Chairman:

No report provided.

Treasurer:

Up-to-date budget report presented. Welch noted that there were some 3 bushes purchased that may not be reflected in the expenditures. Other costs for downtown landscaping may also not be in present budget expenditures. Welch will provide a detailed expenditure report for August. Edinger moved to accept the budget as presented. Seconded by Flanders. Motion carried.

Secretary/Community Development Director:

Welch did not provide a report but stated that the information would be provided in the additional agenda items.

Old Business:

A. Planning Process and Next Steps

1. City-Wide Plan Goal for Commercial and Tourism
2. Five-Year RDA Plan

These items were discussed collectively in relationship to the City's Priority to develop the downtown and commercial areas of Brillion. The RDA focused mainly on the Downtown RDA area and reviewed key areas of the Downtown Master Plan developed by the UWM School of Architecture and Urban Planning in May 2009. (See attached form.) Through the discussion and

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defining the next steps the RDA members agreed to each identify 10 key improvements that would benefit the Downtown and present those at the next meeting. The 10 key improvements from each member will be cross-referenced with the agreed upon items to be developed with budget numbers and any identified conflicts with existing City Codes. Chair Wenzel will send a reminder to all RDA members to develop their 10 items for downtown improvement and forward them to Welch prior to the meeting.

The RDA will meet with the Building Inspector to identify which of the City Codes that need to be reviewed or can be updated to allow for any necessary improvements to the downtown area. It was also determined that there will be a Downtown Committee developed represented by all downtown business owners from Hwy 10 to Horn St. to create opportunities to improve the City's Downtown area. It will be done in partnership with the Brillion Chamber of Commerce. The RDA will be recommending improvement costs to the City Budget for 2016.

B. Monthly or Quarterly Events Downtown

1. August Event Following Art in the Prairie
 - a. Welch provided an overview of the response to the possibility for having a "Battle of the Bands" following the Art in the Prairie event. There were a few responses in support but there were not enough responses to develop the activity at this time. However, Welch pointed out that it is something to consider in the Fall or in the future when people are not so busy with summer activities and vacations.
2. Monthly Artist Walk
 - a. Flanders is continuing to work on this opportunity and hopes to launch it in the Fall. Buboltz provided an update that Calumet County Bank, Bakkheia, and Hardware Plus are interested in hosting the event. Flanders will present more details at the next meeting.
3. Additional Opportunities
 - a. It was discussed to consider developing an weekly or monthly music event next summer that would bring the community together as other communities are doing. There does seem to be inquiries by citizens to see if this is a possibility.
 - b. The RDA is open to Public input for some additional considerations.

C. Fall Festival 2015 Planning:

Discussion around the list of activities for the Fall Festival occurred. Requested Welch talk with the Nature Center to see if they are interested in sharing a banner that could be placed in the green space at the Calumet County Bank to remind the public of the October 17th event that will be shared between the RDA's downtown event and the Nature Center's Pumpkin Walk. Welch was asked to contact Louie at the Nature Center and invite her to the next RDA meeting to discuss the plans for the October 17th event. It was requested also for Welch to ensure the event date is on the City website and Facebook page calendars. Wenzel will check on the cost of additional posters and the cost of the signage. There will be information provided in August to the public on the pole decorating contest opportunity. It was determined \$100 in Chamber Bucks will again be awarded to the pole that receives the most votes during the event. In early September businesses will be contacted for advertising in the flyers. The RDA will be asking community groups or Civic groups

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to participate in providing food vending and other activities in the downtown hub to help with the event. It is expected that the Farmer's Market will also take place the day of the event.

This item will continue to be on the monthly agenda

D. Planning Process Update and Discussion:

Welch again reminded the members of the June 1, 2015 planning meeting, stating it is important for the RDA to provide a strong direction for the development of the downtown area and commercial business in Brillion. Welch informed the group that this will be the final city-wide planning meeting from which committees will be formed to do the work in accomplishing the objectives.

This item will continue to be on the monthly agenda

E. Monthly or Quarterly Events Downtown:

August Event Following Art in the Prairie: Welch asked the members to consider a "Battle of the Bands" event the evening of the Nature Center's Art in the Park. There was discussion of using church youth groups for providing food and refreshments as fund raisers at the event. Also it was discussed to charge \$25 per band entry that went back in prize money and for expenses. Welch was asked to put the information about the possible Battle of the Bands on Facebook to see if there was community interest. It was also noted that Potter had their community event of garage sales and baseball tournaments that weekend as well that may cause some additional conflict for people's time and interests.

Monthly Artist Walk: Flanders reported on the process of developing the monthly artist walk. She is expecting to get it off the ground by late Summer or early Fall. She needs help in finding additional business venue locations to help with the success of the monthly event. The event will take place the third Thursday of each month. Members made suggestions of looking at the BCC and the Library as additional locations for artists. This item will continue to be on the agenda.

New Business:

A. Marketing Plan for Brillion

1. Once the Plan for the Downtown is developed with more detail and agreed upon a marketing plan will be created. This may involve some outside consulting or using some local talent to help with the development of the materials that will promote the Downtown and the City of Brillion. This will remain on the agenda for future discussion.

B. Future Meeting Schedule

1. As all members are not present this will be on the next agenda. Due to the work schedule of Mike Smith it was determined the next meeting in August will begin at 6:30. The goal is to find a date that will support the needs of all the RDA members while keeping the RDA on track of a scheduled monthly meeting timeframe.

FUTURE AGENDA ITEMS AND NEXT MEETING DATE (S):

A. August Meeting Dates:

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1. The next meeting will be August 13, 2015 at 6:30 p.m. at City Hall. The agenda items will include the Planning Process, Budget, Artist Walk, Fall Festival, Marketing Strategies, Future Meeting Dates.

ADJOURNMENT:

Motion – Buboltz moved to adjourn the meeting. Seconded by Edinger. Motion carried unanimously. The meeting was adjourned at 7:40 PM.

Cheryl Welch
Community Development Director/RDA Coordinator

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| CITY-WIDE PLAN: PRIORITY | GOAL | OBJECTIVES |
|--|---|--|
| Commercial | To develop the downtown area and highway 10 to support business growth and community activities. | <ul style="list-style-type: none"> • Inventory available buildings and lots. • Fill vacant buildings. • Develop marketing strategy. • Expand hours of operation of businesses on weekends. • Sustain and attract businesses. • Develop adequate parking. |
| DOWNTOWN MASTER PLAN | | |
| 1. Strategic Planning Process for Downtown. | | |
| 2. Vision: Rediscover Downtown Brillion: The Center of a Great Community | Within 10 years downtown will be a local and regional destination... (p. 5) | <ul style="list-style-type: none"> • Strategically market downtown. • Develop complementary services to local industry. • Strategically utilize funding mechanisms to retain and attract development. • Develop and require “Design Guidelines” for all downtown improvement. • Develop appropriate parking availability. |
| 3. The Design of the Brillion Downtown. | Create design guidelines and bring codes into alignment. | <ul style="list-style-type: none"> • Develop Guidelines Policy for all downtown renovations, streetscapes, landscapes, building development, parking lot schedule, signage, etc. |
| 4. Circulation and accessibility of the Downtown. | Ensure adequate and appropriate parking availability, improve cross-walks and sidewalks, and create adequate signage. | <ul style="list-style-type: none"> • Develop and implement plan for improving the parking availability in the Downtown area. • Determine if additional cross-walks should be identified in the Downtown area for increased number of visitors. • Determine if additional signage is needed and purchase signage if necessary. |
| 5. Business and Business Community. | | |
| 6. Implementation | Establish a Downtown Committee. | <ul style="list-style-type: none"> • Formally adopt a set of Design Guidelines. • Engage the Chamber of Commerce in the Downtown Committee. • Form a task force for engagement in recruiting new business and act as a host group for prospective businesses. • Develop a Downtown Business Community Flyer. |