



REDEVELOPMENT AUTHORITY AGENDA

December 03, 2025 at 7:45 AM

**City Hall - Conference Room 106, 828 Center Avenue,
Sheboygan, WI**

Persons with disabilities who need accommodations to attend this meeting should contact the Department of City Development, (920) 459-3377. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to the City Development Department at 920-459-3377 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose.

OPENING OF MEETING

1. Roll Call
2. Call to Order
3. Pledge of Allegiance
4. Identify potential conflict of interest

MINUTES

- [5.](#) Motion to approve the Minutes from November 19, 2025

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- [6.](#) Request from DreamCatcher Energies to lease a portion of RDA land at 229 South Pier Drive for EV Charging Stations.

CLOSED SESSION

7. Request by Sear'd LLC to modify loan terms.
8. Business Loan request from Asian Harvest Foods

Potential Closed Session: Motion to convene into closed session under the exemption provided in Sec.19.85(1)(e) Wis. Stats for the purpose of deliberating or negotiating the investment of public funds or conducting other specified public business when competitive or bargaining reasons require a closed session, to wit: to discuss a business loan.

TENTATIVE DATE OF NEXT REGULAR MEETING

9. December 17, 2026

ADJOURN

10. Motion to Adjourn

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

*City Hall • Mead Public Library
Sheboygan County Administration Building • City's website*

CITY OF SHEBOYGAN
REDEVELOPMENT AUTHORITY MINUTES

Wednesday, November 19, 2025

MEMBERS PRESENT: Roberta Filicky-Penski, Deidre Martinez, Steven Harrison, Cleo Messner and Jim Conway and Alderperson Dean Dekker

MEMBERS EXCUSED: None

STAFF/OFFICIALS PRESENT: City Attorney Liz Majerus, Director of Planning and Development Taylor Zeinert and Jeff Witte, Planner

OTHERS:

OPENING OF MEETING

1. Roll Call : Roberta Filicky-Penski, Deidre Martinez, Steven Harrison, Cleo Messner and Jim Conway, Alderperson Dean Dekker enters at 7:49

2. Call to Order

Chair Roberta Filicky-Peneski called the meeting to order at 7:45 AM

3. Pledge of Allegiance

The Pledge of Allegiance was recited.

4. Identify potential conflict of interest

No conflicts of Interest were identified.

MINUTES

5. Motion to approve the minutes from November 5th, 2025

Motion by Deidre Martinez and seconded by Jim Conway to approve the minutes from November 5th, 2025. Motion carried.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

6. Request from Sheboygan Visual Artist Request to use the green space between 523 and 534 S. Pier Drive

Motion by Deidre Martinez and seconded by Jim Conway to approve the request by Sheboygan Visual Artist contingent upon getting a Special Events Permit and meeting all of its approval components. Motion carried.

7. Sear'd LLC is requesting to use the RDA owned green space next to 723 New York Avenue

Motion by Steve Harrison and seconded by Deidre Martinez to approve the request by Sear'd LLC to locate a dumpster on RDA parcel 59281108060 through February 2026 contingent upon insurance coverage. Motion carried.

8. Review proposed changes to the RDA Economic Development Loan Program Manual

Motion by Jim Conway seconded by Deidra Martinez to increase the amount of loan per job created to \$35,000. Motion carried.

Motion by Steve Harrison seconded by Jim Conway to include language "Applications are subject to the State of Wisconsin Open Records Law". Motion carried.

Motion by Jim Conway seconded by Steve Harrison to change "owners" to "business" in section. Motion carried.

Motion by Steve Harrison seconded by Jim Conway to approve the updated Economic Development Loan Program Manual. Motion carried.

TENTATIVE DATE OF NEXT REGULAR MEETING

9. December 03, 2025

ADJOURN

10. Motion to Adjourn

Motion by Deidra Martinez and seconded by Steve Harrison to adjourn. Motion carried. Being no further business, the meeting was adjourned at 8:49 AM.



City of Sheboygan
PLANNING AND DEVELOPMENT

Sheboygan City Hall
828 Center Ave, Suite 201
Sheboygan, WI 53081

To: Redevelopment Authority

Date: December 3, 2025

Subject: Dream Catcher Energies LLC

Staff was contacted by Jared Soto founder of Dream Catcher Energies, LLC. Mr. Soto is asking the RDA to consider letting his company install EV charging stations on RDA land at 229 South Pier Drive. Presentation will be given at the meeting.

Proposal to the City of Sheboygan and Redevelopment Authority

Installation and Operation of Public EV Charging Stations at South Pier

Submitted by:

Dream Catcher Energies, LLC

Sheboygan, Wisconsin

Date: [Insert Date]

1. Introduction

Dream Catcher Energies, LLC is a Sheboygan-based startup company specializing in electric vehicle (EV) charging infrastructure. We are on a mission to electrify the Midwest.

We respectfully submit this proposal requesting permission to install and operate three (3) public EV charging stations on City-owned property located at South Pier, Parcel ID #59281321320, owned by the Redevelopment Authority of Sheboygan. We also request approval for signage, and approval to modify the corresponding parking spaces to indicate they are for EV charging only and to provide handicap accessibility.

2. Why Is EV Charging Infrastructure Important?

- The number of EV registrations in Wisconsin continue to rise at a non-linear rate, with larger annual increases than we used to see. Between 2022 and 2023 Wisconsin alone saw an **increase of 9,200 EV registrations**, 100 registrations shy of the *TOTAL OF WISCONSIN EV REGISTRATIONS IN 2021*. That brings 2023 Wisconsin EV registrations to **24,900**. 2024 & 2025 data is not released yet. **Source:** US Department of Energy, Alternative Fuels Data Center, TransAtlas.
- For some it may be difficult to think of EV chargers as infrastructure, but think of fibre optic and communication networks. No one in their right minds can dismiss

how important that is now, but early on it likely faced a lot of resistance. That is infrastructure to support a digital economy. **Public EV chargers** are transportation infrastructure. EVs on a grander scale are also grid-resilience since many can power homes, power tools, and even charge other vehicles.

- Sheboygan and Sheboygan County are EV charging desolate wastelands. Up until two (2) DC fast chargers were opened in Wilson Wisconsin near the highway exit this summer, there was only one set of these (*Public*) chargers in all of Sheboygan County that was **NOT** at a car dealership; The Tesla Superchargers at Festival Foods. Only Teslas can use these, even if you have a physical adapter. That's because these are old chargers and lack the hardware to support intercompatibility. There are a handful of much **MUCH** slower chargers scattered throughout a few hotels in Sheboygan county as well. Imagine coming to Sheboygan for a day trip, just to find you need to spend 5 hours at a hotel charging your EV just to get home.
- The right EV chargers with strategic placement brings more business to nearby shops, restaurants, and other businesses, thus stirring the local economy. That's because **EV drivers explore and shop while they charge**, even with quick DC fast chargers.

Charging a non-Tesla EV in Sheboygan is insanely difficult if you are a tourist, traveler, or a resident that doesn't have the option of charging at home. Even if you have a Tesla, you only have the one charging option. **How would you feel if there were only one gas station in Sheboygan?**

3. Project Overview

The proposed project will install **three (3) commercial-grade EV chargers** at South Pier, parcel ID #59281322029 owned by the **Redevelopment Authority of Sheboygan**, north side of the lot, across from Lino Ristorante Italiano and South Pier Parlour.

- **Two (2) DC Fast Chargers** – 200 kW each
 - Each charger will have two charging ports, enabling **four (4) vehicles** to DC fast charge simultaneously.
 - **CCS** plug types.

- Input: **480V, 3-phase**.
- Typical charge time: **15–45 minutes** depending on several variables.
- **One (1) Level 2 AC Charger – 19.2 kW**
 - Dual-port, allowing **two (2) vehicles** to charge simultaneously up to 19.2 kW each.
 - **J1772** plug types.
 - Input: **240V, single-phase**
 - Typical charge time: **2–8 hours**, ideal for longer stays or overnight parking.

In total, the installation will provide **six (6) active EV charging spaces**, supporting both local drivers, visiting tourists, and travelers that need to charge to continue their route.

The chargers will be open to the public on a first-come, first-served basis. Idle fees will apply to the DC Fast Chargers after a session completes to encourage charger availability. The AC chargers will not have idle fees since they are intended for longer or overnight charges (*We do not expect people to have to move their EV in the middle of the night*).

Dream Catcher Energies may request permission in the future to **upgrade and / or expand** the number of chargers as demand increases.

4. Site Design and Modifications

To ensure the site is attractive, accessible, and user-friendly, Dream Catcher Energies, LLC also requests permission to make the following modifications:

1. Layout:

9 conventional parking stalls will be converted to 6 EV charging stalls with accessibility aisles for the chargers, and 2 8-foot handicap / van accessible aisles that can double as space for oversized EVs. These will **NOT** be handicap **EXCLUSIVE**, just handicap accessible. These two aisles will create four (4) of the EV charging stalls to be handicap accessible.

2. Placement:

Chargers will be installed between the **curb and sidewalk** for safety and maintenance efficiency—this aids in preventing vehicles from hitting the chargers, simplifies snow removal, and allows blacktop resurfacing without removing equipment.

3. **Repainting of Parking Space Stripes:**

Charging spaces will be painted different from yellow to highlight their speciality.

4. **Pavement Markings:**

Each space will include a painted EV icon and text to clearly designate being for EV charging only.

5. **Signage:**

“EV Charging Only” signs will also be installed.

6. **Sponsor Recognition:**

A plaque will be installed to recognize supporting partners, sponsors, and donors that contributed to the project.

5. Ownership and Operation

Dream Catcher Energies, LLC will:

- **Own, operate, and maintain** all charging equipment.
- **Act as the CPO** (Charge Point Operator).
- **Collect and manage all revenue** generated by the chargers.

Snow removal and landscaping will continue to be the responsibility of the City of Sheboygan.

Most maintenance can be handled through software and also remotely. Dream Catcher Energies, LLC will ask for city or DPW permission to physically service or upgrade our equipment if needed beyond non-intrusive maintenance routines such as screen cleaning. An exception to this is if a separate agreement or contract is made allowing Dream Catcher Energies, LLC or our subcontractors to perform tasks without constant permission.

6. Funding

Funding will be taken care of by Dream Catcher Energies, LLC.

A fund will be put together through a non-profit organization acting as a fiscal sponsor for this project. This fund will allow donors and sponsors to contribute to it while still receiving tax deductions. There will be other sponsor benefits as well such as digital advertising through the displays on the chargers themselves.

Donors and sponsors can include individuals, businesses, non-profit organizations, cities, etc.

The City of Sheboygan, SCEDC, Sheboygan Chamber of Commerce, Visit Sheboygan, and other government entities could also contribute to the fund and still receive sponsorship perks such as marketing and PR.

7. Site Selection and Benefits

South Pier is a popular entertainment destination for locals and tourists, and offers proximity to Lake Michigan, the River Front, and local businesses. Installing chargers at this site will:

- Support Sheboygan's sustainability goals and public image as a clean-energy-forward city.
- Include Sheboygan as a participant of the Lake Michigan EV Circuit Tour initiative.
- Strengthen & build charging access along a critical corridor between Milwaukee and Green Bay.
- Bring people to South Pier that wouldn't have come otherwise; they **NEED** to charge.

- Bring **routine** patronage to South Pier from locals that can't charge at home.
- Encourage visitors to stay longer and patronize nearby restaurants and shops.

South Pier offers the amenities to entertain all demographics while their vehicle is charging, from boutiques, shops, spas, restaurants, taverns, cafes, arcades, mini-golf, natural scenery, conference centers, and even lodging.

Placing the chargers in open view helps create a sustainable and tech-forward image, and makes locating the chargers much easier for EV drivers.

8. Installation and Power

- Dream Catcher Energies, LLC will oversee installation and utility upgrades.
- Installation will be subcontracted to a **licensed electrical contractor**.
- Electrical service and utility upgrades will be conducted with **Alliant Energy**.

9. Timeline

1. Funds will be collected from private entities, businesses, individuals, and non-profits until all funds are collected. If funding is not 100% met in time, a private loan will cover the rest.
2. Permits will be acquired throughout **winter**.
3. Construction is expected to begin in **mid to late spring 2026**.
1. Chargers will be tested and open to the public **late summer or early fall 2026 at the latest**. We will open the chargers much sooner if the rate of construction allows it.

10. Requested Action

Dream Catcher Energies, LLC requests permission from the **City of Sheboygan** and the **Redevelopment Authority** to:

1. **Install and operate** three (3) EV chargers (Two DC Fast Chargers and one Level 2 AC Charger) on Parcel ID **#59281321320**.
2. **Approval** to modify the corresponding parking spaces to make them distinctly for EV charging and to add access aisles for both the chargers and for handicap accessibility.
3. **Approval** to add signage to further the stalls are for EV charging only, and a plaque for the sponsors.
4. **Access the area** for construction and maintenance as needed.

Notes:

This proposal is not a request for permits.

This proposal is not a request for funding.

11. Contact Information

Jared Soto

Founder & Manager

Dream Catcher Energies, LLC

1425 N 4th St

Sheboygan, WI, 53081

Email: Dreamcatcherenergies@Outlook.com

Phone: 715 602 0429



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Item 6.

EV Chargers At South Pier Sheboygan TECHNICAL SPECS





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Item 6.

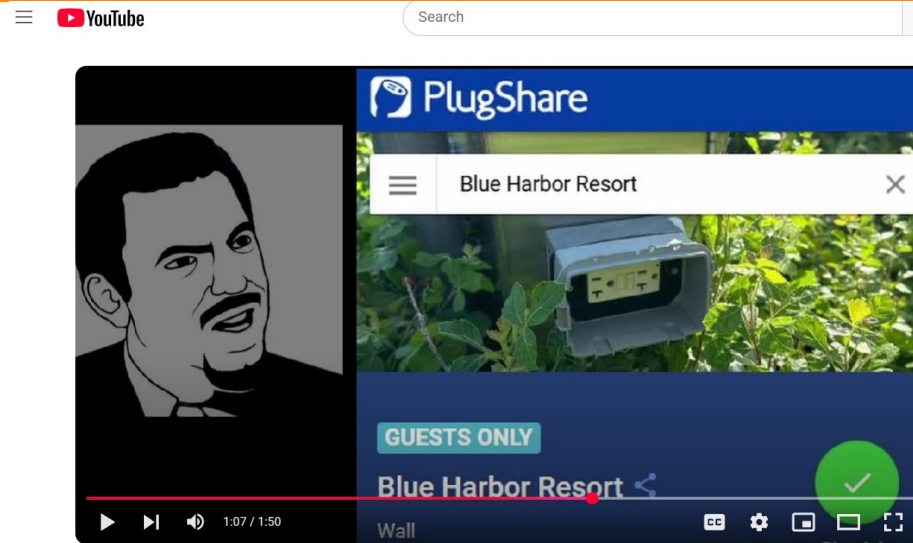
The Pain Points

Charging a non-Tesla EV in Sheboygan **SUCKS!**
It's nearly impossible actually.

Please see our video of what charging an EV in Sheboygan **COULD** look like!

See link here:

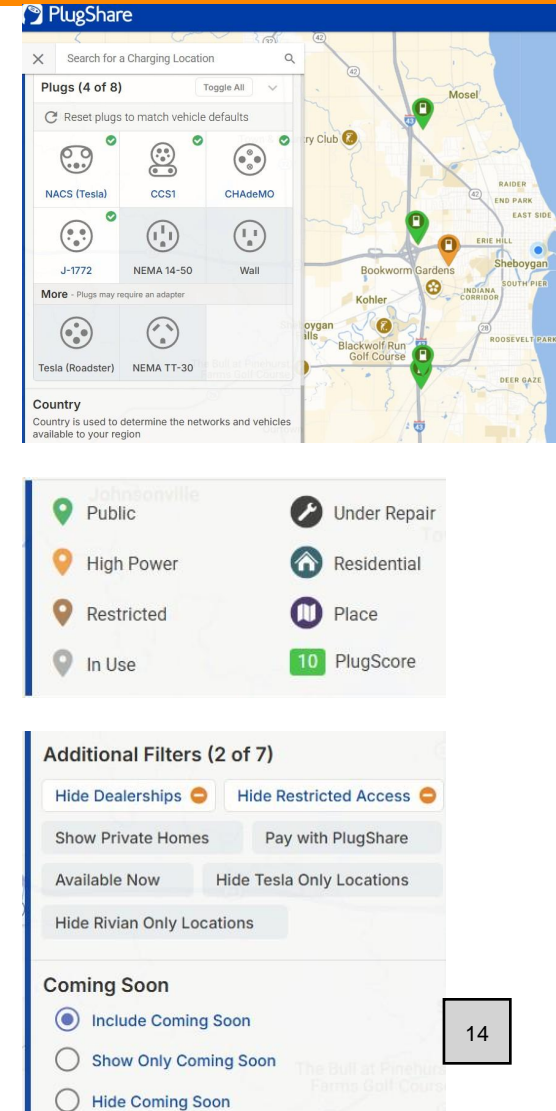
<https://www.youtube.com/watch?v=NjaqYn3cwGE>



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The only DC fast chargers in Sheboygan that aren't at car dealerships, is a single cluster of Tesla exclusive superchargers.

ALL of Sheboygan's level 2 chargers are located at various hotels.



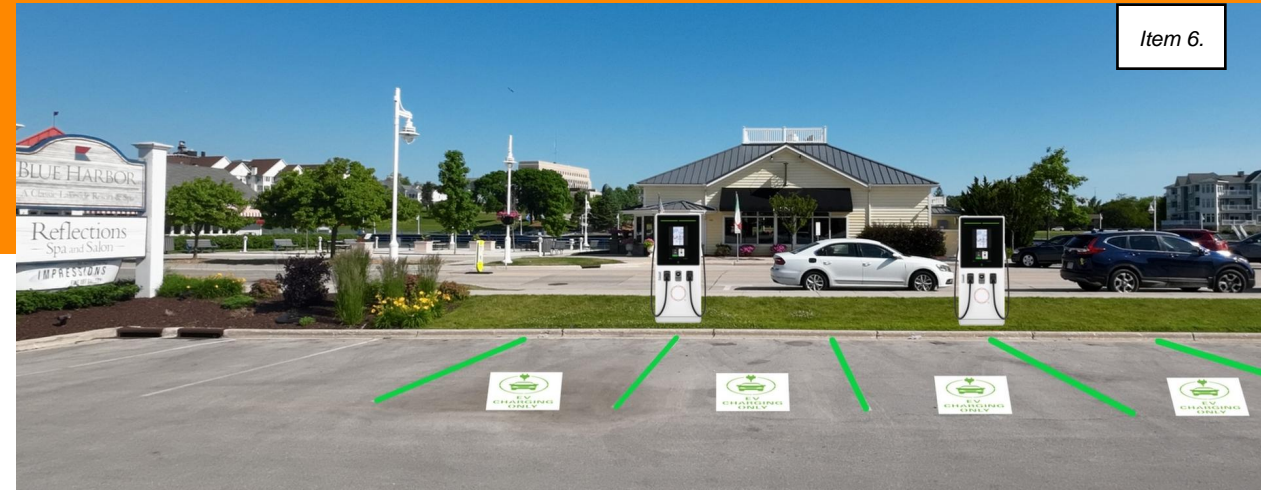


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The Solution

The solution is to install EV chargers at the South Pier District in Sheboygan.

This area is great to charge at if you are a *local, tourist, or traveler* (passing through and need to charge).



Above & Left; Concept renders of DC Fast Chargers at South Pier Sheboygan, made by Dream Catcher Energies, LLC.



We would like to start with two (2) 200kw DC Fast Chargers, and one (1) 19.2kw Level 2 J1772 Charger, each one capable of charging 2 vehicles simultaneously. So in total, **6 EV's could be charging at the same time**, at any given time.

Over time we will ask to install more EV chargers and / or upgrade the existing chargers as demand for them increases.

Two (2) DC Fast Chargers (DCFC)

200kw output (Each).

480 volt 3-phase input.

CCS Plug Type.

One (1) Level II AC Charger

Duel Mount.

19.2 kw (80 amp) output for each side.

240 volt single phase input.

J1772 Plug Type.



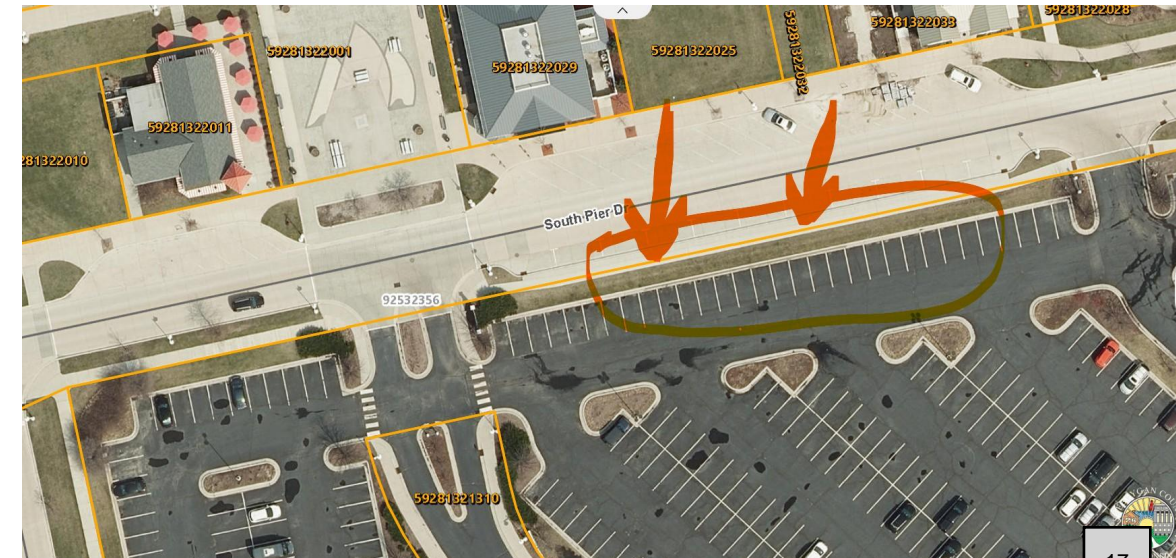
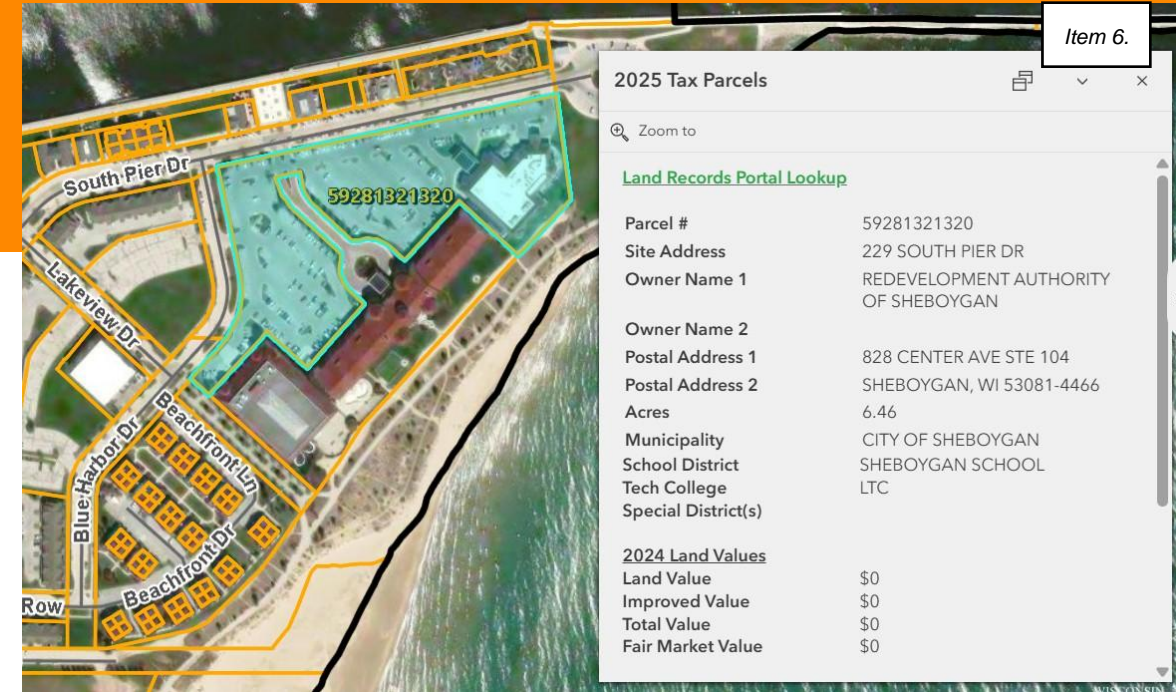
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Location

Site Address
229 South Pier Dr.

Parcel #
59281321320

Property Owner
City of Sheboygan /
Redevelopment Authority of
Sheboygan





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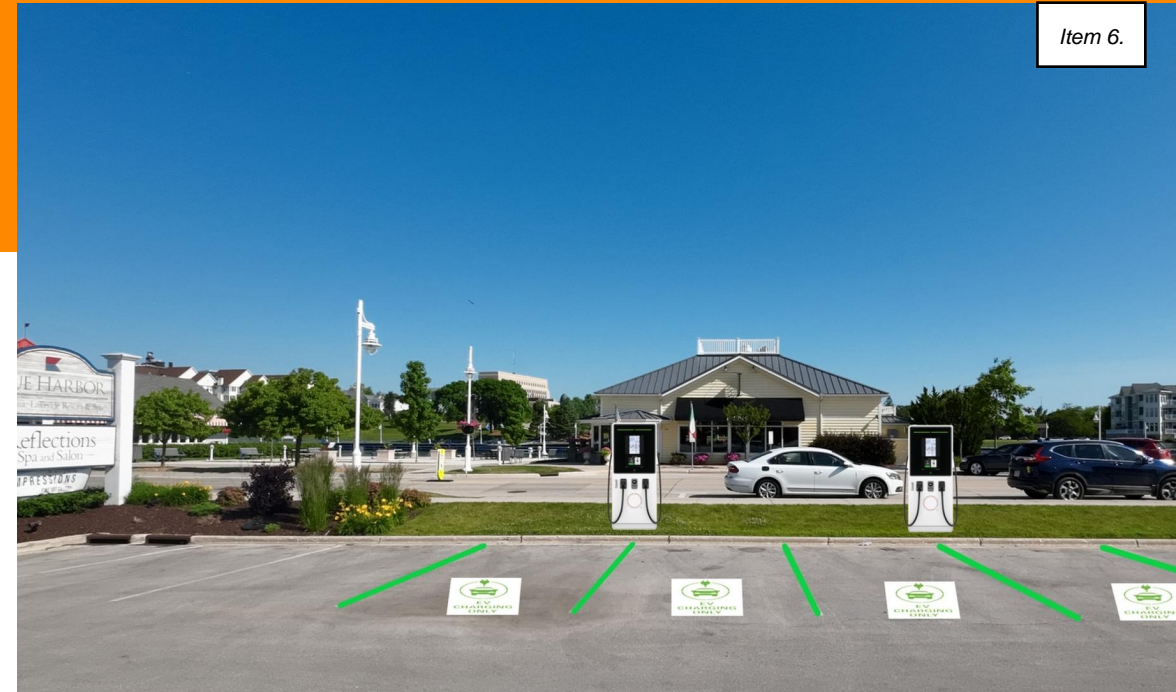
Location

We want the chargers to be on the north side of the lot, between the sidewalk and blacktop, ideally closer to businesses such as South Pier Parlor, Lino Ristorante Italiano, and Eb & Flo. This area sees a lot of foot traffic, thus visibility.

Visibility is advertisement for the chargers themselves and makes statements;

- Sustainability is valued and understood in Sheboygan.
- EVs are here and so is the infrastructure to support them.
- Charging an EV is **NOT** an inconvenience.
- South Pier is very accommodating and up to date with infrastructure and technology.

With the chargers between the sidewalk and blacktop, this makes **snow removal** more convenient, and simplifies the process when the time comes to **resurface the parking lot**.





The layout is seen to the right.

The chargers will be positioned behind the curb.

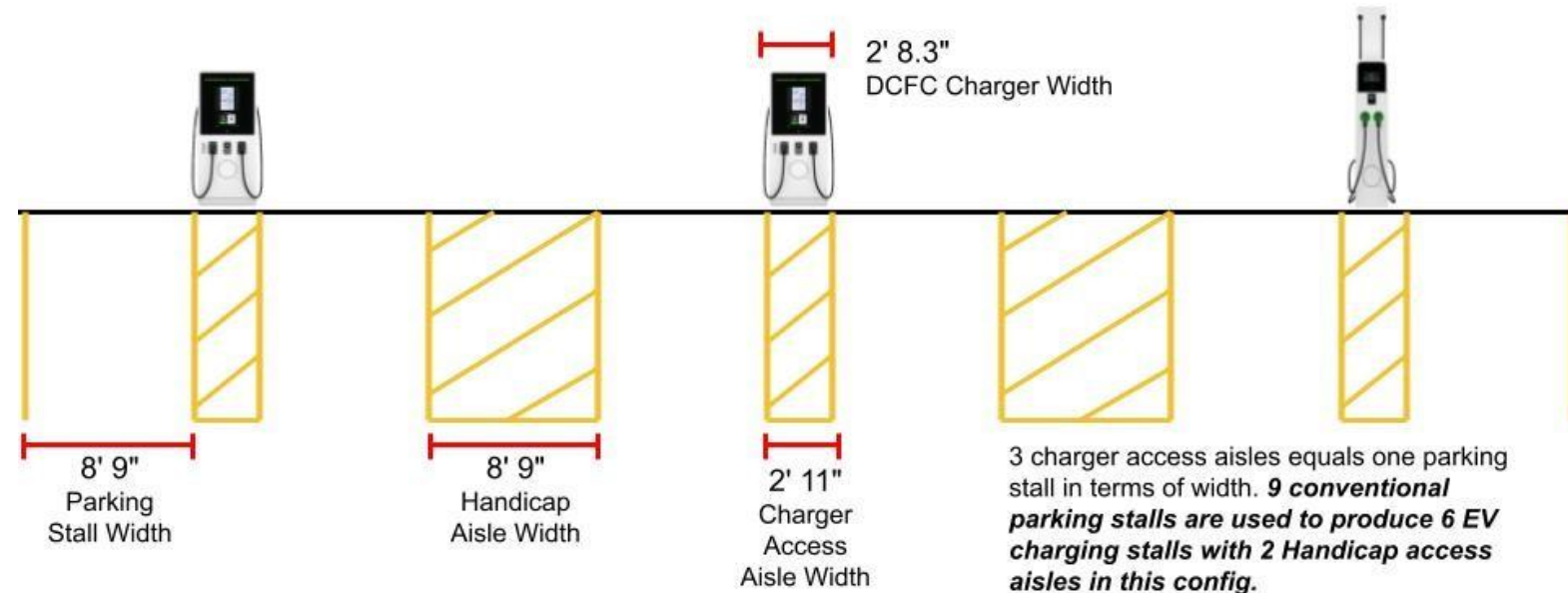
The parking stalls will be the same width and length as the current parking stalls in the lot.

There will be two handicap access aisles the same dimensions as the parking stalls. These will create handicap **accessibility**, **NOT** handicap **exclusivity**.

There will be charger access aisles to compensate for charging cables being plugged in, and also needing to approach the charger for payment.

9 conventional parking stalls will create 6 EV charging spots with charger access aisles and two (2) handicap access aisles.

Layout





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Other Components

Stripe Re-Painting

We will repaint the affected parking stalls and aisles in a different color to indicate specialization.

- A 'badge' , icon and/or explicit wording will be added to the pavement to further these spaces are for EV charging only.

Signage & Sponsor Plaque

"EV Charging Only" signs will be installed as well.

- Funding will come from various donors and sponsors. We want to have something physical to thank and call out the sponsors. We want EV drivers and common foot traffic to be able to see this.

Bollards

The curb itself should discourage vehicles from getting close enough to cause damage to the chargers, but you can't be too safe. We may want to add bollards as well.

Visuals

We may vinyl wrap the chargers for events, sponsors, or advertisements. Advertisements may also appear on the digital screens as well.





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Funding

We will be *working with a non-profit* organization to act as a fiscal sponsor for this project. That would allow donors and sponsors to contribute while also receive tax deductions.

There will be a *plaque to thank the sponsors* as well.

This project would be at *no expense to the City of Sheboygan*, though they will have the advantages of PR, sustainability goals & image, and supporting local businesses via the extra traffic these chargers will bring.

The City, SCEDC, Chamber of Commerce, Visit Sheboygan, and other entities *can contribute to the fund if they wish*.





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Operations

Dream Catcher Energies, LLC will:

- Be the **CPO** (Charge Point Operator) of the chargers.
- Be responsible for the maintenance, up keep, and **uptime** of the chargers.
- Be responsible for the **operational expenses**.
- Will collect and keep the **revenue** from the chargers including any advertising revenue.





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Timeline

Throughout Fall and Winter we will be securing sponsors to fund the project, city approval, as well as the proper permits.

We hope *construction can begin Spring 2026*.

Our goal is to have the chargers operational and open to the public by *late Summer or early Fall of 2026*.

The chargers have a lifespan of 8 - 10 years.

In 7 years we will propose to install more chargers nearby. This way the first round of chargers will not cause disruption or angst when they go down at the end of their life. There will **NOT** be a season where there are no chargers, and it will be an opportunity to install the next generation of chargers and to adapt to the future demand.





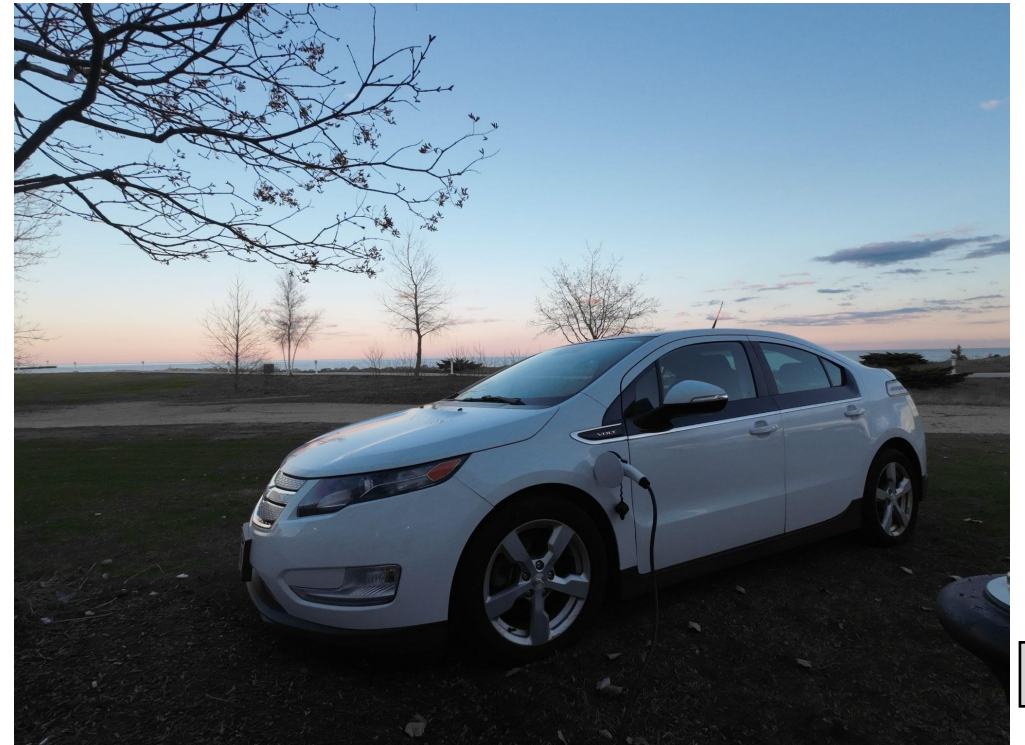
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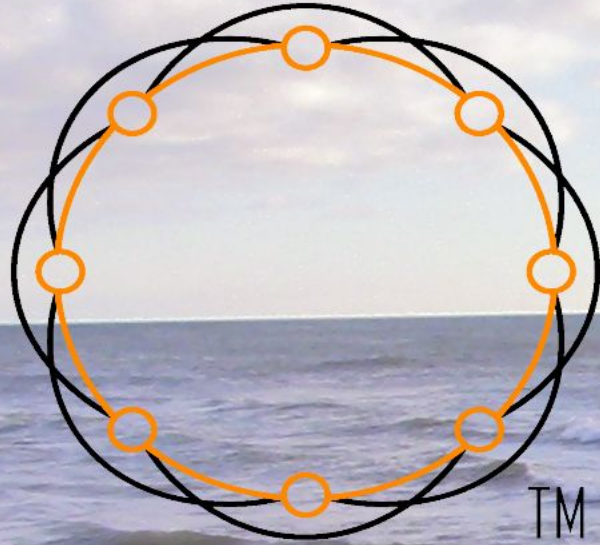
Summary & Ask

- We ask permission to install and operate **3 EV chargers** on public city parcel #59281321320
- 3 Chargers will be **able to charge 6 EVs** simultaneously.
- Funding will come from **various sponsors and donors** through a collaboration between Dream Catcher Energies, LLC and a non-profit organization.
- Dream Catcher Energies, LLC will be responsible for **maintenance and operations** of the chargers, not including landscape care or snow removal.



Item 6.





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E N E R G I E S , L L C





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Item 6.

EV Chargers At South Pier Sheboygan **Why Should There Be Chargers Here?**



**If Only
There Were
EV Chargers Here...**



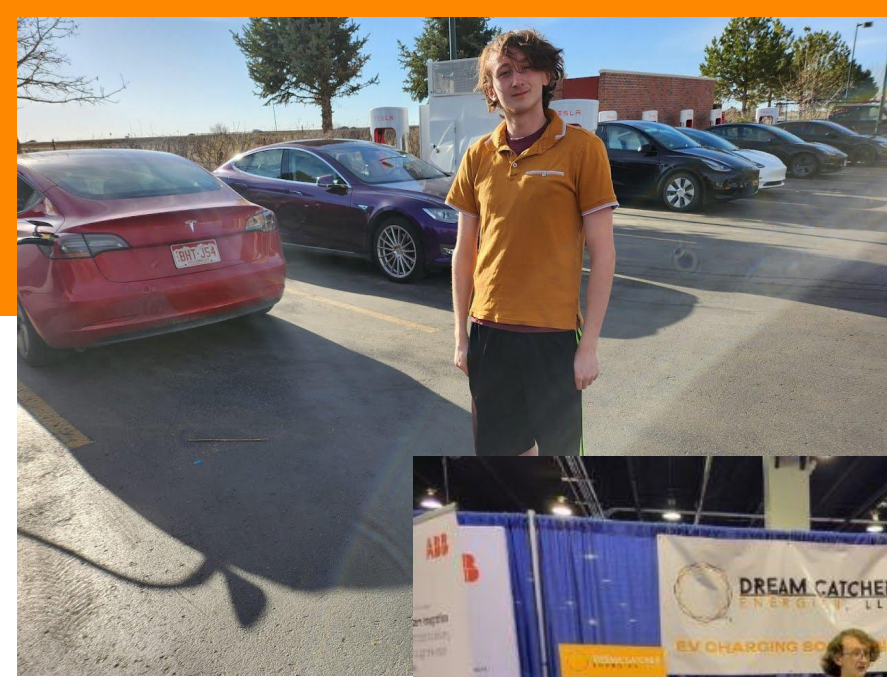
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Who is Dream Catcher Energies, LLC?

Dream Catcher Energies, LLC is an *electric vehicle charging infrastructure startup company*, founded right here in Sheboygan Wisconsin to address the problems with and lack of charging infrastructure across Wisconsin and the Midwest.

Jared Soto wanted an EV but realized he logistically could not own one in his current living circumstances in Sheboygan.

So Jared went on to form Dream Catcher Energies, LLC to build the infrastructure himself.



Item 6.



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Item 6.

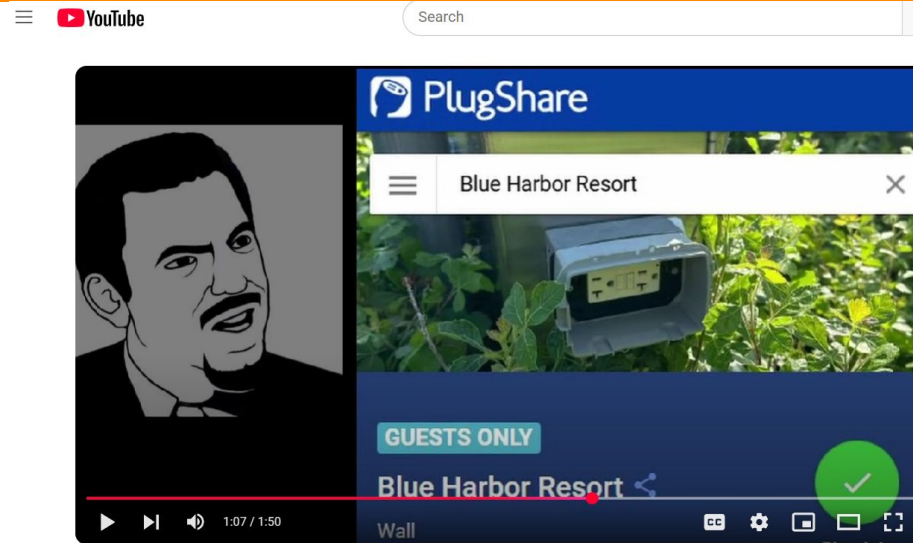
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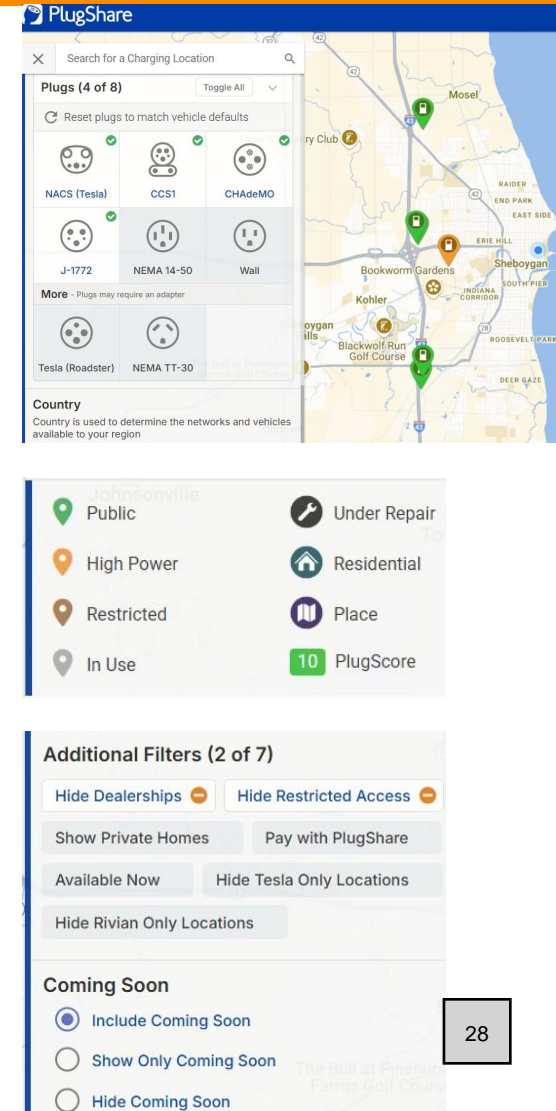
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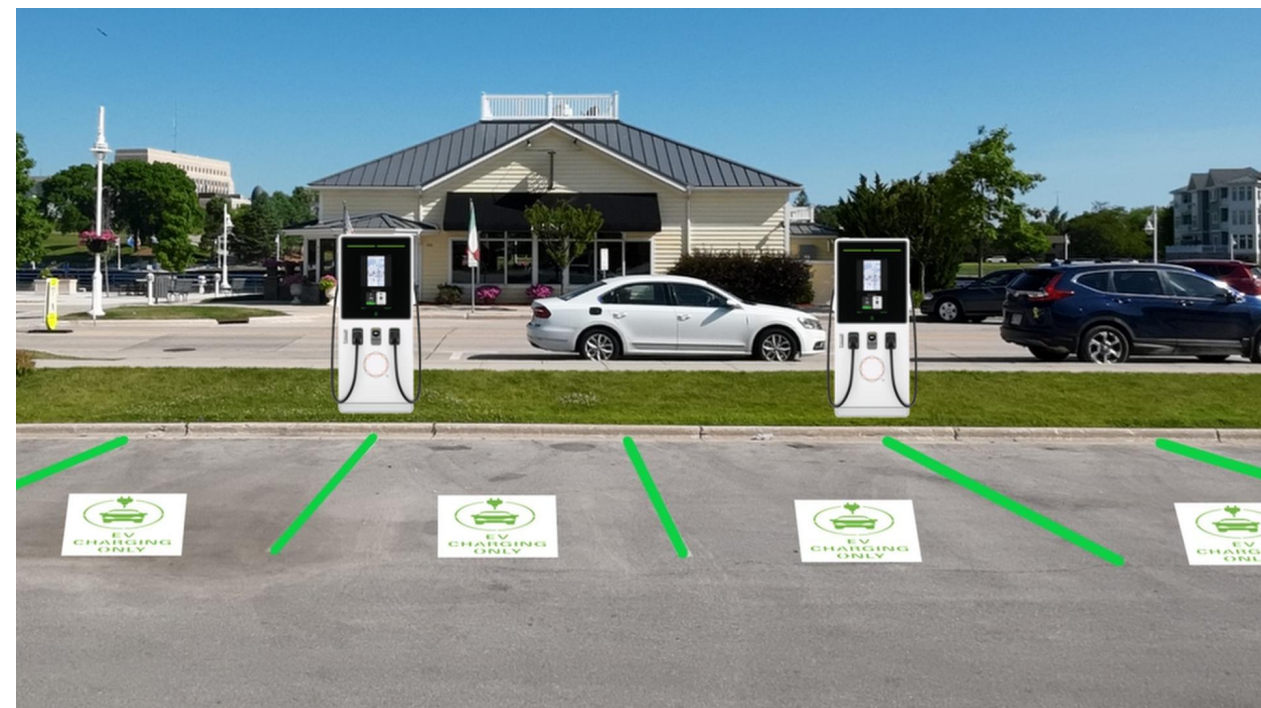


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Above & Left; Concept renders of DC Fast Chargers at South Pier Sheboygan, made by Dream Catcher Energies, LLC.



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*It's Great For
Business!*

Item 6.

EV Charging Stimulates the Economy

Installing EV chargers close to existing businesses is a great way to stir the economy!

What do you do with the time it takes to charge? *Many consumers find themselves impulse buying.* 30 or so minutes is perfect for grabbing food, exploring surrounding shops and boutiques, etc!

Installing EV chargers at South Pier is a sure way to drive more business to the many shops there. For some, people may be discovering South Pier for the first time because they NEED to charge.

See article;

<https://news.mit.edu/2024/study-ev-charging-stations-boost-nearby-business-spending-0904>





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Lake Michigan EV Circuit Tour

Wisconsin is a participant in the Lake Michigan EV Circuit Tour, as well as Michigan, Indiana, and Illinois.

This is a network of EV chargers around Lake Michigan making it more convenient and even enjoyable to loop around Lake Michigan with a smooth, quiet EV.

Racine gets a lot of media coverage for participating in this project.



Governor Tony Evers
@GovEvers

NEW: I'm proud to join several of my fellow Midwest governors in announcing the Lake Michigan Electric Vehicle Circuit Tour—a network of EV chargers spanning over 1,100 miles along pristine Lake Michigan at key coastal communities, lighthouses, and tourism attractions.



8:14 PM · Aug 2, 2022

REPLY RETWEET LIKE

See YouTube *FOX6 News Racine EV charging station*
(Skip to 1:20 for best part!);

https://youtu.be/lk_rKintAZk?feature=shared&t=80

Item 6.



Lake Michigan EV Circuit Tour

EV Chargers at South Pier would qualify Sheboygan to be part of the Lake Michigan EV Circuit Tour!
This is a great way for Sheboygan to further its *sustainable agendas while gaining PR and driving tourism!*
Other *sponsors can also reap the PR benefits of supporting this project!*

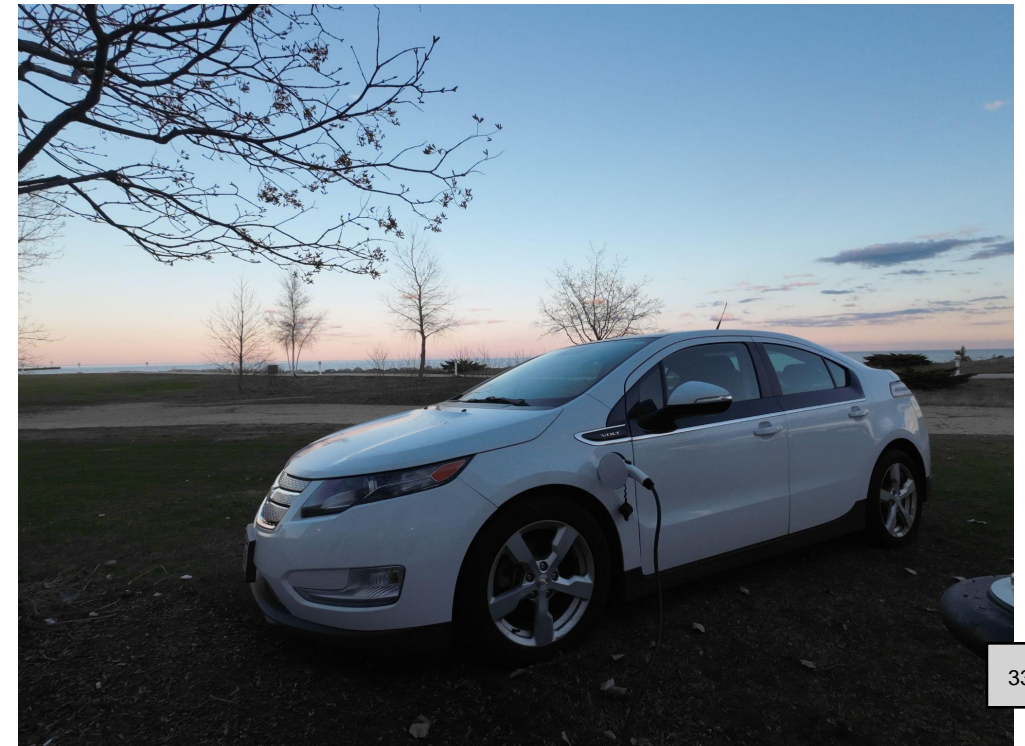


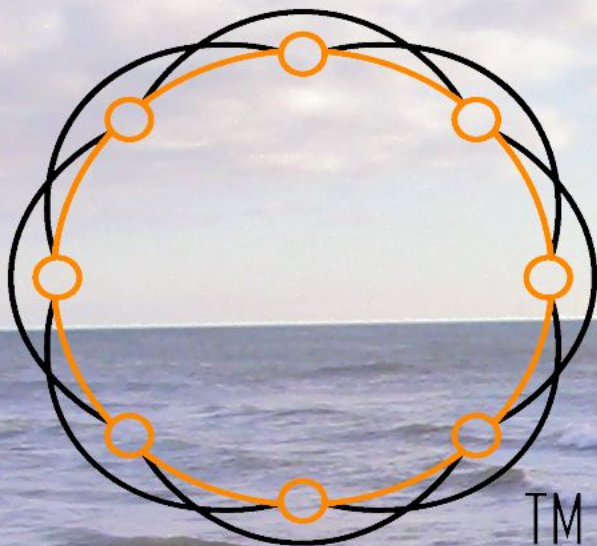


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Summary

- Charging infrastructure in and around Sheboygan is **extremely lacking**.
- People need to be **entertained while they charge**. This is done with nearby shops, restaurants, and scenery.
- EV chargers **boost the economy** in local spending; people shop while they charge.
- Sheboygan is one of the few places in Wisconsin eligible to participate in the **Lake Michigan EV Circuit Tour** initiative.
- South Pier has entertainment for all demographics, has ideal parking space, and is loaded with small businesses that can benefit from the extra traffic. South Pier is close to the lake and riverfront, bringing people closer to the best parts of Sheboygan. **EV chargers here is a win-win for EV drivers and the City of Sheboygan.**





DREAM CATCHER ENERGIES, LLC

