

MINUTES
GREEN BAY ECONOMIC DEVELOPMENT AUTHORITY
Wednesday, May 14, 2014
City Hall, Room 210
4:30 PM

ROLL CALL:

G. Sikich, Chair	✓	M. Vogel	✓
M. Borlee	✓	D. Hillman	✓
Ald. Tim De Wane	✓	P. Hilgenberg	✓

Staff present: W. Townsend, G. Flisram, Economic Development Department; Donald and Diane Peters, Bob Borlee

Meeting called to order by Chair, G. Sikich at 4:30 p.m.

APPROVAL OF MINUTES:

Motion was made by D. Hillman to approve the minutes of the March 12, 2014 meeting and seconded by M. Borlee. Motion carried.

OLD BUSINESS:

1. Continue discussion on University Heights Commerce Center and the vision/marketing strategy to promote it. W. Townsend passed out a marketing plan and copies of previous marketing ads and stated she started with a marketing plan for May 2014 which focuses on the clear vision and tag line. Insight on manufacturing with businesses looking to expand with media resources at a low cost or no expense. June was following up with a billboard on the property that would say “put your business here” and a picture of what it could look like. Right now the University Heights Commerce Center is farm fields with signs that do not match and have no clarity.

In September, the Planning Department is interested in placing permanent signage because there are two businesses currently located in the Commerce Center. W. Townsend stated she wanted to be conservative. The City is spending a lot of money on advertising and should get the property identified by what the vision is and why somebody should locate at the University Heights Commerce Center. W. Townsend stated the Planning Department suggested not spending money on billboards but putting permanent signage in the University Heights Commerce Center instead. G. Flisram stated the Planning Department is suggesting taking a

step back and rethinking the marketing plan instead of spending unnecessary money.

NEW BUSINESS:

1. Discussion and action for approval of payment for two way finding signs that were repositioned on Highway 43 was conducted by G. Flisram. He stated over a year ago the Planning Department and Economic Development staff did not think the City was doing a good job of announcing itself at the Mason exit off of I-43 and did not invite people into the City. If you are northbound on I-43, the City should direct traffic into town via Mason Street. If you are southbound on I-43, the City should invite them on University Avenue to create activity and attract the traffic going to Door County. The City decided to move the green signs and contacted Department of Transportation which said it would cost the City approximately \$15,000 to move. The invoice from DOT to the City was \$31,000 instead of \$15,000 then reduced to \$25,000. The ED's 2013/2014 marketing fund would pay \$15,500 and another account which is to improve incidentals in the I-43 Business Park would pay \$9,500. Motion made by M. Borlee, second by M. Vogel to approve payment for two way finding signs on Highway 43 and have G. Flisram continue to negotiate with DOT but authorize to pay if so needed. Motion carried.
2. Discussion and action on a farm lease with Bob Borlee for 4.11 tillable acres located on the corner of Finger Road and Grandview Road in the I-43 Business Center for \$50 per acre with a renewal date of 12/31/16. Lessee shall have a right of first refusal to lease property for subsequent lease periods following initial three year lease. Motion made by D. Hillman, second by P. Hilgenberg, abstain by M. Borlee to approve the lease. Motion carried.

Motion to adjourn made by G. Sikich and seconded by M. Vogel. Motion carried.