



City of Appleton

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

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, January 24, 2018

4:30 PM

Council Chambers, 6th Floor

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

[18-0089](#) CEDC Minutes from 12-13-17

Attachments: [CEDC Minutes 12-13-17.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[18-0090](#) Request to approve recommended funding of \$15,000 for 2018 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached documents

Attachments: [Memo to CEDC on ADI Sponsorships 2018.pdf](#)
[Proposed City Sponsorships for ADI 2018.pdf](#)

6. Information Items

[18-0091](#) Thank you letter from The Mooring Programs, Inc. for funding received from the City of Appleton for the 2017 Community Development Block Grant (CDBG) Program Year

Attachments: [Thank you letter from The Mooring Programs for CDBG funding.pdf](#)

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, December 13, 2017

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

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

2. Roll call of membership

Present: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

Others present:

Alderperson Vered Meltzer, District #2

Alderperson Greg Dannecker, District #6

Alderperson Kathy Plank, District #7

Alderperson Kyle Lobner, District #13

Alderperson Chris Croatt, District #14

3. Approval of minutes from previous meeting

[17-1933](#)

CEDC Minutes from 11-29-17

Attachments: [CEDC Minutes 11-29-17.pdf](#)

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

Aye: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

4. Public Hearings/Appearances

5. Action Items

[17-1934](#)

Request to award continued services associated with Wetland Banking Feasibility Analysis to Stantec Consulting Services, Inc. for Phase II as outlined in the attached proposal dated December 6, 2017, said services fall within the originally budgeted \$25,000 (Associated with previous Action Item #17-1394)

Attachments: [Wetland Banking Feasibility Analysis Memo Phase 2_12-6-17.pdf](#)
[Wetland Banking Feasibility Analysis Memo 9-6-17.pdf](#)
[Appleton_MitigationBankProspectus_20171206_proposal 629173.pdf](#)

Reed 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, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

[17-1976](#)

Request to award the demolition contract (barn, silo, house and septic) for 210 W. Edgewood Drive in the Town of Grand Chute to Statewide Razing Inc. in the amount of \$26,500.00 plus a 10% contingency of \$2,650.00 for a project total not to exceed \$29,150.00

Attachments: [210 W Edgewood Demo Memo 12-7-17.pdf](#)
[210 W Edgewood Rent vs Demo Memo 12-5-17.pdf](#)

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

Aye: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

[17-1935](#)

Request to approve the Business Enhancement Grant Guidelines for Tax Incremental Financing District #11 - East College Avenue area

Attachments: [Memo on Business Enhancement Grant Program December 2017.pdf](#)
[Business Enhancement Grant Program DRAFT TIF11.pdf](#)

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

Aye: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

[17-1938](#)

Request to approve the Business Enhancement Grant Guidelines for Tax Incremental Financing District #12 - Downtown West

Attachments: [Memo on Business Enhancement Grant Program December 2017.pdf](#)
 [Business Enhancement Grant Program DRAFT TIF12.pdf](#)

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

Aye: 4 - Coenen, Reed, Williams and Aldersperson Baker

Excused: 1 - Baranowski

[17-1985](#)

The Community & Economic Development Committee may convene into closed session pursuant to State Statute §19.85(1)(e) for the purpose of deliberating the investing of public funds in certain property located in downtown Appleton and then will reconvene into open session

The Community & Economic Development Committee went into Closed Session.

Discussion was held.

The Committee reconvened into Open Session.

Baker moved, seconded by Reed, to convene in Closed Session. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Aldersperson Baker

Excused: 1 - Baranowski

6. Information Items

[17-1977](#)

Consider a variance to the Deed Restrictions and Covenants for GLK Foods sign at 3912 N. Lightning Drive in the Northeast Business Park (No Council action required)

Attachments: [GLK Sign Memo 12-8-17.pdf](#)
 [GLK Sign Variance Email Request.pdf](#)
 [GLK Sign Elevation.pdf](#)
 [NEIP Deed Restrictions & Covenants.pdf](#)

Williams moved, seconded by Reed, that the Report Action Item be approved. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Aldersperson Baker

Excused: 1 - Baranowski

[17-1939](#)

Wetland Mitigation Banking Feasibility Analysis Report prepared by Stantec Consulting Services Inc.

Attachments: [FINAL City of Appleton Mitigation Bank Site Search Summary 2017-12-06 reduced.pdf](#)

This Presentation was presented.

7. Adjournment

Reed moved, seconded by Alderperson Baker, that the meeting be adjourned.

Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski



MEMORANDUM

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

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: January 3, 2018

RE: Request to Approve 2018 Sponsorships for Appleton Downtown Inc. (ADI) Programs

The Council approved 2018 Budget includes \$61,000 in the Marketing & Business Services Business Unit of the Community & Economic Development Department Budget. The \$61,000 of funding is divided between \$25,000 for the Fox Cities Regional Partnership to support the Talent Upload program, and the balance of \$36,000 is identified for economic development projects and initiatives.

Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2018 (attached) that would allow the City to invest in numerous programs for both our existing residents and businesses as well as visitors and potential investors in Downtown. These programs align with the updated Comprehensive Plan 2010-2030, especially Chapter 14 Downtown Plan.

Please note that Small Business Saturday sponsorship also includes the Appleton Northside Business Association (ANBA) membership area as well.

Staff Recommendation:

Request to approve \$15,000 for 2018 sponsorships for Appleton Downtown Inc. (ADI) Programs as outlined in the attached document **BE APPROVED.**



City of Appleton Downtown Sponsorship Agreement
Thank you for helping create a vibrant and artful Downtown

City of Appleton will be acknowledged as a sponsor of the following events, as part of this sponsorship package: Trolley Sponsorship, State of Downtown, Small Business Saturday, Summer Support Banner, Art on the Town, and Holiday Fun Fest.

The sponsorship total is \$15,000 and breakdown is as follows:

| | |
|-------------------------|---------|
| Trolley Sponsor | \$3,000 |
| State of Downtown | \$3,000 |
| Small Business Saturday | \$3,000 |
| Summer Support Banner | \$1,000 |
| Art on the Town | \$2,500 |
| Holiday Support | \$2,000 |
| Award Celebration | \$ 500 |

Downtown Trolley Sponsorship \$3,000

- City of Appleton logo as one of 5 supporting community sponsors to appear on the trolley signage on both sides of the vehicle.
- City of Appleton logo and link on the Appleton Downtown Inc. website for a year.
- City of Appleton logo included in the trolley brochure map.

State of Downtown Development Summit \$3,000

- City updates on development and infrastructure projects within the downtown.
- Interactive panel presentations on small scale development and other topics of interest
- Development opportunity tours
- Networking Reception

Sustaining Summer Support \$1,000

- Additional acknowledgment in our monthly E-Blast communication to general public.
- City of Appleton logo on the summer support banner displayed at a secondary location at all events above.

Art on the Town \$2,500

- 5 events on the third Friday of the month May – September

- City of Appleton logo on all printed materials including posters, advertising, event programs and online promotion as “Presented by”! Sponsor mention on all radio ads with 91.1 The Avenue and any contests we host along with the event
- City of Appleton logo year round on the ADI homepage linked to your site
- Participate during each event with a display in Houdini Plaza or along College Ave.
- Signage at each Art on the Town venues (15).

Holiday Fun Fest and Light Up Night \$2,000

- City of Appleton logo on all Holiday publications, banners and advertising.
- Activities such as: visits with Santa, cookies with Ms. Claus, the One-Stop Elf Shop, the Handcrafted Market and more!

Small Business Saturday \$3,000

- City of Appleton logo on all printed materials including passports, posters, advertising, website and online promotion as Presented by!
- Promotional space in emails to all participating businesses during the month prior to the event.

Downtown Business Awards Celebration table: \$500

**Mooring House
Men's Facility**
607 W 7th Street
Appleton, WI 54911
Phone: (920) 739-3235
Fax: (920) 731-4796



**The
Mooring Programs, Inc.**

www.mooringcasa.com

**Casa Clare
Women's Facility**
201 S Glenridge Court
Appleton, WI 54914
Phone: (920) 731-3981
Fax: (920) 731-2853

December 29, 2017

City of Appleton
Community & Economic Development
ATTN: Nikki Gerhard
100 N. Appleton Street
Appleton, WI 54911

Dear Nikki,

All of us The Mooring Programs would like to extend a sincere thank you to the City of Appleton, the Council members, and you for all of your assistance, for the Community Development Block Grant payment in the amount of \$36,213 received on December 24, 2017. These dollars are playing a major part in helping with the rehab project for Mooring Programs and the houses in our Men's Apartment Program. Your support of Mooring Programs and our community is felt among us all.

As you know, The Mooring Programs is a non-profit organization that serves men and women in recovery from alcohol and chemical addictions. The Mooring Programs, Inc., which includes Casa Clare for women and Mooring House for men, provides residential treatment services for men, women and their families on their path to recovery from chemical dependency. Over 11,000 people have begun this journey to a clean, sober and self-sustaining life through the doors of Mooring since 1975.

Your support will help us as we continue on with our mission of supporting men and women in the recovery community.

Warmest Regards,

A handwritten signature in black ink that reads "Jolie Ver Voort". The signature is written in a cursive, flowing style.

Jolie Ver Voort
Assistant Director
The Mooring Programs, Inc.
www.mooringcasa.com
920.739.3235