

Approved

REDEVELOPMENT AUTHORITY COMMISSION
Minutes

May 8, 2014

Brillion City Hall

6:00 PM

CALL TO ORDER: Chairperson Laura Bonnet called the meeting to order at 6:05 P.M.

ROLL CALL: Present were, Kim Buboltz, Ralph Rice, Laura Bonnet, Alderperson Mel Edinger, Beth Wenzel and Community Development Director/Redevelopment Coordinator Justin Linzmeier. Absent were Cari Krepline, 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 April 8th, 2014 MINUTES:

Motion – Buboltz moved to approve the minutes of the April 8th, 2014 Redevelopment Authority Commission meeting minutes. Seconded by Edinger. Motion carried.

GUESTS:

Doreen Sutilla from the Brillion Farmer's Market

Sutilla came to update the RDA on this year's Farmers Market. Sutilla introduced that her and Rebecca Flanders will be working together to manage the farmers market this summer. They are looking at registering themselves as a non-profit or not for profit entity this summer and are requiring each vendor to carry their own liability insurance. The official start kick off day will be June 5th from 2:00- 6:30 PM for the Thursday market and July 12th from 8:00 AM- 1:00 PM for the Saturday Market. They have all the vendors from last year back and added a few more to this year's market. Sutilla believes they will have around 40 to 45 vendors' total. There will be a small price increase to reserve a spot this year. It is \$30 dollars per space for seasonal vendors on either Thursdays or Saturdays, \$45 per space for seasonal vendors for both days and \$15 dollars per space for a one time vendor. They have reached out to vendors from Appleton, Hilbert, and Chilton to come to this year's farmers market.

Edinger asked if they would benefit from having electricity available at the market site? Sutilla replayed that would greatly benefit the farmers market and is something they wanted for some time. Certain vendors would use it and possibly to add music to the market. Sutilla said they sometimes use a generator but they can be noisy and inconvenient to haul around. Chairperson Bonnet responded that it was something the RDA looked into adding however the costs to install it were too high for the current budget. Sutilla commented that again last year they had a problem with Dollar General complaining about people using their bathrooms. Sutilla has an agreement with Town and County Consignment across the street that customers and vendors can use their bathrooms. Edinger encouraged the farmers market to keep an open line of communication with Dollar General so problems can be resolved quickly. Sutilla did ask if the City staff could be reminded to pick up the garbage at the trash receptacles nearest to the Farmers Market. Secretary Linzmeier will remind the City DPW staff.

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Long term the farmers market would like to grow where they can close down Jackson Street on Saturdays similar to what Green Bay Farmers Market has done Sutilla stated. They have over 30 vendors already lined up and it can make Main Street a very busy place on Saturday mornings. Ms. Wenzel added that having that many people and vendors lined up along Main Street does make some passersby cars nervous and that closing down Jackson might be a good alternative.

Sutilla also express they would like to run some type of indoor market during the winter months. Sutilla also encourages any service organization to operating the lemonade stand and selling baked goods as a fundraiser. She said they can keep the profit from that days proceed and she can be contacted with more information.

Com Dev. Director Linzmeier briefed Sutilla on the planning of the downtown Fall Fest on October to see if they would be interested in participating in the event. Sutilla said the market does have their own type of a fall fest and she would have to ask her vendors if they would support it. She raised questions with it being in the evening since they usually operate on Saturday mornings. She said they will defiantly look into but she was not sure how many vendors would participate in the event.

REPORTS OF OFFICERS:

Elections of New Officers:

At this time current chairperson Laura Bonnet opened the floor for nominations for officers of the RDA for the upcoming year.

Edinger **nominated** Laura Bonnet for Chairperson. Rice seconded. Call vote taken. Motion carried unanimously.

Bonnet **nominated** Rice for Vice-Chair person. Buboltz seconded. Call vote taken. Motion carried unanimously.

Edinger **nominated** Buboltz for treasure. Rice seconded. Call vote taken. Motion carried unanimously.

Rice **nominated** Community Development Director Linzmeier for secretary. Buboltz seconded. Motion carried unanimously.

Chairman:

Chairperson Bonnet had no report for the committee.

Treasurer:

RDA treasurer Kim Buboltz reported that the upcoming expenses would be for the Directional Way finding signs and plaques for the Hanging flower baskets.

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 20 out of the 24 baskets have been adopted. That only leaves 4 left; Linzmeier is advertising the last two baskets and look into ordering the plaques for each pole.

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- Linzmeier updated that directional way finding signs from United Sign should be here by the end of the month. The brackets to hang the signs have already arrived. Linzmeier will coordinate with DPW staff to arrange for the signs to be hung.

- The Family Dollar in Brillion is closing sometime within the next few weeks. Linzmeier spoke to the manager and she was just notified of the closure a few days ago. Family Dollar has been struggling as a company the last few months and they are choosing to close 370 stores across the nation. 6 stores in Wisconsin will be affected and unfortunately the Brillion store is one of them. This comes as a surprise to the manager because store sales were actually higher this year than last year and Family Dollar still owns a 1.5 year lease on the property. 3 employees are affected by the closure and 2 were offered jobs at the Manitowoc Family Dollar location. Rice suggested looking into the location for a reduced sublease. Rice suggested it could be an option for a business incubator.

- Good news is that Hopscotch Lounge & Café will be opening in Downtown Brillion this June. They will feature coffee, tea, smoothies, and a variety of bakery items. They will be occupying the former JMR Builders location and hope to be open by Brillion Fest.

UNFINISHED BUSINESS:

A. Fall Fest 2014

The Fall Fest discussion began another recap of the previous discussions from April's RDA meeting. A discussion followed on how to advertise for the Fall Fest event and there was a concern with what exact events would be going on the night of the event. It was not determined at last month's meeting if there would be a raffle the night of the event. After a discussion it was decided to let the business come up with their own type of promotion. The flyer would only include what each business was going to be doing that evening. That way if a certain business wanted to only advertise for a sale in their store they could, the RDA did not want to restrict a business to creating a raffle item. Wenzel suggested a donation can by the busses to help offset the cost of renting the busses and printing fees.

Rice was still working on the flyer with the ballot on the bottom for voting for the best light pole display. Bonnet suggested a goal of having all the business information ready to start printing by August. This would also force each business to commit to participating by then. Rice suggested a \$25.00 dollar cost for the business to advertise on the flyer to help offset the printing cost and bus expense. Next to each decorated pole there would be a ballot box to vote for the best decorative display. The winning pole would receive a chamber bucks prize and their might be a small incentive to encourage voters to vote that evening. That way people would be encouraged to walk the street to look at each pole and as they vote they can stop at the local businesses. The overall goal is to generate more interest downtown and encourage more programs to take place downtown.

B. Main Street Walking Tour:

Com Dev Director Linzmeier brought up the walking tour to generate ideas between RDA members. He likes the idea to inspire members about ideas from the 2006 District Improvement Plan. Edinger suggested asking Police Chief Mignon to come along on the walk for her thoughts as well. The walk was scheduled for June 23rd at 4:30 pm. Those members who can attend are encouraged to.

C. Main Street Focal Point Maintenance Project:

Secretary Linzmeier updated the RDA that last year they donated \$100.00 in chamber bucks to the High School horticulture class for their work on the main street focal point areas.

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Buboltz made a **motion** to buy \$100.00 dollars in Chamber bucks to donate to the High school horticulture class. Rice seconds. Vote taken, passed unanimously.

Buboltz made a **motion** to buy 3 Stella day lilies to plant in the flower bed welcoming you to the Downtown. Edinger seconds. Vote taken, passed unanimously

D. 2006 Redevelopment District Improvement Plan:
Tabled.

NEW BUSINESS:

FUTURE AGENDA ITEMS AND NEXT MEETING DATES:

A. Thursday, June 12th, 2014 at 6:00 PM.

ADJOURNMENT:

Motion – Buboltz moved to adjourn the meeting. Seconded by Edinger. Motion carried unanimously. The meeting was adjourned at 8:11 PM.

Justin Linzmeier
Secretary of the Redevelopment Authority Commission