



City of Appleton

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

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, January 15, 2020

4:30 PM

Council Chambers, 6th Floor

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

[20-0040](#) CEDC Minutes from 12-11-19

Attachments: [CEDC Minutes 12-11-19.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[19-1909](#) Request to approve recommended funding of \$10,000 for cooperative campaign with the Department of Public Works and Communications Coordinator regarding parking downtown from the 2019 Community & Economic Development Department's Marketing and Business Services program account as outlined in the attached memo

Attachments: [Memo Recommend Cooperative Campaign Downtown Parking.pdf](#)

Legislative History

12/11/19	Community & Economic Development Committee	recommended for approval
12/18/19	Common Council	referred to the Community & Economic Development Committee

[20-0041](#) Request to approve recommended funding of \$15,000 for 2020 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document

Attachments: [Memo to CEDC on ADI Sponsorships 2020.pdf](#)

[ADI Sponsorship Request for 2020.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

Wednesday, December 11, 2019

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: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

Others present:
Teresa Lingg, Bela Development
Kolby Knuth, Bela Development

3. Approval of minutes from previous meeting

[19-1832](#)

CEDC Minutes from 11-5-19

Attachments: [CEDC Minutes 11-5-19.pdf](#)

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

4. Public Hearings/Appearances

[19-1833](#)

2020-2024 Draft Consolidated Plan for the Community Development Block Grant (CDBG) Program (Associated with Action Item #19-1835)

Attachments: [2020-2024 Draft Con Plan Public Hearing Notice 12-11-19.pdf](#)

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

5. Action Items

[19-1835](#)

Request to approve 2020-2024 Draft Consolidated Plan for the Community Development Block Grant (CDBG) Program

Attachments: [CEDC- Con Plan draft approval memo 12-11-19.pdf](#)
 [DRAFT 2020-2024 Consolidated Plan.pdf](#)

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

[19-1836](#)

Request to approve 2020 Draft Analysis of Impediments to Fair Housing (AI)

Attachments: [CEDC- AI draft approval memo 12-11-19.pdf](#)
 [Appleton AI- Final DRAFT 12.5.19.pdf](#)
 [Appleton AI Appendix 2019 with page numbers.pdf](#)

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

[19-1840](#)

Request to approve the Development Agreement with Bela Development LLC for rehabilitation of the property located at 513 W. College Avenue in Tax Increment Financing District No. 12

Attachments: [Memo Recommend Bela Development LLC Dev Agrmt.pdf](#)
 [Bela LLC Development Agreement 513 W College 12-3-19 Draft.pdf](#)
 [Project Description Bela Development LLC.pdf](#)

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

[19-1837](#)

****CRITICAL TIMING**** Request to approve the Housing Affordability Analysis, 2018 and the New Housing Fee Report, 2018 prepared for the City of Appleton by East Central Wisconsin Regional Planning Commission

Attachments: [Memo Recommend Housing Affordability and Fee Reports 2018.pdf](#)
[AppletonHousingAffordabilityReportCombined Recd11-26-19.pdf](#)
[AppletonHousingFeeReportCombined Recd11-26-19.pdf](#)
[Zoning+SubdivisionFees.pdf](#)
[DPW-InspectionsFees.pdf](#)
[2020AssessmentPolicy-Adopted10-21-19.pdf](#)

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

[19-1909](#)

Request to approve recommended funding of \$10,000 for cooperative campaign with the Department of Public Works and Communications Coordinator regarding parking downtown from the 2019 Community & Economic Development Department's Marketing and Business Services program account as outlined in the attached memo

Attachments: [Memo Recommend Cooperative Campaign Downtown Parking.pdf](#)

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

[19-1900](#)

The Community and Economic Development Committee will go into closed session according to State Statute §19.85 (1)(e) for the purpose of discussions of real estate negotiations for the former Conway site and reconvene into open session

The Community & Economic Development Committee went into Closed Session at 4:50 p.m.

Discussion was held.

The Community & Economic Development Committee reconvened in Open Session at 5:11 p.m.

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

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland

6. Information Items

7. Adjournment

Coenen moved, seconded by Alderperson Lobner, that the meeting be adjourned at 5:12 p.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Reed, Alderperson Lobner, Alderperson Thao and Alderperson Van Zeeland



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

MEMO

TO: Karen Harkness, Director of Community and Economic Development

FROM: Paula Vandehey, Director of Public Works *PAV*

DATE: November 25, 2019

SUBJECT: Request for funding from the 2019 Marketing & Business Services Initiatives in the amount of \$10,000.

The Department of Public Works, along with the City's Communications Coordinator, is working to create a more positive perception of parking in downtown Appleton. Our goals are as follows:

1. Educate the community on parking options and availability. This includes possible initiatives such as creating an interactive parking map on our webpage, social media videos, brochures for the city and downtown businesses to hand out, etc.
2. Create a more welcoming and fun environment in the parking ramps by providing opportunities for murals painted by area students and community members, utilizing the Public Art Committee.

A campaign of this magnitude is beyond the time and expertise our staff has. We also believe a creative advertising/marketing agency will have relevant experience dealing with public perception issues and how to successfully address them. At the same time, we understand that working cooperatively with the Community & Economic Development team on this campaign will also support the City's efforts to encourage additional investment by businesses and developers in our Downtown, as well as support the existing businesses with retention of employees and customers.

Therefore, we are requesting \$10,000 to hire a marketing firm, purchase materials, boost social network posts, etc. necessary to meet this cooperative initiative.



MEMORANDUM

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

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: January 8, 2020

RE: Request to approve 2020 Sponsorships for Appleton Downtown Inc. (ADI) Programs

The Council approved 2020 Budget includes \$36,000 in the Marketing & Business Services Business Unit of the Community & Economic Development Department Budget to support economic development projects and initiatives.

Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2020 (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 2020 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 support sponsor of the following events and programs, as part of this sponsorship package: Trolley, Downtown Community Public Market, Small Business Saturday, Summer Support Banner, Light up Appleton, Downtown for the Holidays, Annual Awards and Annual Meeting, and the Downtown Appleton Farm Market.

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

Trolley Sponsor	\$3,000
Annual Meeting Support	\$ 500
Community Public Market	\$3,000
Small Business Saturday	\$3,000
Summer Support Banner	\$1,000
Art on the Town	\$2,500
Downtown for the Holidays	\$1,500
Award Celebration	\$ 500
Farm Market	-0-

Downtown Trolley Sponsorship \$3,000

- The free trolley provides an important connection between the Downtown and the Riverfront while highlighting the historic significance of the first electric trolley.
- 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.

Annual Meeting and Downtown Project Reports \$500

- Logo in all promotional materials leading up to event
- Provide promotional materials for take-home bag
- Includes corporate table for eight

Downtown Community Public Market \$3,000

- 3 event line up hosted at the Exhibition Center: February 8, March 21st and April 18th
- City would be the sponsor of the performance stage featuring a diverse lineup of community performers. We will be assisted by Rhythms of the World to line up the programming.
- City of Appleton would have a double booth 10x20 or two 10x10 booths available.

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 participating businesses during the month prior to event.

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 a variety of our summer events.

Art on the Town – evolving into Light up Appleton: \$2,500

- 3 total events days have not yet been selected. Two summer dates and one November date.
- 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.
- Logo inclusion on performance stage signage

Downtown for the Holidays and Holiday Fun Fest: \$1,500

- City of Appleton logo the Downtown for the Holidays holiday guide and advertising.
- Holiday Fun Fest: a feature of the Downtown Appleton Winter Market Dec. 12
Activities such as: visits with Santa, cookies with Ms. Claus, the One-Stop Elf Shop, the Handcrafted Market and more!

Downtown Business Awards Celebration table: \$500

- A table for 8 and recognition in the program and from the stage.

Farm Market: -0-

- Logo included on all promotional material
- Occasional booth space available for City promotion such as: Dignity and Respect campaign, Library, Park and Rec etc.. A schedule will be worked out with ADI staff.