

RDA REDEVELOPMENT AUTHORITY COMMISSION COMMITTEE MEETING

Minutes

Date: Thursday, May 12, 2022

Time: 5:30 pm

1. The meeting was called to order at 5:30 pm by Wenzel
2. Roll call: Chris Brandt, Matthew Bennett, Carla Zander, Beth Wenzel, Patty Schreiber, Mayor Mike Smith
Absent: Dave Sonnabend, Kim Buboltz, Joe Behnke
Guests: none
3. Approval of Agenda: Motion by Bennett, second by Brandt. Motion carried.
4. Approval of Minutes of April 14, 2022, RDA meeting.
Motion by Zander, second by Brandt. Motion carried.
5. Guests: none
6. Chair report:
Wenzel reported on her conversation with Tammy Williams. Conversation with Schwartz went well. Will be taking care of the outside first. Would like RDA to take over the PR on this so it does not look like Ariens and more of a community thing. Brandt suggested advertising it as a pilot program.
7. Secretary
Need motions recorded.
8. Treasurer Report: State Bank of Chilton statements for April 2022.
Motion to accept by Bennett, second by Brandt. Motion carried.
9. WEDC Connect Communities:
Wenzel report Tami Gasch took in one of the programs so we should be covered. Wenzel will send out the email again. We need two items.
10. Review statutes, bylaws, resolution
Recommendation to council regarding RDA secretary position
Mayor Smith suggested Austen Frederickson becoming a part of the RDA Committee. Long term goal is to be able to add a Community Development Director. Suggested being able to share a Chamber Secretary position as well. No motion needed.
11. Downtown District Improvement Plan
Would like to see cross walks painted.
12. TIFS
Currently structural issues. Changes need to be made. Mayor has been in contact with the State of Wisconsin working on ways to correct.
Maps – Maps were obtained. Wenzel offer to print. Smith requested electronic copies. Maps to be printed and hung in the Council room. Smith to confirm accuracy before printing.
TIF2 Tax Impact – Hoping to update when the City receives the information.
TID# 5 Former Brillion Iron Works Property
Decide what kind of regular follow-up/updates we would like from the Brillion Works Team
Best if Frederickson typed up a report monthly and included Brillion Works update from Williams.

13. Ad Hoc Marketing Team Follow up (RDA, Tourism, Chamber, City)

a. Brillion Destination Website Discussion at Tourism Committee March 10, 2022

1. New city branding – logo

Zander moved to recommend to Council to approve the new City of Brillion logo which is number 4. The second top choice will be included as well. Wenzel seconded. Motion carried. The change over will be a rolling change. There is no money in the budget to change everything at once. The City of Brillion will only charge once for hanging banners and flower baskets.

ii. Seasonal Attractions-RDA Involvement

1. Brillion Fest/ Parade additional activities-

a. Event Venue location 205 N Main -RDA Property –
Legion/BAA beer stand Friday night

i. Brillion Fest-Saturday activities BFD Foundation
Volunteers

ii. Summer Events

iii. Fall

Wenzel thanked Zander for filling in around the slab.

Zander inquired about a Christmas Tree on the front lawn of the City Center. Will need to check out the sprinkler system location. Smith suggested involving the Library and the Fire Department.

14. Ariens Community Meeting Follow up

a. Old Business Projects Discussion

b. Fund Façade Grant/Loan Program

c. Zero Interest loan Program

Should look for a way to promote both the Façade Grant/loan program and the Zero Interest Loan program. Need to make sure the money is still available. Need details including a list of zero interest loans outstanding and their balances.

d. Code Enforcement Funding

Consensus disagreed with this approach. Need to use a more friendly approach.

15. Old business:

a. Downtown District Improvement Plan

From 2006. Utilize the summer meetings to work on the plan. Approximately 60 pages.

b. Value of City Center Apartment-need to look into further

16. New Business:

a. Budget request

17. Adjournment: Motion by Zander, second by Brandt.

Meeting adjourned 6:42.

Submitted by Patty Schreiber, Clerk/Treasurer