



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, April 28, 2021

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting

[21-0519](#) CEDC Minutes from 3-10-21

Attachments: [CEDC Minutes 3-10-21.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[21-0520](#) Resolution #4-R-21 - CEDAW

Attachments: [#4-R-21 CEDAW Resolution.pdf](#)

[21-0521](#) Elect Vice Chair

6. Information Items

[21-0522](#) Confirm Meeting Date & Time

[21-0523](#) Designate Contact Person

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



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Meeting Minutes - Final Community & Economic Development Committee

Wednesday, March 10, 2021

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 4:35 p.m.

2. Roll call of membership

Alderspersons Thao's and Otis' videos were not displaying for part of the meeting; therefore, they were unable to vote on some of the items.

Present: 5 - Coenen, Reed, Firkus, Otis and Thao

Others present:

Chip Wood, Rebuilding Together Fox Valley

Matthew Cole, 318 College Ave LLC

Brannin Gries, Gries Architectural Group

Ethan Fett, Blue Sky Contractors, LLC

Jennifer Stephany, Appleton Downtown Inc.

Djuanna Hugdahl, Appleton Downtown Inc.

Jason Zimmerman, Action 2 News

Karen Harkness, Director of Community & Economic Development

Monica Stage, Deputy Director of Community & Economic Development

Matt Rehbein, Economic Development Specialist

Nikki Gerhard, Community Development Specialist

Nick VandeCastle, Assistant City Attorney

3. Approval of minutes from previous meeting

[21-0246](#)

CEDC Minutes from 1-27-21

Attachments: [CEDC Minutes 1-27-21.pdf](#)

Reed moved, seconded by Firkus, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Otis

Excused: 1 - Thao

4. Public Hearings/Appearances

5. Action Items

[21-0260](#)

Request to approve the REVISED 2021-2022PY Community Development Block Grant (CDBG) funding as specified in the attached community partner allocation recommendations

Attachments: [Alloc Recs Memo to CEDC Final Award 03-10-2021.pdf](#)
[Alloc Recs Memo to CEDC 11-11-20.pdf](#)
[FINAL 2021 CDBG Community Partner Recommendations 3-10-21.pdf](#)
[FINAL 2021 CDBG Simple Summary Recommendations 3-10-21.pdf](#)
[Letter From Apricity Request for Additional Funds.pdf](#)

Reed moved, seconded by Otis, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Otis

Excused: 1 - Thao

[21-0249](#)

Request to approve the Development Agreement with 318 College Ave LLC for improvements and redevelopment of the property located at 318 W. College Avenue (the Park Central Property) in Tax Increment Financing District No. 11

Attachments: [Memo to CEDC 318 W College Ave Park Central Dev Agrmt 3-10-21.pdf](#)
[318 W College Ave Park Central - Dev Agrmt - 02-24-2021.pdf](#)

Reed moved, seconded by Otis, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Firkus, Otis and Thao

[21-0248](#)

Request to approve recommended funding of \$15,000 for 2021 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document

Attachments: [Memo to CEDC on ADI Sponsorships 2021.pdf](#)
[ADI Support Proposal to City 2021.pdf](#)

Reed moved, seconded by Otis, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Firkus, Otis and Thao

[21-0247](#)

Request to approve the City of Appleton maintain its current selling prices for business/industrial park land and hold option fees as described in the attached documents

Attachments: [Business-Industrial Park Land Value Memo_3-10-21.pdf](#)
[Exhibit A-Ind Land Sales Comparison.pdf](#)
[Exhibit B-Ind Land Asking Price Comparison.pdf](#)
[Southpoint Commerce Park Map.pdf](#)
[NE Business Park Map.pdf](#)

Reed moved, seconded by Firkus, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Firkus, Otis and Thao

6. Information Items

[21-0250](#)

2020 Growth Report for the City of Appleton

Attachments: [2020 Growth Report Summary_CEDC 3-10-21.pdf](#)
[2020 City of Appleton Growth Report.pdf](#)

This item was presented and discussed.

7. Adjournment

Reed moved, seconded by Coenen, that the meeting be adjourned at 5:15 p.m. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis

Resolution #4-R-21

Submitted by: Denise Fenton – District 6, Katie Van Zeeland – District 5, Maiyoua Thao – District 7, Vered Meltzer – District 2, Alex Schultz – District 9

Date: 3-17-2021

Referred To: Community & Economic Development Committee

WHEREAS, the Convention on the Elimination of all forms of Discrimination Against Women (CEDAW) was adopted by the United Nations General Assembly on December 18, 1979 and became an international treaty on September 3, 1981, with 187 United Nations member nations out of 193 having agreed to be bound by CEDAW's provisions, the United States being one of the minority who have not; and

WHEREAS, CEDAW is known as an international bill of rights for women – the only international human rights treaty that focuses entirely on ending discrimination against women, addressing equal pay for women, eliminating violence against women, and supporting families and caregivers; and

WHEREAS, CEDAW provides a comprehensive framework for governments to examine their policies and practices in relation to women, girls, and others who identify as female and to rectify discrimination based on gender; and

WHEREAS, although women have made gains in the struggle for equality in many fields, much more needs to be accomplished to fully eradicate discrimination based on gender and its connection and intersectionality with other forms of discrimination; and

WHEREAS, the 2020 American Community Survey using U.S. Census data shows that median income for women in Appleton is almost \$10,000 per year less than for men in our city; and

WHEREAS, city government has an appropriate and legitimate role affirming the importance of eliminating all forms of discrimination against women and those who identify as female and to rectify discrimination based on gender; and

WHEREAS, Appleton's belief statement that our city should exemplify a high quality of life and be a safe place to live, work, visit, study, and play should apply equally to all; and

WHEREAS, Cities for CEDAW is a grassroots effort that provides tools and leadership to empower local organization and municipalities to effectively initiate CEDAW within their respective localities; and,

WHEREAS, over 200 national and international organizations have endorsed CEDAW, and the U.S. Conference of Mayors adopted a resolution in 2014 in support of the Cities for CEDAW campaign.

NOW, THEREFORE BE IT RESOLVED that the Common Council of the City of Appleton affirms the principles of fundamental human rights and equality for women in our community and the elimination of political, social economic and cultural discrimination against women; and

BE IT FURTHER RESOLVED, that the Common Council of the City of Appleton encourage city staff and elected officials to become familiar with the provisions of the United Nations Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) and advise the Council of any changes in policy or practices they feel would help the City of Appleton align with the tenets of this convention; and

BE IT FINALLY RESOLVED, that a copy of this resolution be forwarded to Wisconsin's U.S. Congressional Delegation expressing our support of the United States' ratification of the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW).