



**TWO
RIVERS**
WISCONSIN

CITY COUNCIL SPECIAL MEETING WITH BUSINESS IMPROVEMENT DISTRICT BOARD

Wednesday, December 07, 2022 at 7:00 PM

Council Chambers - City Hall, 3rd Floor
1717 E. Park Street, Two Rivers, WI 54241

MINUTES

1. CALL TO ORDER

The City Council meeting was called to order by Council President Wachowski at 7:02 PM.

The Business Improvement District Board was called to order by City Manager Greg Buckley at 7:03 PM.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL BY CITY CLERK

Councilmembers: Jeff Dahlke, Bill LeClair, Darla LeClair, Tracey Koach, Tim Petri, Jason Ring, Bonnie Shimulunas, Scott Stechmesser, Adam Wachowski

Business Improvement District Board: Tom Christensen (Excused), Theresa Kronforst, James VanLanen Jr., Joanne Kouba, Bill Kiel, Marv Moore, Amy MacMillin (Excused)

ALSO PRESENT: Elizabeth Runge, Community Development Director; Greg Buckley, City Manager

4. CONSIDERATION OF ANY COUNCIL MEMBER REQUESTS TO PARTICIPATE IN THIS MEETING FROM A REMOTE LOCATION

None.

5. CONSIDERATION OF ANY BUSINESS IMPROVEMENT DISTRICT BOARD MEMBER REQUESTS TO PARTICIPATE IN THIS MEETING FROM A REMOTE LOCATION

None.

6. DISCUSSION OF THE HISTORY AND PURPOSE OF THE DOWNTOWN AREA BUSINESS IMPROVEMENT DISTRICT IN SUPPORT OF THE TWO RIVERS MAIN STREET PROGRAM

Mr. Buckley gave an overview of the history of the downtown area Business Improvement District that was created in 1996 in support of the Two Rivers Main Street program. The purpose of Two Rivers Main Street is to support downtown revitalization.

7. DISCUSSION OF ACTIONS TAKEN AT NOVEMBER 28, 2022 B.I.D. BOARD MEETING AND AT DECEMBER 5, 2022 CITY COUNCIL MEETING

The Business Improvement District Board meeting minutes of November 28, 2022 were distributed.

Marv Moore reported that at the November 28, 2022 Business Improvement District Board meeting Two Rivers Main Street presented its year in review and evaluated what Main Street was doing well in the current year and what could be done better. At that meeting, Two Rivers Main Street also presented its 2023 Budget and requested that the BID tax rate be adjusted from \$1.425 per

\$1,000 assessed value to \$2.00 per \$1,000 assessed value, the maximum allowable rate, in support of that budget. The BID Board was amenable to the request and voted unanimously to increase the rate and make the extra investment in Two Rivers Main Street. James VanLanen, Jr. questioned whether the City has considered matching the contribution towards Two Rivers Main Street again after the contribution the City previously made had continuously diminished in the past and is now zero. Mr. Buckley pointed out that the City provides substantial assistance to the downtown program, by matching Main Street's façade and sign grants and through support for downtown special event and seasonal streetscape.

Council President Wachowski recapped the decision to vote against the recommendation by the BID Board at the December 5, 2022 Council meeting. He indicated that members of the City Council wanted to further evaluate the request for an increase to the BID rate after receiving a concern brought up by one BID property owner along 22nd Street that didn't feel it was receiving the same benefit by Two Rivers Main Street as properties along Washington Street. Councilmember Petri indicated that he has concerns with vacant properties being included in the BID district and being assessed for the BID levy.

8. DISCUSSION RELATED TO THE 2023 PROPOSED MAIN STREET BUDGET AND PROPOSED 2023 B.I.D. LEVY AND RATE IN SUPPORT OF MAIN STREET'S 2023 BUDGET AND OPERATING PLAN

Councilmembers asked questions about various activities provided to Business Improvement District properties by Two Rivers Main Street, provided suggestions for added benefit to businesses along the 22nd Street corridor, and discussed the funding needed to sustain Two Rivers Main Street. VanLanen again encouraged the City Council to consider making a financial commitment to Two Rivers Main Street as a match to the support provided by the Business Improvement District properties. Two Rivers Main Street board member Curt Andrews provided an overview of some in-kind services offered by the City to Two Rivers Main Street and the financial support that has been provided by the Room Tax Commission from room tax revenues.

9. BUSINESS IMPROVEMENT DISTRICT BOARD - FORMAL ITEMS

- A. Adoption of Proposed 2023 Business Improvement District Levy and Assessment Rate in Support of 2023 Two Rivers Main Street Budget and Operating Plan; Recommendation to City Council

Motion to recommend to Council adoption of a new BID assessment rate of \$2.00 per thousand dollars assessed value, subject to a minimum assessment of \$100 per assessable parcel and a maximum assessment of \$2,500 per assessable property owner located within the BID; such a rate resulting in projected 2023 BID revenues of \$48,378.40 in support of the Two Rivers Main Street Program.

Motion carried upon a roll call vote.

Motion made by VanLanen, Seconded by Moore.
Voting Yea: Kronforst, VanLanen, Kouba, Kiel, Moore

The Business Improvement District Board members urged the Council to reconsider the recommendation of the BID Board and not let the opinion of a minority group of businesses drive the Council's decision for the proposed rate change.

10. CITY COUNCIL - FORMAL ITEMS

- A. Resolution Approving Business Improvement District Levy and Assessment Rate for 2023, in Support of Two Rivers Main Street 2023 Budget and Work Plan
Recommended Action:
Motion to waive reading and adopt the resolution, setting the 2023 Business Improvement

District Levy and Assessment Rate, as recommended by the Business Improvement District Board

Councilmember D. LeClair recused herself and left the meeting due to her involvement on the Two Rivers Main Street Board. Councilmember Ring also recused himself and left the meeting due to his employment by Two Rivers Main Street.

Motion to adopt the 2022 BID assessment rate, as recommended by the Business Improvement District Board, of \$2.00 per thousand dollars assessed value, subject to a minimum assessment of \$100 per assessable parcel and a maximum assessment of \$2,500 per assessable property owner located within the BID; such a rate resulting in projected 2023 BID revenues of \$48,378.40 in support of the Two Rivers Main Street Program.

Motion made by Dahlke, Seconded by Koach.

Council had discussion regarding whether the benefits of the businesses in the Business Improvement District received from Two Rivers Main Street were fair and equitable amongst all property owners. Councilmember Dahlke also asked a series of questions regarding the Executive Director's salary and why Two Rivers Main Street is being supported when in his opinion the services of Two Rivers Main Street duplicated services provided by the City. Council President Wachowski made suggestions of action items he would like to see for Two Rivers Main Street in the coming year.

Motion amended to adopt the new BID assessment rate, as recommended by the Business Improvement District Board, of \$2.00 per thousand dollars assessed value, subject to a minimum assessment of \$100 per assessable parcel and a maximum assessment of \$2,500 per assessable property owner located within the BID; such a rate resulting in projected 2023 BID revenues of \$48,378.40 in support of the Two Rivers Main Street Program with the expectation that Two Rivers Main Street will make best efforts to address the following priorities: Tie in 22nd to Washington Street as the Business Improvement District with flowers and signage, offer sign and facade grant opportunities, provide recognition of BID property owners for their support at Two Rivers Main Street events, and increase outreach to all BID property owners to keep the membership informed.

Motion carried upon a roll call vote.

Motion made by Dahlke, Seconded by Koach.

Voting Yea: B. LeClair, Koach, Petri, Shimulunas, Stechmesser, Wachowski

Voting Nay: Dahlke

Councilmembers D. LeClair and Ring rejoined the meeting.

Councilmember Shimulunas left the meeting.

11. DISCUSS POSSIBLE FUTURE MEETING TO ADDRESS CONTINUED DOWNTOWN REDEVELOPMENT AND THE ROLES OF THE CITY, MAIN STREET, THE BUSINESS IMPROVEMENT DISTRICT AND OTHER ORGANIZATIONS IN BUILDING A MORE EFFECTIVE PRIVATE-PUBLIC PARTNERSHIP FOR SUCCESS

The City Council and Business Improvement District Board briefly discussed the benefit of future joint meetings of the City Council, Business Improvement District Board, and Two Rivers Main Street Board. It was suggested that such meetings be initiated in the near future by Two Rivers Main Street.

12. ADJOURNMENT

Motion to adjourn the City Council meeting at 9:13 PM.

Motion carried upon a voice vote.

Motion by Koach, Seconded by Dahlke.

Voting Yea: Dahlke, B. LeClair, D. LeClair, Koach, Petri, Ring, Stechmesser, Wachowski

Motion to adjourn the Business Improvement District Board meeting at 9:13 PM.

Motion carried upon a voice vote.

Motion by VanLanen, Seconded by Kiel.

Voting Yea: Kronforst, VanLanen, Kouba, Kiel, Moore

Respectfully Submitted,

Jamie Jackson
City Clerk