



City of Appleton

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

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, February 23, 2022

4:30 PM

Council Chambers, 6th Floor

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

[22-0169](#) CEDC Minutes from 2-9-22

Attachments: [CEDC Minutes 2-9-22.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[22-0170](#) Request to approve recommended funding of \$15,000 for 2022 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document

Attachments: [Memo to CEDC on ADI Sponsorships 2022.pdf](#)

[ADI Support Proposal to City 2022.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.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Community & Economic Development Committee

Wednesday, February 9, 2022

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Vice Chair Wolff called the meeting to order at 4:32 p.m.

2. Roll call of membership

Reed and Thao appeared virtually and participated via Teams.

Present: 5 - Reed, Firkus, Thao, Alfheim and Wolff

Others present:

Aldersperson Alex Schultz, District #9

Kolby Knuth, The 513, 513 W. College Avenue

3. Approval of minutes from previous meeting

[22-0076](#)

CEDC Minutes from 1-12-22

Attachments: [CEDC Minutes 1-12-22.pdf](#)

**Firkus moved, seconded by Alfheim, that the Minutes be approved. Roll Call.
Motion carried by the following vote:**

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

4. Public Hearings/Appearances

5. Action Items

[22-0077](#)

Request to approve the reallocation of Community Development Block Grant (CDBG) funding from Appleton Housing Authority's 2020PY unspent \$42,824.66 to Rebuilding Together Fox Valley's 2021PY subaward agreement for homeowner rehabilitation

Attachments: [Reallocation of 2020 AHA Funds to RTFV Memo to CEDC 2-9-22.pdf](#)
[AHA Reallocation Request 1-4-22.pdf](#)
[Amendment to RTFV SubAgreement 1-25-22.pdf](#)

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

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

[22-0078](#)

Request to approve the Community Development Block Grant (CDBG) -CV (Coronavirus) Policy as specified in the attached documents

Attachments: [CDBG-CV Policy Approval Memo to CEDC 2-9-22.pdf](#)
[DRAFT CDBG-CV Policy 1-28-22.pdf](#)

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

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

[22-0079](#)

Resolution #2022-01 - Support for Amending the Articles of Organization and the By-Laws of East Central Wisconsin Regional Planning Commission to modify the Board composition for the Commission

Attachments: [#2022-01_CityofAppletonSupport_ECWRPCResolution.pdf](#)
[ECWRPC_ResolutionAmendingArticlesofOrg+Bylaws_Packet.pdf](#)

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

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

[22-0084](#)

Request to proceed with the sale of Lot 3 of Northeast Industrial Park Plat No. 4 to Tetz, LLC per the terms of the Option to Purchase Agreement with Valley Tool, Inc. or its assigns dated August 22, 2019 at a purchase price of \$53,850 (\$37,395.83 per acre)

Attachments: [Valley Tool Exercise Option to Purchase Memo to CEDC 2-9-22.pdf](#)
[Request from Valley Tool Exercise Option to Purchase Lot 3 NEIP.pdf](#)
[Recorded Option to Purchase COA and Valley Tool Lot 3 NEIP.pdf](#)

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

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

[22-0085](#)

The Community and Economic Development Committee may go into closed session pursuant to State Statute §19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential sale of Lot 3 of the Northeast Industrial Park Plat No. 4 and then reconvene into open session

The Committee did not go into closed session.

[22-0089](#)

Request to amend the Development Agreement with Bela Development LLC located at 513 W. College Avenue in Tax Increment Financing District No. 12 to provide the Developer until January 1, 2023 to meet the minimum \$1,700,000 assessed value requirement

Attachments: [Bela DA Extension Memo to CEDC 2-9-22.pdf](#)

[Bela Development 513 W College Recorded Dev Agrmt.pdf](#)

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

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

[22-0091](#)

Request to approve the Offer to Purchase from Farrell Investments, LLC to purchase Lot 11 of Southpoint Commerce Park Plat No. 1, consisting of approximately 3.25 acres, at a purchase price of \$130,000 (\$40,000 per acre)

Attachments: [Farrell Expansion Offer to Purchase Memo to CEDC 2-9-22.pdf](#)

[Farrell Offer to Purchase 2-3-22.pdf](#)

[SPCP Deed Restrictions.pdf](#)

[Southpoint Commerce Park Map Feb 2022.pdf](#)

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

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff

[22-0092](#)

The Community and Economic Development Committee may go into closed session pursuant to State Statute §19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential sale of Lot 11 of the Southpoint Commerce Park Plat No. 1 and then reconvene into open session

The Committee did not go into closed session.

6. Information Items

[22-0090](#)

American Rescue Plan Act (ARPA) City of Appleton Grants

This item was presented and discussed.

7. Adjournment

**Alfheim moved, seconded by Reed, that the meeting be adjourned at 4:52 p.m.
Roll Call. Motion carried by the following vote:**

Aye: 5 - Reed, Firkus, Thao, Alfheim and Wolff



MEMORANDUM

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

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: February 16, 2022

RE: Request to approve 2022 Sponsorships for Appleton Downtown Inc. (ADI)
Programs

The Council approved 2022 Budget includes funding in the Marketing & Business Services Business Unit of the Community & Economic Development Department to support small business and workforce development initiatives, as well as promoting Appleton to the broader public, businesses, and visitors.

As in the past, Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2022 (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 2022 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document **BE APPROVED**.



Sponsorship Support Agreement *City of Appleton*

City of Appleton will be acknowledged as a support sponsor of the following events and programs, as part of this sponsorship package: Business Retention/ Residential Outreach Program, Community Public Market, Small Business Saturday, Summer Support/ Farm Market, Downtown Creates Walk Events, Light Up Appleton, Annual Awards Celebration and Annual Meeting.

Items listed are specific to that event and are showcased under the event title. Opportunities available with each event sponsorship includes the following:

- Social media mentions leading up to event and City of Appleton logo recognition on each event page.
- City of Appleton logo inclusion will be featured on the ADI website for one full year and can be linked back to the City of Appleton website.
- Logo inclusion on all promotional materials, including tickets, posters, banners, flyers, print ads, etc.
- Facebook exposure on the Appleton Downtown Facebook page as a Favorite page. Page currently has 17,300+ fans and is a great way to engage and interact with the community.
- Additional acknowledgement in ADI's weekly public E-blast communication.

Sponsorship Benefits:

Downtown Business Retention/ Residential Outreach \$2,000

- City of Appleton link and logo inclusion on our website supporting the downtown property search tool and business recruitment information. Website updates happening in 2022 will include City staff recommendations and resources to share.
- Downtown resident and new employee Welcome Packet inclusion with City website/resources QRcode. ADI staff will create the cards.
- Support for year-round business retention visits and new business attraction efforts

Avenue of Ice – ice carving \$ Included

-Promotion of Art through varieties of carved ice, while attracting customers to walk the Downtown District

- Signage designating sponsor of event and ice carving.

Virtual Annual Meeting and Downtown Project Reports \$500

-Report to Stakeholders

- Invitation as speaker to present City updates.

Sustaining Summer Support with Farm Market \$2,500

-Promoting Eat Local, Shop Local – includes Downtown Businesses and Farm Market Vendors

- Support for infrastructure needs to effectively produce the Farm Market for a full season.
- Occasional booth space available for City of Appleton promotion: Appleton Public Library, Appleton Police Department, Park & Recreation, etc. Schedule to be worked out with ADI Staff.
- Facebook exposure on the Downtown Appleton Farm Market Facebook page as a Favorite page. Current page has 17,300+ fans and is a great way to engage and interact with the community.

Downtown Creates Walk Events & Placemaking Initiatives: \$2,000

-Promotion of Local Artists through Music, Art & Culture, while attracting customers to walk the Downtown District

- Four summer dates: May 20, June 17, July 15, and August 19
- Opportunity to participate during each event, perhaps each department could have a chance to share information with the public such as: *Open Office Hours with the City of Appleton*. This would be a great time to share updates on the library project or educate people on how to use Valley Transit. ADI staff can help coordinate with City departments.
- Supports additional placemaking and public art initiatives.

Light Up Appleton: \$2,500

-Free Family event to Celebrate the Light of the Season through Music, Art & Culture, while attracting customers to Downtown District for the Holidays

- City of Appleton logo on all Light up Appleton promotional material.
- Activities such as: FREE treat walk, community entertainment stage, handcrafted Market, wagon rides and so much more!

Downtown Business Awards Celebration table: \$500

-Celebration to Acknowledge Downtown Businesses for their Achievements

- Reserved table for eight.*
- Recognition in the program and from the stage.

Community Public Market \$2,500

-Promoting Eat Local, Shop Local – includes Downtown Businesses, Farm Market Vendors, Non-profits & Entertainment

- City of Appleton would have the option of a double booth 10x20 or two 10x10 booths available for promotion of various programs, such as: Appleton Public Library, Appleton Police Department, Park and Recreation Programs, etc. Schedule to be worked out between City of Appleton and ADI Staff.

Small Business Saturday \$2,500

-City wide Shop Local promotion event

- Support for the cooperative marketing effort with ADI and ANBA to produce the insert in the Thanksgiving Day paper to promote shopping local with small businesses throughout the City.

Note: All in-person events are subject to permit approval.



2022 Downtown Sponsorship Agreement
City of Appleton

As part of the sponsorship package, City of Appleton will be acknowledged as a sponsor of the following events with a sponsorship total of \$15,000, and breakdown is as follows:

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

| | |
|--|----------|
| Downtown Business Retention & Attraction | \$2,000 |
| Avenue of Ice – ice carving | Included |
| Virtual Annual Meeting | \$ 500 |
| Summer Support/ Farm Market | \$2,500 |
| Downtown Creates Walk Events | \$2,000 |
| Downtown Business Award Celebration | \$ 500 |
| Community Public Market | \$2,500 |
| Small Business Saturday | \$2,500 |
| Light Up Appleton | \$2,500 |

 City of Appleton Representative

 Date:

 Djuanna Kath
 Community Partnership Director
 Appleton Downtown Inc.

 Date: