

**MINUTES**  
**GREEN BAY ECONOMIC DEVELOPMENT AUTHORITY**  
**Wednesday, February 11, 2015**  
**4:30 PM**

**ROLL CALL:**

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

Staff present: K. Vonck, Economic Development Department

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

**APPROVAL OF MINUTES:**

Motion was made by M. Borlee to approve the minutes of the January 21, 2015 EDA meeting and seconded by Ald. De Wane. Motion carried.

**OLD BUSINESS:**

1. Continue discussion on University Heights Commerce Center and the vision/marketing strategy to promote it. K. Vonck stated he would like to look at the city properties that are available for development, explore potential signage and awareness of the University Heights area and to utilize the City's website. The lease on the billboard needs to be extended and to look at permanent signage in the University Heights Commerce Center area.

G. Sikich stated that we need to keep University Heights active.

M. Borlee added that progress is based on a function of interest and we are in a growth mode. There are two new tenants and hopefully that will spur another new tenant and the billboard has been effective.

**NEW BUSINESS:**

1. Implement a process for Economic Development to report quarterly to the Common Council, similar to the annual report from existing BIDs. (Request by Ald. Moore) K. Vonck stated he would like to meet with Ald. Moore to get a better understanding of what he is looking for. We need to be moving as a department to set up strategic goals and objectives. ED would like to show progress with what we are accomplishing on a day to day basis.

G. Sikich stated the EDA is about business development, business expansions, sighting new businesses in the community, redeveloping the

Brownfields sites and getting them on the tax base. EDA is not about Façade improvements, sign changes and landscaping. That is more the Plan Commission. EDA is interested in business growth, where businesses want to develop jobs and tax base.

M. Borlee stated there was discussion in the past that the EDA draft a letter to the steering committee that hired the UWGB chancellor. We need to work together to connect the campus with the City of Green Bay. Maybe grow satellite programs or research programs.

K. Vonck stated that focusing on the number of businesses, employees, wages, tax base, redevelopment and property values are important. The City needs to connect individuals and industries together to stimulate innovative ideas. We then need to take those ideas and turn them into businesses working with organizations like the Chamber and UWGB.

M. Borlee stated we are here to promote, increase and stabilize the tax base in the City of Green Bay.

Ald. De Wane stated that UWGB has a newspaper, Fourth Estate, which has been networking with the City.

2. Brownfield Committee discussion. G. Sikich, M. Borlee and Ald. De Wane are interested in being on the Brownfields Committee. G. Sikich stated that D. Lindstrom, Planning Department, planned to have Council approve the formation of the Brownfields Committee. We need to prioritize and identify the top Brownfields sites and develop these properties.

K. Vonck stated that he talked to D. Lindstrom briefly and they would like to apply some of the Brownfields funds to Velp Avenue.

3. Department Report & Business Retention Visit Report

- Cellcom on Military Avenue has opened a new store
- A new tenant is replacing Michael's at the Green Bay Plaza
- An application was submitted to WHEDA for 201 W. Walnut for a housing development
- Five Dance Studio is growing and are looking for additional space
- Platten Place is full to capacity
- A grand opening in March at Downtown Green Bay Initiative One

4. Motion to adjourn made by Ald. DeWane and seconded by M. Borlee. Motion carried.