



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
[www.appleton.org](http://www.appleton.org)

## Meeting Agenda - Final Community & Economic Development Committee

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Wednesday, June 28, 2017

4:30 PM

Council Chambers, 6th Floor

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

[17-961](#) CEDC Minutes from 6-14-17

Attachments: [CEDC Minutes 6-14-17.pdf](#)

### 4. Public Hearings/Apearances

### 5. Action Items

[17-962](#) \*\*CRITICAL TIMING\*\* Request to approve the allocation of 2017 Community Development Block Grant funding as described in the attached memorandum

Attachments: [Alloc Recs Memo to CEDC Final Award 06-28-17.pdf](#)

[Alloc Recs Memo to CEDC 10-26-16 mtg.pdf](#)

[2017 Revised CDBG Award Recommendations.pdf](#)

[2017 Revised Executive Summary of CDBG Award Recommendations.pdf](#)

[17-963](#) Request to approve the remaining Economic Development Pledge for 2017 to the Fox Cities Regional Partnership

Attachments: [Fox Cities Regional Partnership Sponsorship Opportunities Memo.pdf](#)

[Funding Request From Fox Cities Regional Partnership.pdf](#)

### 6. Information Items

### 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

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Wednesday, June 14, 2017

4:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

**Meeting called to order at 4:30 p.m.**

2. Roll call of membership

*Reed left at 5:26 p.m.*

**Present:** 5 - Coenen, Baranowski, Reed, Williams and Alderperson Baker

*Others present:*

*Alderperson Greg Dannecker, District #6*

*Alderperson Kathy Plank, District #7*

*Alderperson Kyle Lobner, District #13*

*Alderperson Christopher Croat, District #14*

*Ronald McDonald, Valley Transit General Manager*

*Marty Finkler, 1553 Stanton Circle*

*Bill McLaughlin, 4892 N. Mya Drive*

*Dean Gruner, ThedaCare*

*Jeffrey Remsik, ThedaCare*

*Ronna Swift, Citizen Action*

*Cathy Thompson, Outagamie County*

*Kim Lin, 2828 E. Apple Hill Boulevard*

*Marie Neseimana, Citizen Action*

3. Approval of minutes from previous meeting

[17-827](#)

CEDC Minutes from 6-6-17

**Attachments:** [CEDC Minutes 6-6-17.pdf](#)

**Baranowski moved, seconded by Alderperson Baker, that the Minutes be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Coenen, Baranowski, Reed, Williams and Alderperson Baker

4. Public Hearings/Appearances

[17-828](#) Presentation by ThedaCare on their regional hospital process

**Attachments:** [ThedaCare PowerPoint Presentation.pdf](#)

Dr. Dean Gruner, ThedaCare President & CEO, presented the attached PowerPoint presentation.

[17-829](#) 2016 Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) Program (Associated with Action Item #17-830)

This public hearing was held, and no one spoke on the item.

## 5. Action Items

[17-830](#) Request to approve the 2016 Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) Program

**Attachments:** [CAPER memo to CEDC 6-7-17.pdf](#)  
[CAPER 2016-2017.pdf](#)

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

**Aye:** 4 - Coenen, Baranowski, Williams and Alderperson Baker

**Excused:** 1 - Reed

## 6. Information Items

## 7. Adjournment

Baranowski moved, seconded by Baker, that the meeting be adjourned at 5:32 p.m. Roll Call. Motion carried by the following vote:

**Aye:** 4 - Coenen, Baranowski, Williams and Alderperson Baker

**Excused:** 1 - Reed



# MEMORANDUM

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“...meeting community needs...enhancing quality of life.”

TO: Community and Economic Development Committee  
FROM: Nikki Gerhard, Community Development Specialist  
DATE: June 28, 2017  
RE: Final Award Recommendations for 2017 Community Development Block Grant Funding

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The City of Appleton CDBG HUD award is \$550,037 for the 2017 fiscal year. This is \$22,037 higher than the anticipated award of \$528,000.

The 2017 awards approved in November 2016 by the Common Council totaled \$528,000 (City programs and sub recipients combined).

The CDBG Advisory Board was asked to consider a staff recommendation for the \$22,037 (below) or make their own recommendation for this funding.

**Staff recommends allocating the \$22,037 as follows:**

***1. Award \$22,037 to CDBG Program Administration Costs for Final Award of \$46,299.***

The CDBG Program Administration could use the additional CDBG funds remaining to be allocated. In early 2017, the Department of Housing and Urban Development released an update to the previous Analysis of Impediments. The new tool, Assessment of Fair Housing (AFH), is an unfunded mandate that is required to be completed in collaboration with the 2020-2025 Consolidated Plan. While the City of Appleton is participating in a regional Consortium to generate this report, the cost is expected to be higher than that of the original Analysis of Impediments.

The CDBG Advisory Committee unanimously recommends the approval of the staff recommendation.

This recommendation will be considered by CEDC on June 28<sup>th</sup> and Common Council on July 19<sup>th</sup>.

The Annual Action Plan is due to HUD **before** August 16<sup>th</sup>. This item will be listed as critical timing on the agenda as time is of the essence for final awards to allow for staff completion of the Annual Action Plan.

The following attachments are provided for additional information for this action item.

**Attached Documents:**

- 1.) October 26, 2016 Memo from Community Development Specialist to CEDC  
RE: Recommendations for 2017 CDBG Funding
- 2.) Revised Award Recommendations for the 2017 CDBG Program Year
- 3.) Revised Executive Summary of Award Recommendations for 2017 CDBG Program Year

If you have any questions, please contact me at 832-6469 or [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org). Thank you!



# MEMORANDUM

---

“...meeting community needs...enhancing quality of life.”

TO: Community and Economic Development Committee  
FROM: Nikki Gerhard, Community Development Specialist  
DATE: October 26, 2016  
RE: Recommendations for 2017 Community Development Block Grant Funding

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**Background.** The estimated 2017 CDBG award listed in the 2017 City budget was \$528,000. This amount was estimated based on past award amounts. Staff determined the allocations for the Homeowner Rehabilitation Loan Program, Neighborhood Services Program, Appleton Housing Authority and administrative costs. The remaining amount was designated for department projects and community partners through a competitive application process.

**Application Information.** CDBG applications from City Departments were due to the Community and Economic Development Department on September 2, 2016. One application was submitted and was recently approved for the full request. CDBG applications from community partners for the 2017 program year were due to the Community and Economic Development Department on September 29, 2016. Fifteen applications were submitted. Upon receipt, the applications were thoroughly reviewed by the Community and Economic Development Specialist for eligibility under HUD program regulations, and it was determined that all were eligible.

After awards were allocated for City programs, administration, and the City Department project, the amount available to allocate to the community partner applicants was \$137,586. Of the fifteen applications, nine fell under the “public service” activity definition. Only 15% of a grantee’s allocation may be used for public service activities, per HUD rules. In this instance, only a maximum of \$79,200 can be allocated towards the public service applications. The total amount requested by applicants whose activities were not considered public services was \$362,329.

**Application Review.** The CDBG Advisory Board will be meeting on October 25, 2016. (See attachment for information regarding Board membership.) Members were asked to review the applications and decide upon allocation amounts prior to the meeting. The allocation amounts made by each board member will be compiled and discussed at the meeting. Allocation recommendations will be agreed upon pursuant to the CEDC meeting on October 26, 2016.

**Allocation Approval.** The funding allocation recommendations from the CDBG Advisory Board for community partners will be presented for CEDC approval at the meeting.

If you have any questions, please contact me at 832-6469 or [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org). Thank you!

**Community Partner Application AWARD RECOMMENDATIONS  
for the 2017 CDBG Program Year**

NON-PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED	CDBG ADVISORY BOARD \$ REC	CEDC \$ REC	CITY COUNCIL \$ REC	CDBG ADVISORY BOARD \$ REC
City of Appleton Homeowner Rehabilitation Loan Program	housing	24 homes rehabbed	rehabilitate 24 homes for low or moderate income homeowners	\$ 81,222	NA	NA	NA	\$ 81,222
City of Appleton Neighborhood Services Program	neighborhood revitalization	TBD	award grants to the participating eligible registered neighborhoods for CDBG eligible activities that improve neighborhoods	\$ -	NA	NA	NA	\$ -
Fair Housing Services	administration	NA	provide fair housing services as program administration costs per HUD regulations	\$ 25,000	NA	NA	NA	\$ 25,000
Appleton Housing Authority	housing	TBD	assist first-time homebuyers with downpayments and rehabilitation, provide homebuyer counseling	\$ 60,000	NA	NA	NA	\$ 60,000
Community Development Affordable Housing Project	housing	TBD	support site acquisition and infrastructure that will expand housing options that are affordable for residents of the City of Appleton	\$ 200,000	NA	NA	NA	\$ 200,000
CDBG Program Administration	administration	NA	fund costs associated with administering the CDBG Program for the Finance and Community and Economic Development Departments	\$ 24,192	NA	NA	NA	\$ 46,229
				<b>\$ 390,414</b>				<b>\$ 412,451</b>
NON-PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED	CDBG ADVISORY BOARD \$ REC	CEDC \$ REC	CITY COUNCIL \$ REC	CDBG ADVISORY BOARD \$ REC
Greater Fox Cities Area Habitat for Humanity	housing	4 properties rehabilitated and sold to qualified homebuyers	acquire 4 properties to do full house rehabilitation and then sell to qualified low or moderate income homebuyers	\$ 110,000	\$ -	\$ -	\$ -	\$ -
Housing Partnership of the Fox Cities	housing	1 property acquired	provide 2 rental units to income qualified persons	\$ 60,000	\$ -	\$ -	\$ -	\$ -
The Mooring Programs, Inc	housing	5 housing units rehabilitated	rehabilitate 5 housing units that serve as primary residential treatment services to individuals with substance abuse disorders	\$ 62,200	\$ 36,213	\$ 36,213	\$ 36,213	\$ 36,213
Salvation Army Fox Cities	public facility	roof replacement	roof replacement of building associated with food pantry	\$ 38,079	\$ 22,173	\$ 22,173	\$ 22,173	\$ 22,173
				<b>\$ 270,279</b>	<b>\$ 58,386</b>	<b>\$ 58,386</b>	<b>\$ 58,386</b>	<b>\$ 58,386</b>
PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED	CDBG ADVISORY BOARD \$ REC	CEDC \$ REC	CITY COUNCIL \$ REC	CDBG ADVISORY BOARD \$ REC
Compassionate Home Health Care	public service	17 households served	support administrative staff and caregivers that provide in-home personal care	\$ 30,000	\$ -	\$ -	\$ -	\$ -
Fox Valley Warming Shelter	public service	554 persons served	support various staff positions	\$ 20,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Goodwill Industries of Northeast Wisconsin	public service	1,000 persons served	pay 30% of salary for Neighborhood Connector staff person	\$ 11,000	\$ -	\$ -	\$ -	\$ -
Harbor House	public service	300 persons served	support counseling/advocacy staff persons that work with women and children affected by domestic violence	\$ 27,500	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Homeless Connections	public service	200 persons served	support house supervisor staff position and assist with utility bills	\$ 20,000	\$ 14,200	\$ 14,200	\$ 14,200	\$ 14,200
LEAVEN	public service	103 households served	provide rental assistance to those at risk of homelessness through the Emergency Assistance Program	\$ 25,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
NAMI	public service	10-12 participants served	support the Peer Specialist Training Program	\$ 26,190	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
St. Vincent de Paul Society of Appleton, Inc	public service	300 persons served	funding of Bed Program providing those in need of a bed with brand new mattress	\$ 24,000	\$ -	\$ -	\$ -	\$ -
STEP Industries	public service	350 participants served	support staff and participants in a program that provides vocational and support services to individuals in recovery from drug and alcohol addiction	\$ 37,300	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
				<b>\$ 220,990</b>	<b>\$ 79,200</b>	<b>\$ 79,200</b>	<b>\$ 79,200</b>	<b>\$ 79,200</b>

**City Programs/Appleton Housing Authority/Administration  
CDBG Advisory Board Recommendations**

**ORIGINAL COUNCIL RECOMMENDATION**  
**\$390,414**  
**\$137,586**  
**\$528,000**

**REVISED**  
**\$ 412,451**  
**\$ 137,586**  
**\$ 550,037**

↑  
This amount cannot exceed \$79,200 due to 15% cap on Public Service Activities per HUD regulations.



## AWARD RECOMMENDATIONS FOR 2017 CDBG PROGRAM YEAR

		Revised
<b>City Programs/Appleton Housing Authority/Administration</b>		
City of Appleton Homeowner Rehabilitation Loan Program	\$ 81,222	\$ 81,222
City of Appleton Neighborhood Services Program	\$ -	\$ -
Fair Housing Services	\$ 25,000	\$ 25,000
Appleton Housing Authority	\$ 60,000	\$ 60,000
CDBG Program Administration Costs	\$ 24,192	\$ 46,229
Community Development Affordable Housing Project	\$ 200,000	\$ 200,000
<b>Non-Public Service</b>		
The Mooring Programs, Inc	\$ 36,213	\$ 36,213
Salvation Army Fox Cities	\$ 22,173	\$ 22,173
<b>Public Service</b>		
Homeless Connections	\$ 14,200	\$ 14,200
Fox Valley Warming Shelter	\$ 10,000	\$ 10,000
Harbor House	\$ 15,000	\$ 15,000
STEP Industries	\$ 15,000	\$ 15,000
NAMI	\$ 10,000	\$ 10,000
LEAVEN	\$ 15,000	\$ 15,000
TOTAL	\$ 528,000	\$ 550,037



*"...meeting community needs...enhancing quality of life."*

## MEMORANDUM

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TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: June 22, 2017

RE: Fox Cities Regional Partnership Opportunities

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When Council approved the 2017 budget, it included \$72,000 for Marketing, Business Services, Other Contracts and Obligations. Of the \$72,000 approved, \$36,000 was allocated for the Fox Cities Regional Partnership.

On April 19, 2017, the Council approved sponsoring four opportunities that totaled \$18,500. The opportunities approved were:

The Artery - early August - Downtown Riverfront	\$1,000
Bazaar After Dark - September - Wisconsin Avenue	\$5,000
YP Week - April 22-29	\$2,500
Talent Upload - September 2017	<u>\$10,000</u>
<b>TOTAL</b>	<b>\$18,500</b>

Thus, there is a remainder of \$17,500 of the total \$36,000 approved in the 2017 budget. Staff recommends supporting the expansion of the Talent Upload Program to include providing finance, logistics and supply chain management with \$12,500 and the external marketing to reach out to site selectors with \$5,000, for a total of \$17,500.

Please see the attached document for further details and feel free to contact Karen Harkness, Director of Community and Economic Development at 920-832-6408 or email [karen.harkness@appleton.org](mailto:karen.harkness@appleton.org) with any questions.

June 12, 2017

Karen Harkness, Director  
Community & Economic Development  
100 North Appleton St.  
Appleton, WI 54911-4799

Karen,

Thank you for the opportunity to submit our proposal for the remaining funds available to the Fox Cities Regional Partnership for 2017 funding. As discussed, the Partnership will be implementing its program for economic development and it is our desire to expand a few of our key programs. The following programs will be expanded and we respectfully request your support and funding of these expanded programs.

**Talent Upload:** This successful program brings talented college students from around Wisconsin, Iowa, Minnesota and Illinois. In the past, we have targeted engineering and IT students with over 100 participants. This year after listening to our business community, we are attempting to double the impact of this program and include students from finance, logistics and supply chain management in the mix hoping to get over 200 students to participate in the program scheduled for October 12-14.

Total Additional Costs - \$25,000

**REQUEST: \$ 10,000**

**External Marketing:** Last year we did a site selector familiarization tour with the I-41 partners hosting site selectors from around the Midwest. A very successful program highlighting the assets of the I-41 Corridor and introducing these site selectors to the region. It is our intent to reach out to these consultants again through a targeted mail campaign to renew their relationship with the Fox Cities as a follow up to their visit.

Total Additional Costs - \$10,000

**REQUEST: \$ 5,000**

**Fox Cities Mural Project – PULSE:** The success of several mural projects executed throughout the Fox Cities via ADI's Creative Downtown Committee as well as those created in tandem with 'Bazaar After Dark' events, has created an appetite for additional public, visual art in the Appleton area, as well as an opportunity to highlight the cultural amenities of our community. We see the need to expand these efforts beyond the borders of downtown and to include additional artists in these opportunities. Through both a building (mural site) RFP and artist RFP

we will create an opportunity for another artist and property owner to make a creative impact locally with the explicit approval of the Appleton Community and Economic Development Director.

Total Costs - \$5000-\$7000

**REQUEST: \$5000**

Thank you for your time and consideration.

Warm regards,

Bob

Bob Mundt  
President/CEO  
Fox Cities Chamber of Commerce & Industry  
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