



# REDEVELOPMENT AUTHORITY AGENDA

**July 30, 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: Roberta Filicky-Peneski, Steven Harrison, Cleo Messner, Jim Conway, Deidre Martinez, Alderperson Robert La Fave, and Darrell Hofland
2. Call to Order
3. Pledge of Allegiance
4. Identify potential conflict of interest

## MINUTES

5. Motion to approve the minutes from June 25, 2025.

## ITEMS FOR DISCUSSION AND POSSIBLE ACTION

6. Discussion and possible action on use of the RDA property by Powerboat P1 USA LLC for the boat races held the weekend of August 7-11, 2025.
7. Discussion and possible action of adopting a Code of Ethics and Operational Guidelines of RDA members.

## NEXT MEETING

8. August 27, 2025

## ADJOURN

9. 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, June 25, 2025**

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**MEMBERS PRESENT:** Steven Harrison, Jim Conway, Cleo Messner, Alderperson Robert La Fave, Darrell Hofland and Deidre Martinez.

**MEMBERS EXCUSED:** Roberta Filicky-Peneski

**STAFF/OFFICIALS PRESENT:** Deputy City Attorney Liz Majerus, Director of Planning and Development Taylor Zeinert, Finance Director Kaitlyn Krueger, Assistant to the City Administrator Marie Foss.

**OTHERS:** None.

**OPENING OF MEETING**

1. Roll Call: Steven Harrison, Cleo Messner, Jim Conway, Deidre Martinez, Alderperson Robert LaFave, and Darrell Hofland

2. Call to Order

Vice- Chair Steven Harrison called the meeting to order at 7:46 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 June 18, 2025.

Motion made by Deidre Martinez, seconded by Alderperson Robert La Fave to approve. Motion carried.

**ITEMS FOR DISCUSSION AND POSSIBLE ACTION**

6. Adjourn into closed session pursuant to Wisconsin Statutes 19.85(1)(g), which allows the body to confer with legal counsel who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved, to wit: Developing strategy to address default of business development loan for EPowers Manufacturing LLC.

Motion to convene in closed session made by Alderperson Robert La Fave, seconded by Deidre Martinez.

Roll Call:

Yea: Steven Harrison, Cleo Messner, Jim Conway, Deidre Martinez, Alderperson Robert LaFave, and Darrell Hofland

Nay: None

Open Session: Motion to reconvene into open session.

Motion to reconvene in open session made by Deidre Martinez, seconded by Jim Conway.

Roll Call:

Yea: Steven Harrison, Cleo Messner, Jim Conway, Deidre Martinez, Alderperson Robert LaFave, and Darrell Hofland

Nay: None

Discussion and possible action on the business development loan.

Motion made by Deidre Martinez, seconded by Alderperson Robert La Fave to authorize staff to draft a default letter consistent with items discussed in closed session. Motion carried.

## **NEXT MEETING**

7. To Be Determined

## **ADJOURN**

8. Motion to Adjourn

Motion by Deidre Martinez, second by Alderperson Robert La Fave to adjourn. Motion carried. Being no further business, the meeting was adjourned at 8:04 AM.

## PROPOSAL: VIP HOSPITALITY PARTNERSHIP

Blue Harbor Resort & Powerboat P1

Event: **Mercury Racing Midwest Challenge**

Location: **South Pier Lawn, Sheboygan, Wisconsin**

Dates: **August 9–10, 2025**

### Overview

This proposal outlines a collaborative partnership between **Blue Harbor Resort (BH)** and **Powerboat P1 (P1)** to co-host and manage the **VIP Hospitality Experience** during the 2025 **Mercury Racing Midwest Challenge**, taking place adjacent to Blue Harbor on the **South Pier Lawn**. The VIP experience is a key component of the event, offering guests premium viewing, upscale food and beverage service, and exclusive amenities in a comfortable and elevated environment. This document outlines shared responsibilities, financial arrangements, and logistical requirements.

### Blue Harbor Resort Responsibilities

- **Permits & Alcohol Sales**
  - File for and manage all permits required to serve alcohol on the South Pier Lawn (with P1's approval).
- **VIP Parking**
  - Oversee VIP parking on Blue Harbor property.
- **Food & Beverage**
  - Operate all alcohol sales within the VIP area and to the public.
  - **50% of gross Beer and Wine Sales will be rebated to P1 as BHR has the following responsibilities:**
    - **BHR to purchase of all wine, beer and liquor**
    - **BHR to sell only Broken Earth wine products per ownership**
    - BHR is responsible for sales tax, permit cost, labor, credit card processing fees, and corporate tax on the total revenue.
  - **BHR retains 100% of liquor sales in VIP Tent and BHR public bar space**
  - **BHR to purchase and supply all catering supplies/food for VIP experience in exchange for 60% of VIP Ticket Sales with the exception of complimentary as defined below.**
  - **BHR will retain 100% of its public food sales outside the VIP area.**
  - Powerboat P1 will **waive the standard food truck/vendor fee** to allow Blue Harbor food sales access to the public.
- **Equipment & Furnishings**
  - (22) 60" round tables
  - (200) white resin (or similar) chairs
  - (12) highboy tables
  - (4) banquet tables for catering
  - (1) banquet table for check-in
  - Linens (daily):
    - (22) 60" round
    - (15–20) highboy
    - (5) banquet tables
  - (2) VIP bars
  - (1–2) public bars
- VIP Tent décor to be lead by P1

- **Staffing & Operations**

- Bar staff
- Catering and bus staff
- Trash management of VIP Tent and BHR public bar space
- General setup and clean-up support of VIP Tent and BHR public bar space

### **Powerboat P1 Responsibilities**

- **Infrastructure & Event Services**

- Provide and install 40x80 VIP tent
- Tent power via 36kw generator
- On-site tent manager
- Tent TVs and audio system
- Provide VIP bathrooms

- **Operations & Ticketing**

- Manage VIP online ticket sales
- Handle all VIP customer service
- Oversee VIP check-in and credentialing staff
- Assist with VIP Parking Check in (if needed)
- Provide check-in equipment

- **Staffing**

- Tent management
- Check-in staff
- Event cleanup assistance

- **Comp Tickets**

- **P1 will retain up to a total of 60 complimentary VIP tickets** for use by sponsors, key partners and promotional giveaway tickets. There will be no charge to P1 for these guests.
- Members of the media will be able to access the hospitality tent but no food or beverage provided.

- **Revenue Share**

- P1 will receive:
  - **10% of VIP Parking revenue**
  - **40% of VIP Hospitality ticket revenue**, supporting costs related to:
    - Tent rental and setup
    - TVs and general A/V, Internet
    - Generator power
    - Ticketing system
    - Customer service and staffing
    - VIP check-in and infrastructure

### **Additional Notes**

- **Decor responsibilities** (linens from BHR) All other décor will be lead by P1.
- **P1 agrees to feature Blue Harbor Resort as a partner on the P1 website and other promotional materials.**
- **BHR agrees to feature P1 as a partner on th BHR website and other promotional materials.**



### **Conclusion**

Powerboat P1 and Blue Harbor Resort have a shared commitment to creating a best-in-class hospitality experience that reflects the premium nature of the Mercury Racing Midwest Challenge. By combining Blue Harbor's renowned hospitality services with P1's proven expertise in motorsport event production, we can deliver a successful and memorable experience for guests, partners, and sponsors. This partnership also reflects a shared interest in supporting marine conservation through Blue Harbor's charitable donation to the P1 Marine Foundation.

We look forward to working together to make the 2025 event a highlight of the summer in Sheboygan.



## City of Sheboygan PLANNING AND DEVELOPMENT

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

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**To:** Redevelopment Authority

**Date:** July 23, 2025

**Subject:** Ethics Policy for the RDA

Staff are looking to update the RDA's policies for all matters. Over the next several months staff will be presenting drafted policies to the board for their feedback. The first policy being presented is the Code of Ethics. Attached to this memo is a drafted outline of the proposed policy.

The policy outlines guiding principles, operational guidelines, and implementation. These categories highlight transparency, fiscal responsibility, disclosure requirements, and ethical standards.

Please note that the policy also refers to a pledge of a code of ethics. This pledge is attached to this memo. Staff are asking members to take the pledge annually.

Staff believe that setting these clear standards and expectations would benefit not only RDA but for the applicants and community at large.

CODE OF ETHICS  
REDEVELOPMENT AUTHORITY FOR THE CITY OF SHEBOYGAN

1. Members of the Redevelopment Authority for the City of Sheboygan (RDA) and staff shall carry out their responsibilities in a manner to bring respect to the organization, the City of Sheboygan and the organization's constituencies.
2. Members of the RDA and staff shall operate with integrity, honesty, and adherence to the trust placed in them both in fact and in appearance.
3. Members of the RDA and staff will hold themselves free of any conflict of interest, influence, or relationship in respect to any professional activity when dealing with clients which could impair professional judgement or objectivity or which in the reasonable view of the observer, has that effect.
4. Members of the RDA and staff are mindful that they are representatives of the community and shall represent the overall community interest.
5. Members of the RDA and staff shall keep the community, elected officials, boards and other stakeholders informed about the progress and efforts of the area's economic development program.
6. Members of the RDA and staff shall maintain in confidence the affairs of any client, colleague or organization or project and shall not disclose confidential information obtained in the course of RDA activities.
7. Members of the RDA and staff shall openly share information with the City of Sheboygan according to protocols established by that body. Such protocols shall be disclosed to clients and the public.
8. Members of the RDA and staff shall assure that all activities are conducted with equality of opportunity for all segments of the community without regard to race, religion, sex, sexual orientation, national origin, political affiliation, disability, age, marital status, or socioeconomic status.
9. Members of the RDA and staff shall abide by the principles established in this code and comply with the rules of professional conduct stated herein.

I pledge to accept and abide by the ethical code established and approved by the Redevelopment Authority for the City of Sheboygan. I understand that behavior to the contrary could lead to termination of my term as a member of the Redevelopment Authority for the City of Sheboygan.

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Signed

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Date

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Print name



# Guiding Principles and Operational Guidelines for the City of Sheboygan Redevelopment Authority (RDA)

## Mission Statement

The Sheboygan Redevelopment Authority (RDA) is dedicated to fostering sustainable economic growth, revitalizing blighted areas, and enhancing community welfare through transparent, ethical, and inclusive redevelopment practices in accordance with Wisconsin Statutes, Chapter 66.1333.

## Guiding Principles

### 1. Community-Centered Development

- Prioritize projects that enhance the quality of life for Sheboygan residents, promote access to opportunities, and preserve the city's cultural and historical identity.
- Engage stakeholders, including residents, businesses, and community organizations, to ensure redevelopment reflects community needs and aspirations.

### 2. High Ethical Standards

- Uphold the highest standards of ethics, ensuring all actions are conducted with fairness, impartiality, and accountability.
- Adhere to Wisconsin's Code of Ethics for Public Officials (Wis. Stat. § 19.41 et seq.), prioritizing public interest over personal gain.
- Review and sign the code of ethics for the RDA annually.

### 3. Transparency and Accountability

- Maintain open communication with the public by providing accessible information on projects, decisions, and financial activities.
- Ensure all meetings and records comply with Wisconsin's Open Meetings Law (Wis. Stat. § 19.81–19.98) and Public Records Law (Wis. Stat. § 19.31–19.39).

### 4. Fiscal Responsibility

- Manage public funds and resources prudently, ensuring cost-effective and sustainable redevelopment initiatives.
- Provide financial reports to the public to maintain trust and accountability.

# Operational Guidelines

## 1. Governance and Structure

- **Composition:** The Authority shall consist of 7 members (as per Wis. Stat. § 66.1333(3)) appointed by the Mayor and approved by the Common Council, including representatives with expertise in urban planning, economic development, banking, law, accounting, real estate, and community engagement.
- **Meetings:** Regular meetings shall be held the first and third Wednesday of the month typically at 7:45 am, with special meetings as needed, in compliance with Wisconsin's Open Meetings Law. Agendas and minutes shall be publicly posted in advance.

## 2. Ethical Considerations

### a. Confidentiality

- **Protection of Sensitive Information:** Members and staff shall safeguard confidential information, including proprietary business data, personal resident information, and preliminary project details, in accordance with Wisconsin's Public Records Law exemptions (Wis. Stat. § 19.35).
- **Disclosure Protocols:** Confidential information may only be shared with authorized personnel and only when necessary for project execution. Unauthorized disclosure is prohibited and may result in disciplinary action.

### b. Conflict of Interest

- **Disclosure Requirements:** Members and staff must disclose any financial or personal interests that may influence or appear to influence their decisions, as required by Wis. Stat. § 19.46.
- **Recusal:** Any member with a conflict of interest shall recuse themselves from discussions, deliberations, and votes on related matters. A conflict exists when a member, their immediate family, or associated business stands to gain financially or otherwise from a decision.
- **Members or family member:** Members of the RDA and their family members shall be ineligible for loans and/or grants under any program the RDA has purview over.

### c. Transparency

- **Public Access:** All non-confidential documents, including project plans, budgets, and contracts, shall be made available to the public via the City's website and upon request.

## 3. Project Development and Implementation

- **Project Selection:** Projects shall be selected based on alignment with the city's comprehensive plan, economic impact, and community benefit. A scoring matrix provided by staff shall be used to evaluate proposals objectively.
- **Partnerships:** Collaborate with private developers, business owners, nonprofits, and government agencies to leverage resources while maintaining public oversight.
- **Compliance:** Ensure all projects comply with Wisconsin Statutes (e.g., Wis. Stat. § 66.1333 for redevelopment authorities) and local ordinances.

#### 4. Monitoring and Evaluation

- **Performance Metrics:** Establish clear metrics for project success, including economic impact, job creation, and community benefits.
- **Regular Reviews:** Conduct quarterly reviews of ongoing projects to assess progress, address challenges, and ensure alignment with Authority goals.

### Implementation

- **Adoption:** These guidelines shall be formally adopted by the Sheboygan Redevelopment Authority and reviewed annually to ensure relevance and compliance with state laws.
- **Training:** All members and staff shall receive annual training on ethics, Wisconsin's Open Meetings and Public Records Laws, and redevelopment best practices.
- **Enforcement:** Violations of these guidelines, particularly ethical standards, shall be investigated by an independent ethics committee appointed by the Common Council, with appropriate disciplinary measures applied.

### Contact Information

For inquiries or to access records, contact the Director of Development, Taylor Zeinert, at [TZ1388@sheboyganwi.gov](mailto:TZ1388@sheboyganwi.gov) or 920-459-3383.