

(Unapproved)

REDEVELOPMENT AUTHORITY COMMISSION
Minutes

December 20, 2016

Brillion Community Center

2:00 PM

1. Call to Order: Wenzel called meeting to order at 2:00 pm.

Roll Call: Present were Beth Wenzel, Kim Buboltz, Alderperson Mel Edinger, and Alderperson Bob Brick, Community Development Director/RDA Coordinator Cheryl Welch. Absent: Gerome Popp, Matthew Bennett, and Ralph Rice.

Others Present: Lori Gosz (City Administrator), Mayor Deiter T. J. Lamers, Rick Hermus, Louie Kohlberg, Steve Klessig, Larry Dietz, Amy Vaclavik, Bob Endries, Pat Endries, Joanne Moehr, Brad Grant, Doug Buboltz, Don Mathiebe, Dorene Spatchek, David Nordby, Sarah Pielhop.

2. Approval of the Agenda:

MOTION – Edinger moved to approve the agenda. Second by Bubolz. Motion carried.

3. Role and Authority of the RDA: State Statutes:

Wenzel presented an overview of the roles and responsibilities of the RDA as defined by State Statute. The members present were provided a copy of the state statute. Welch supported the defining of the role of the RDA and how they are moving forward in taking an active role in addressing the downtown and the Brillion Iron Works properties in 2017. Welch will be the RDA Director effective January 1, 2017 through a contractual arrangement.

4. Short Overview of Past Downtown Improvement Plans:

Welch provided examples of past efforts in using consultants in developing downtown development plans that have failed to be implemented due to multiple reasons, such as funding, City Council perspectives, buy-in by funders, etc. Steve Klessig provided insight into the role of consultants and planners that may not be as effective in addressing local needs where local partnerships may provide more effective insight in what the community needs and how to bring the plan into the development process.

5. Establishment of Public/Private Partnership Committee for the Downtown City Project(s):

Mayor Deiter read the minutes of the November 29th Special City Council/Plan Commission/RDA meeting to the public/private members present to let them know what occurred at the first meeting of the group. Mayor Deiter defined the public/private partnership will be under the RDA purview for the purpose of developing the projects in the downtown which is the RDA region of responsibility. The Minutes were not approved by the RDA as they were not listed on the agenda. The November 29th minutes will be approved at the January 12, 2017 RDA meeting.

- 6. Downtown Development Vision**
a. Please see attached notes.

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7. Hub Property Concept Discussion
 - a. Please see attached notes.

8. Next Steps
 - a. Please see attached notes.

9. Next Meeting Date:

- A. January Meeting Date:
 - a. January 31, 2017 at 2:00 PM at Brillion Community Center

(Unapproved)

Public/Private Partnership Meeting Notes
December 20, 2016

The following notes are key discussion points identified by those present.

- The following needs to occur for the success of the purpose for the group.
 - Vision established
 - Feasibility for the development project(s)\
 - Private Investors need to be engaged
 - Needs for City Hall identified and addressed
 - What does the City want to do?
 - City Hall on Main Street
 - Fire and Police on Highway 10
 - Individual Businesses on Main Street supported
 - TIF?
- Bob Endries identified that there has been development of approximately \$18 million on business expansions on Highway 10 by Endries, Ariens, and Professional Plating, so businesses are investing in Brillion.
 - It is important for Main Street to look good and inviting to support business growth in Brillion.
 - An example used is the Neenah project that multiple business leaders partnered on developing the downtown and creating new business buildings.
- The group identified goals:
 - Start Small: Begin with HUB
 - Ask City Council what they want to see.
 - Build new City Hall in two to three years.
 - Address Downtown Parking
 - Complete a feasibility study
 - Development of living space (apartments) in the downtown
 - Complete a feasibility study on housing
 - East Central will be asked to help with the study under their technical assistance grant.
 - Relocate Fire and Police to Highway 10.
 - Assess Highway 10 traffic flow pattern to integrate it into the City-wide development efforts and supporting Highway 10 businesses.
- Next Steps:
 - Implementation process
 - Plan steps for project and development process
 - Bring businesses together

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- Bob Endries will take a leadership role in this effort.
- Beth Wenzel and Bob Endries will develop a letter for the newspaper that members of the public/private partnership will sign to show broad support on the project(s)
- Identify available grants
 - Cheryl Welch will do search for grants.
- Identify disconnects (housing, economic issues, services, etc.)
 - East Central Planning Commission can help with this effort.
- Timeline (Before next meeting, January 31, 2017):
 - Cheryl Welch will set up a meeting between business leadership, RDA members, Lori Gosz, and East Central Planning Commission to discuss the feasibility study.
 - Bob Endries will make contact with John Bergstrom to discuss the process taken to create the business partnership for the Neenah development.
 - Cheryl Welch will summarize possible grant information opportunities and create talking points around the grants for the business and public leadership.
 - Beth Wenzel and Bob Endries will develop the letter for the newspaper that will be signed by supporters of the project(s).
 - The RDA will present to the City Council in January on the City Hall and Hub project.

Cheryl Welch
Community Development Director/RDA Coordinator