

1 **ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**
2 **WEDNESDAY, JANUARY 15, 2014**
3 **Sister Bay-Liberty Fire Station - 2258 Mill Road**
4

5 The January 15, 2014 meeting of the Economic Development Committee was called to
6 order by Chairperson Gajda at 5:31 P.M.
7

8 **Present:** Chairperson Larry Gajda and members Dan Mortier, Jennifer Dahl, Mike Flood,
9 Dave Lienau and Bill Chaudoir.
10

11 **Absent:** Denise Bhirdo
12

13 **Others:** Greg Casperson, Paige Funkhouser and Jimmy Grasse
14

15 **Staff Members:** Village Administrator Zeke Jackson and Administrative Assistant Janal
16 Suppanz
17

18 **Comments, correspondence and concerns from the public:**

19 Gajda asked if anyone in the audience wished to comment regarding a non-agenda item.
20 No one responded.
21

22 Jackson pointed out that Sarah Unkefer has resigned from the Economic Development
23 Committee. Jimmy Grasse was present and indicated that he would be interested in serving
24 on the Committee. Several of the Committee members recommended that Lienau nominate
25 him.
26

27 **Business Items:**

28 **Item No. 1. Consider approval of the revised Economic Development Plan and**
29 **documentation:**

30 The final draft of the Downtown Redevelopment Plan was included in the meeting packets
31 and the Committee members jointly reviewed that document.
32

33 *A motion was made by Flood, seconded by Dahl that the Economic Development*
34 *Committee approves the final draft of the Downtown Redevelopment Plan for the Village of*
35 *Sister Bay as presented. Motion carried – All ayes.*
36

37 **Item No. 2. Report on future marketing activities and grant opportunities:**

38 Jackson indicated that it is his understanding that the members of the Economic
39 Development Committee are very interested in conducting marketing activities related to
40 the properties identified in the previously mentioned plan. To that end he spoke with
41 Jolena Presti of VandeWalle & Associates and she recommended that a marketing brochure
42 be prepared and distributed to potential developers ASAP. The estimated cost of such a
43 document is approximately \$1,500. The City of Sturgeon Bay utilizes such a document and
44 it has proven to be a very effective marketing tool. Many times developers have no desire
45 to read a lengthy Redevelopment Plan, and marketing brochures are specifically targeted
46 toward them in an abbreviated and direct fashion. Chaudoir indicated that he is very
47 familiar with Sturgeon Bay's brochure and would highly recommend that Village officials
48 see that a similar document is prepared and distributed to as many potential developers as
49 possible. The employees at VandeWalle & Associates already know a number of

1 developers and are very familiar with their needs and wants, which is definitely a “plus”. It
2 would also be possible for a project management team to be created. It was the consensus
3 that creation of such a team would be an excellent idea and that the members of the team
4 shall be Jackson, Gajda and Chaudoir.

5
6 Concerns were voiced that the brochure not contain identical data to that which is already
7 delineated in the Redevelopment Plan, and several of the Committee members indicated
8 that they would like to see examples of other brochures which were prepared by
9 VandeWalle & Associates. Jackson and Chaudoir indicated that they will see that examples
10 of such a document are e-mailed to all the Committee members in the next few days.

11
12 *A motion was made by Gajda, seconded by Flood that the Economic Development*
13 *Committee is recommending that VandeWalle & Associates be retained to seek and aid*
14 *with developer recruitment, identification of grant opportunities and plan implementation,*
15 *and prepare a marketing brochure which will fully implement the marketing of the parcels*
16 *delineated in the Downtown Redevelopment Plan for Sister Bay which was adopted on*
17 *August 13, 2013. The cost of the brochure shall not exceed \$2,000. Motion carried – All*
18 *eyes.*

19
20 Lienau has recommended that a Waterfront Oversight Committee be created as there is
21 potential for the beach and the entire waterfront to get a lot more use once the work on the
22 beach project and the highway reconstruction project is completed. The Information Booth
23 will also have to be relocated. The Village Board will be considering his recommendation
24 at tomorrow night’s Village Board Meeting. If anyone is interested in serving on the
25 Waterfront Oversight Committee they should contact him.

26
27 Jackson noted that he will be applying for a Community Development Investment Grant for
28 the beach project. There are a number of other grant opportunities available, and he fully
29 intends to pursue those funding sources as soon as they become available.

30
31 **Item No. 3. Discussion regarding the next steps in the process and committee roles.**

32 A formal implementation strategy was included in the meeting packets, and it was the
33 consensus that several facets of that strategy shall be implemented. The Committee
34 members indicated that they believe there are other areas of the Village which are under-
35 utilized, and, therefore, they will consider redevelopment of those areas. Further, as much
36 free publicity as possible will be solicited.

37
38 **Item No. 4. Matters to be placed on a future agenda or referred to a Committee, of**
39 **Village official or employee:**

40 *It was the consensus that the following issues shall be addressed at a future Economic*
41 *Development Committee meeting(s):*

- 42 1. *Signage,*
- 43 2. *T.I.F. capacity analysis, and,*
- 44 3. *The role of the T.I.F. in the redevelopment process.*

1 **Adjournment:**

2 *A motion was made by Mortier, seconded by Flood to adjourn the meeting of the*
3 *Economic Development Committee at 7:03 P.M.*

4

5 Respectfully submitted,



6

7 Janal Suppanz,

8 Administrative Assistant