MINUTES OF THE
ECONOMIC DEVELOPMENT AUTHORITY

MONDAY, APRIL 5, 2021, 5:00 PM
Virtual Meeting. Public may join via Zoom.

A. ZOOM MEETING INFORMATION.

1. This item contains documents which provide call in information and instructions for the Zoom meeting.

B. ROLL CALL.

1. Members: Vacant - Chair, Michael Peot - Vice-Chair, Ald. Brian Johnson, John Calewarts, Glen Sherman and Tara Yang

Present: Mike Peot, Brian Johnson, Glen Sherman, Tara Yang, Excused: John Calewarts

C. APPROVAL OF THE AGENDA.

1. Approval of the agenda for the April 5, 2021, meeting of the Economic Development Authority.

Moved by Mike Peot, seconded by Glen Sherman to approve the agenda. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

D. APPROVAL OF MINUTES.

1. Approval of the minutes from the February 18, 2021, special meeting of the Economic Development Authority.

Moved by Ald. Brian Johnson, seconded by Mike Peot to approve the minutes. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

E. REGULAR BUSINESS.

1. Election of Officers - Chair and Vice-Chair.

Moved by Ald. Brian Johnson, seconded by Tara Yang to nominate Mike Peot as Chair. Neil Stechschulte asked three times if there were any other nominations. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

Moved by Tara Yang, seconded by Mike Peot to nominate Tara Yang as Vice-Chair. Neil Stechschulte asked three times if there were any other nominations. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

2. Consideration with possible action on the Commercial Real Estate Market Study.

Moved by Ald. Brian Johnson, seconded by Mike Peot to open the floor for discussion. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

Moved by Ald. Brian Johnson, seconded by Mike Peot to close the floor and return to regular order of business. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

Moved by Ald. Brian Johnson, seconded by Mike Peot to receive and place on file the Commercial Real Estate Market Study. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

3. Consideration with possible action on the Shared Corridor Vision Report.

Moved by Ald. Brian Johnson, seconded by Mike Peot to open the floor for discussion. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

Moved by Ald. Brian Johnson, seconded by Mike Peot to close the floor and return to regular order of business. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

Moved by Brian Johnson, seconded by Tara Yang to approve the Shared Corridor Vision Report with the condition the report is sent to the Mayor's Office for consideration of additional funding. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

4. Consideration with possible action on the Downtown Area Parklet Grant Program.

Moved by Ald. Brian Johnson, seconded by Mike Peot to approve the Downtown Area Parklet Grant program with the amendment the allocation of funds from TID #5 be increased from $20,000 to $25,000. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

F. INFORMATIONAL.

1. Director's Report.

Neil Stechschulte presented the Director's Report.

2. Brownfields Program Update.

Matt Buchannan stated there was no update at this time.

3. Date of next meeting: May 3, 2021

G. ADJOURNMENT.

Moved by Mike Peot, seconded by Glen Sherman to adjourn. Motion carried.
Yes- Brian Johnson, Mike Peot, Glen Sherman, Tara Yang, No- None, Abstain- None

VERBATIM MINUTES

- [Neil] The items here, first items survey was the Zoom meeting you've mentioned. Just make sure everyone has that. Obviously folks who are on here were able to receive that. So, we're good there. Michael Peot, Vice chair.

- [Mike] Yes sir, I'm here.

- [Neil] Alder Brian Johnson. I might think he's given us a here. Okay, perfect, yep. John Calewarts, I believe is it John, as I don't think John is with us. Glen Sherman. Thank you, Glen, thank you. Tara Yang.

- Here.

- [Neil] Thank you, Tara. And I think that gives us our quorum. So, item C is approval out of the agenda.

- [Mike] I vote to approve.

- [Glen] Second.

- [Neil] Okay, that's a motion by Mike and seconded by Glen. All in favor, please say aye.

- [Authority members] Aye.

- [Neil] Any opposed? Okay, the agenda is approved. Approval of minutes from the February 18th, 2021 meeting.

- [Johnson] Moved.

- [Mike] So moved.

- [Neil] I think of motion by Alder Johnson, seconded by Mike. All in favor, please say aye.

- [Authority members] Aye.

- [Neil] Any opposed? Great, minutes are approved, thank you. And then we'll go to regular business, election of officers. We'd like to see, looking for nominations for chair and vice chair. I want everybody jump up at once .

- [Johnson] Well, it seems to me that the logical process would be the vice chair would take over that chair role. So, I would nominate Mike, if he's interested.

- [Mike] I would be interested.

- [Johnson] And that is a nomination .

- [Neil] Are there any other nominations for chair? Any other nominations for chair? Last time, any other nominations for chair?

- [Tara] A second for that please.

- [Neil] Okay.

- [Tara] Okay, second that.

- [Neil] Thank you Tara. Can we go ahead and all in favor of Mr. Peot becoming our chair, please say aye.

- [Johnson] Aye.

- [Tara] Aye.

- [Neil] Anybody oppose? Perfect, thank you very much. All right, congratulations, Mr. Chair. Glad to have you on . Looking for nominations for vice chair. It's like being the backup kicker guys. It's not a lot of jobs, not a lot of responsibility for this one. So, whoever wants we might need you if Mike's not available, so.

- [Tara] Okay, I guess I'll self nominate myself.

- [Neil] Okay.

- [Tara] Hope no one else was up that task yet.

- [Neil] Motion for Tara, yeah, I think that shouldn't be a problem. Okay, I give a second on that.

- [Mike] I'll second.

- [Neil] Okay, Mike seconds. Any other nominations? Any other nominations? Any other nominations? If not, we have a motion for Tara to become vice chair. Can I have all the ayes if in favor?

- [Mike] Aye.

- [Johnson] Aye.

- [Neil] Any opposed? Perfect, thank you very much. Congratulations, Tara. We appreciate your service, thank you. We'll go on to section E item two, consideration of possible action on the commercial real estate market study. So, when did you wanna tee this one up first? Or do you want to turn it right over to Manny?

- The EDA has been aware that have the study to be able to bring forward and use, we consulted with Manny here and he's here to speak for this and he represents NAI Pfefferle and I do have that report, it was in the packet as well. I don't know if we should, I don't know if Manny wants me to bring that up and I can share my screen for you to talk about it or how we wanna proceed.

- Sure, this is Manny. Yeah, good evening everyone. You you tell me what works better Wendy, planning to just go over some of the key takeaways and some highlights and then turn it over for questions, but whatever works better for you.

- Sure, why don't we get a motion to open the floor?

- [Jessica] Thank you.

- Thank you, Jessica.

- Do you want me to start?

- We need to have somebody say--

- Actually open the floor for interested parties.

- [Neil] Can we have a second on that please?

- Okay, I'll second.

- [Neil] Okay, thank you, Mike. Okay, all in favor of motion of opening the floor, please say aye.

- [Authority members] Aye.

- [Neil] Oppose? Okay, thank you. Okay, Manny, we've got, it looks like Wendy has the report up the PDF on there so we can refer to any section you would like us to. With that the floor is yours.

- Sure, Thank you, Neil, thanks everybody. I went through a lengthy report. So, when you are having trouble sleeping in the next couple of weeks, please pull it up and hopefully that should help. It's about a hundred pages long. I'm not gonna go over the whole thing. I just thought I would go over some highlights. Just to step back, our firm is our commercial real estate firm headquartered in Appleton with offices in green Bay as well. So, we know the commercial market really well. We focused our report on four major property types. Those are office, industrial retail, and multi-family. So, throughout the report, you'll see those kind of have their own chapter and a lot of data for per section. The focus of the report was on the Green Bay, the Greater Green Bay area or the Green Bay region. So, Brown County is probably the best way to describe that. It's obviously the city of Green Bay and the surrounding communities as well. So, if you go to page six of the final report titled "Key Findings." I'll just go through these few pages here with you. And again, let you review through this feature and also take questions if there are any. So, with the office market, one of the biggest takeaways with office was the increasing number of vacancies, our rate of vacancies in the market. But if we look at data and again, if you dig deeper in the report, you'll see that large office vacancies came into the market way before COVID. And that's something that we're seeing COVID-19 is definitely expediting trends, office trends, and remote work trends that were already here prior to COVID, but not now are are certainly moving much quicker and are here to stay. So, three buildings come to mind. These will be familiar to all of you, I take it. Shopko's former headquarters in Ashwaubenon, WPS's campus downtown Green Bay and UnitedHealth building in Howard. Those three properties combined account for roughly 1,000,000 square feet of office space, which is about 10% of the entire office inventory in Brown County. So, with those three large properties and vacancies or soon to be vacancies, that raises a red flag. Sitting on a lot of empty office space is not good for any community, but the good news is that compared to other larger markets like Chicago's, Minneapolis', et cetera. We're not hearing from a lot of companies locally who are saying we want to eliminate our office space completely. The trend we think is going to be a reduction of the office footprint. It's gonna look and feel differently. It's probably going to be smaller in some cases, but we've only heard of three, maybe four or five companies so far that is, who have told us, "We are planning to shut down our office building completely "and work remotely completely." So, we think that's a key point. Though the office market will change regardless of where you are and we are seeing those changes already, but we're not ringing the alarm bell just yet.

- Hey Manny, can I ask a question on that point?

- Yes, go ahead Brian.

- Thanks by the way, for presenting on this. Knowing that you're behind it, I have no doubt it is gonna be exceptional. So, appreciate you being here. One of the questions I have though in the spirit of talking about mean versus median, and you see 1.2 million of square feet available for lease, 900,000 tied up in three properties. So, that would leave 300,000 square feet for the rest of the city. So, I'm just curious your perspective on 300,000 versus 1.2 million and how that translates into the current market demand.

- Yeah, so, it's tricky when we pull reports on what's currently listed for lease. It doesn't always imply that those are vacant buildings, first of all, because I could list my building, my office building for lease while it's still occupied, but I have, for example, a lease coming up for expiration. So, I'm getting ready for that. So, it's a little tricky. It also doesn't necessarily mean that every building that's listed that hit our radar screen is captured on that data set. There could be buildings that are available that are not being listed for lease, if that makes sense, Brian. So, it's kind of a combination of all of that. I think to answer your question, we're not seeing a whole lot of vacant office space in Brown County. We're just not, I think those three buildings that you just repeated. They certainly throw off the data quite a bit because they're so large and we have a number of the class B class C office space in the market. But with the exception of those three buildings, no, we don't have a lot of empty vacancies. Now, what we are seeing vacant is kind of the medium, small to medium sized office building the five to 15 or 20,000 square foot buildings. Those may have some vacancies if it's multi-tenanted, but we're just not seeing a whole lot of large office buildings that are vacant.

- Yeah, and I appreciate that insight. And it wasn't meant to necessarily punch a hole in the conclusion, but I even think of a property like WPS. Are they authentically trying to lease or, I think they're really trying to pursue a redevelopment of that site. So, I don't even know that I would include them in that lease discussion.

- That's a great point. That's a great point. I seen a marketing sheet from their organization with information about the site and the acreage and details like that. As far as how actively are they are they marketing the property, that I don't know. We see some literature floating around, but we haven't seen, this is my opinion. I haven't seen an aggressive marketing plan hit my desk at least, or our shops desk with more information on that. So, yeah, and that's another degree of complexity, right? If something's being listed, how actively is it being listed? Where can I find those listings if I'm looking for office space and I don't live in Green Bay? So, there's kind of a series of factors there.

- Alder Johnson, if I could also throw in in terms of, I think while we all think that redevelopment is certainly significant potential, it probably won't be marketed as such until there's some sort of agreement with us at the city, I would imagine . Necessarily we're gonna be required to be a player in part of that. So, at some point there's going to be a requirement that if that's the road they're gonna be going on, so that there should be some active conversations, hopefully with staff at that point before they really commit to going down that road. They're probably hedging their bets a little bit right now in terms of going, you know, at least making it available. But I think that I agree with your point that most the most likely path for that one is probably some degree, some sort of redevelopment, I believe, on that site.

- Good point, Neil. Right, the site as I know is being marketed for sale right now as an entire property. All of the the acreage combined, but cracked. I think they're just waiting to see how the market reacts to that offering and kind of go from there. So, I'll just keep going here in the essence of time. Not a whole lot of difference between the local office market and what we're seeing nationally with the exception again of the fact that we have a lower cost market and we don't live in downtown Chicago or Manhattan and these other markets that are hit, have been hit extremely hard. We had dissipated that COVID will have an impact on the office market, but not to the extent of those other larger metro areas. Bear with me here, I'm just pulling down the report. So, again, working from home trends, nothing new, a number of employers were already investing in technology and the ability for their employees to work remotely whenever they choose. I think what COVID is doing is it's almost forcing employers to be more flexible if they weren't already. Those who were on board already just flipped the switch and their employees were able to work from home and will continue for the foreseeable future. I think those companies who kind of resisted that little bit more in the past have been forced to, kind of see the writing on the wall and at least be okay or supportive of employees working from home or remotely for a period of time. So, we expect to see that certainly going forward flexibility is going to be key. And we threw something here that we've heard before. And that's the opportunity, I think, that lies with the city of Green Bay and the state of Wisconsin as a whole. And this might sound like a stretch, I know, but some experts think, and economic development folks think that, with COVID the allure of larger markets and gatewayed cities like your San Francisco and Chicago's and even Minneapolis will diminish and secondary and tertiary cities and markets like Green Bay will flourish because of the lower cost of living and the higher quality of life. So, if I'm an employee and I'm working virtually permanently and I used to live in suburban Chicago and I'm not commuting to my office anymore, would I find it appealing to move somewhere else like to Green Bay, keep my job and my salary, and live in the peace and quiet of Northeast Wisconsin. So, there might be something there. And I don't know what that looks like, but I think to me it's a pretty attractive value proposition that we just need to go after and pursue, I think, as a state and maybe as a region. So, again, sounds like a stretch. I don't know how many people are gonna leave Chicago just because of COVID. I think the point though is do we have now an even more attractive value prop to those other employers and employees who are living in larger communities and paying more on rent and cost of living, et cetera. So, something to think about there.

- I'm gonna chime in just real quick. This is Tara here. I can attest to that because some of our customers we're seeing a lot of customers gravitating towards the Door County area or kind of just the suburbs of Green Bay. And they're coming from California from I even have two from, where was it? Dallas, they're here because there's the pandemic and they can work from home. So, they're here. So, they don't have family. It's just here there's recreational things that they like to do up north and nearby here. So, I mean, I definitely think that that is something that we should look out for and kind of see how we can maximize on that potential of bringing these groups into our region.

- [Manny] I'm with you Tara.

- As a followup to that, this is Mike. How would green Bay Brown County promote this? How do we get the word out that is a great place to be as opposed to your big city?

- [Manny] That's a great question, Mike. That's a great followup. I think in my opinion, and I'll let Wendy and Neil and team speak to this, in my opinion, what that looks like is continuing to work with the Green Bay chamber of commerce and their economic development program that markets Brown County both for business retention and attraction, but also for talent recruitment, supporting the New North and anything going on at the regional level. And I think this exercise is done best in my experience, when we look at the region and we can market more density, more assets rather than going at it solo, but I'll let Neil and Wendy speak to this.

- I think one thing I would add to that is, I think getting our things back open safely is obviously a huge advantage. I think we're going to be able to do that faster than larger urban areas. I think we're gonna be able to get our our events and our quality of life things back up and operating faster than in larger urban areas. I think those are the things we need to showcase and show off a little bit and certainly the business environment, all the standard things that we normally compete on have to still stay part of what we do. But I think the added X factor I think, is showing our ability to be resilient and to come back faster from the COVID 19 restrictions that we're facing and actually getting a functioning local, local kind of quality of life back in place. I think that's where we can really show our edge in a lot of areas. So, I think anything we can do to accelerate that safely, obviously still want to be doing it safely, but we're gonna be able to be much more nimble and much faster, I think than anybody really in any of those larger markets.

- I think one thing I would add, and this is to compliment what Tara mentioned, we have a realtor that has an office next door to mine. And she's currently working with six different clients who are looking to relocate to Green Bay simply because they can. And that's just one realtor. Right, so, I think there's definitely an opportunity there. Now to Mike's question and Manny alluded to this, who's best positioned to do that? Now, we had a sort of a workshop, EDA workshop at our last meeting talking about what does the future of EDA look like? To my knowledge, we really don't have any commission, authority or committee at the city level that's really talking about talent. And I think there's an opportunity there for EDA, but I would also add that this is a core competency of the greater Green Bay Chamber as well as the New North. So, I don't think we need to use up anything that they're doing, but we can certainly be doing things that compliment and enhance what they do, and I think they're the perfect organizations to lead that conversation.

- [Manny] Very good, I'll keep going if there aren't any more questions on the office market. Again, more information on your... In the report itself you'll see, actually to Brian's point, WPS has a site downtown Green Bay, there's a small rendering on the bottom of page eight that kind of shows the mixed use approach to that site. So, we'll kind of stay tuned and see what that looks like. So, the industrial market, section two of the report. What I can say here, again, I don't want to take too much time from your meeting. What I can say about the industrial market is that it's hot. Industrial nationally has been performing very very well, locally as well. I think this really is one of the testaments to the strength of our manufacturing sector in Northeast Wisconsin and Brown County. 22% of the workforce in the region is in manufacturing which is two and a half times the national average. So, this is what we do. We do it well. And our folks in manufacturing have for the most part been in really good health in and shape through COVID. Most of them were deemed essential businesses. So, they were able to keep their doors open and their employees working for, again, for the most part with some delays and setbacks. But once that opened up a bit, it's amazing to see how unemployment in Brown County went from, I think it was 13% or something like that, maybe 12 down to four and a half to five just in a matter of a few months. And I think a big part of that was the strength of the manufacturing sector. In addition to our manufacturers doing well and needing industrial space hence the industrial sector doing so well, the e-commerce boom, which we're all very familiar with, and the Amazon effect is real, not only Amazon, but a whole lot of other companies who are beefing up their e-commerce platforms. That calls for additional distribution and warehouse space. Companies need more space to store all of this inventory before they get delivered to their customers. So, DCs or distribution centers are popping up all over the place. This here too, I think is an opportunity for the city of Green Bay, logistically being located on a highway, on an interstate with a number of assets nearby and access to labor which is probably the number one criteria for selecting sites and buildings right now, Green Bay has a lot to offer. There's a lot of density, there's a lot of what companies are looking for. Great quality of life, et cetera. So, we expect the city of Green Bay and Brown County to continue to be a great spot for distribution centers and warehouse type of property. Just going through this here. I think one recommendation that came out of this, we're starting to see some municipalities in the state do this in, in the country too. Is to think strategically and think longterm about your land availability for industrial development. A number of communities are looking at how much industrial park land do we have available for sale right now, if we've got a phone call from a company who need it. 40 acres to build something, do we need more? What's the perfect balance, right? And that's kind of a healthy discussion to have. I think with the historically low vacancy rates with the industrial market, we're at like 2% vacancy or something like that. There's a real opportunity for local developers, and also from out of state developers to build on spec or semi spec. And we're starting to see that level of interest come into the marketplace which is really exciting. When we get phone calls from developers, from Minneapolis or Indianapolis or Chicago, we like those calls. That means that we're hitting their radar screens and they're asking the right questions to us.

- Manny I think on there.

- [Manny] Yeah, yeah, please do.

- As an authority, when we first discussed commissioning this report, industrial spec building was one of those topics that I had kind of floated out there and we were looking for a report that could potentially reinforce or dismiss that notion. So, I really appreciate the data in here in the example that I was drawing from. And this is a little bit for Neil's benefit since this conversation occurred prior to his arrival, but we had done a study trip with the chamber of commerce to the city of Louisville and Kelly Armstrong, Paul Evert, Mayor Genrich, I believe was it? No, he might've been in Kansas City one. But anyway, there were a bunch of community leaders on that one. And there was a scenario, Neil, that I think would be worth talking to Kelly about. Well, in Louisville there, they had done basically a spec industrial park. Now, it didn't start out to spec the whole thing, it just snowballed out of control because it was so successful. And the idea is to take your industrial parks where you have land, maybe that's underdeveloped and you're meeting a need that exists in the community that the private sector just wasn't filling for whatever reason. And I think to Manny's point, if we're getting those calls from the developers, it's always better if the private sector can take that on. But even if there's a hybrid option that can be explored for us to... So, how do we close this gap? I mean, cause we're all on these lists. These are economic development folks. We're on these lists where we get these requests. Requests for proposals, for industrial users who are looking for a space that's already built out and it just doesn't exist here. And that's a real tragedy because as a community we're missing out on opportunities to have these businesses located or expand in our city. So, I think that that's a really important component. we need to be ready to explore.

- And I do appreciate that, Alder Johnson, I would like to say that I think we are starting to see the private market react to that a little bit. I think we actually have a couple of local builders who are actually looking in the area about possibly building spec space for the first time. And I can see for in quite quite some time, and that's been a statewide issue. That's not just been really something here in Green Bay. That's not unique to here. Well, ever since the recession in 2008, folks have not been real excited about wanting to go out and try to borrow and finance projects without having tenants. But the market has gotten so tight and the demand has gotten so high that I think we're starting to see that change a little bit. So, I think right now I agree. Alder Johnson, our first position is to try to support the private sector and that any efforts they might be doing on that. But at some point, if there's a specific sector or something that we've decided we really have an interest in as a city, we may want to take a little bit more of an aggressive approach at some point. And I think the EDA here is probably a great group to kind of vet that that concept through as it goes through.

- [Manny] Right, right. Great discussion, thank you. Okay, I'll keep things moving if that's okay. We'll jump into the retail market. Section three, it starts on page 12. The key takeaways for this segment. Again, e-commerce is impacting traditional brick and mortar stores, nothing that you didn't already know. We're expecting many more store shutdowns in 2020 mostly in malls and large retail centers. Again, nothing new there. I think one of the things that I'm encouraged by, to be honest, is to see the city think ahead, picking on our malls for a minute here. This is a national phenomenon. This is not a Green Bay problem, but malls are changing. Our firm has a number of large big-box stores listed for lease and sale all over the country or excuse me, the state. And it's a challenge without a doubt, we have spaces ranging from 1000 square feet to 120,000 square feet. And this is a segment that is continue, it will continue to change. Amazon and e-commerce are not going anywhere. I think it's important again to think outside the box, pun intended, when the city and your group is looking at potential uses and looking at the permitted owning and anything that makes the use or potential use more flexible, more in demand, I think is really important. Redevelopment opportunities of older retail sites. It's also something to put on our radar. What we're seeing on this front, you're not gonna be shocked by this is shorter leases by retail tenants asking their landlords for more. And you know they have all the leverage right now. So, we're gonna continue to see those kinds of deals hit the market as well. I think something that will hit the infrastructure of the city, again, not just Green Bay's, but everyone in the country is that this growth in the demand for delivery services will just continue to shape the retail marketplace and I think we'll continue to challenge our roads, our semi traffic patterns and all of this, right? So, it's all kind of one big bubble that's here and that's here to stay and I've heard real estate experts say that, the brick and mortar experience though, isn't going away altogether, similar to what the office is for employees. The office for employees is a place to build community and collaborate and communicate, problems solve together. The physical store, the retail space, is also unexperienced and an opportunity to try something on or to kick the tires on something that you're going to, you're you're looking to buy. So, I think there's gonna be a space and a place for that. It's just gonna probably look different to the traditional mall with a number of tenants inside and a massive campus. It's just, it's gonna change. Any questions or thoughts about the retail market? Again, nothing earth shattering here, I don't think

- Hey, Manny, this is Neil again, in terms of looking at the specific types of uses, are we going to see like an increase in the attractiveness of more service uses, things like barber shops, nail salons, things where you actually have to physically show up and be in person. Are those gonna increase in demand in the market in terms from a real estate standpoint because those are the things that are actually gonna generate traffic now, as opposed to retail that may or may not depending on how they compete with an online market.

- [Manny] That's a great question, Neil. So, what we're seeing is, hardware stores are doing really well. Wellness and health and gyms, now that they're starting to open up. I think people are sick of working out at home. So, and jogging outside. So, I think those are gonna get some people back. Health and kind of I'll throw beauty, barbershops, salons there too. I think that there's this pent up demand. I've heard that, I don't love this term, but I've heard revenge shopping thrown out there where people are just saving money for over a year and not being able to physically go to the store or get your hair done, or your nails done, whatever it is you do. So then the demand for these kind of services are are going to increase because people are just ready to go back out there. So, I don't know if that's gonna be long-term though, Neil, and I don't know what you know, who the winners and losers will be, but I think that, I think of Target, for example, right? Target has been having record months throughout the pandemic and a lot of their competitors are doing the opposite. So, what makes makes Target so special? And I don't know, I'm not a retail expert when it comes to like the shopping experience and the way they inventory and distribute. But I think as a trend overall, Target is also the company that's moving the fastest on this new distribution centers and warehouse spaces. Hence they're cutting down delivery times for their consumers. So, they wanna compete with Amazon. If Amazon is promising free overnight delivery, Target is saying we wanna do that too. And let's figure out a way to do that. So, Target is Target, they're massive. So, I don't expect Target to dictate what the retail market is gonna look like. But I think we're gonna see more, even smaller retailers cater more to the online shopper, to the curbside pickup, to the click and grab type of trend. So, I think those folks are gonna do well.

- Manny, just a quick question for you. And I think you mentioned the East Towne Mall in here as an example and I think that's a great example of where you're gonna have to start to look at rezoning certain types of facilities for alternative uses. And in fact, when I learned of the plan of what was happening at East Towne Mall, very coincidentally saw an article in "The Wall Street Journal" which aligned with the plan over there, which was to convert a lot of these malls into manufacturing space or hybrid spaces because that's how you make them financially viable. Fortunately for Green Bay, I don't know that we've got a whole lot of malls that would need to be addressed in this manner. I think that kind of falls to maybe Ashwaubenon and elsewhere, but just to comment on that one. But then secondarily, one thing I didn't really see mentioned in the retail market component was market demand for micro retail or co-op spaces. What are you seeing in that, in that area?

- [Manny] So, it's schools out on that. I think when I've traveled around the country and even just in the Midwest to larger towns. You walk into some of these, in fact older warehouse buildings in some cases, and you see a number of vendors renting, probably renting space to sell whatever they sell in these kind of communal common area type places. Other than like a public market type of a setup, I just haven't seen a lot of that locally. I think I'm a fan. Personally I like going to the Milwaukee public market, and it's kinda neat because you have, again to your point, Brian, multiple retailers, food included and you can just kind of take your pick. It's kind of like the new cool food court at the mall, right? But locally, I'm just not seeing a whole lot of that. Maybe I'm missing those. Somebody asked me recently, the same applies to co-working space on an office side. We see that trend become popular even before COVID, maybe that's now hurting because of COVID, but prior to the pandemic we work in all these, these companies doing really well with coworking space. We just haven't seen a whole lot of that stick yet. Now, do I think we have a great opportunity to bring some of that into the community? Absolutely, and I think people are gravitating toward those kind of places. And now, I also think that that brings maybe it's chicken or the egg, but that also goes really well with high density multi-family, right? And the ability to walk somewhere close to where you live, get some groceries or buy whatever you wanna buy and then go back home. So, yeah, maybe we didn't include it because we haven't seen a whole lot of it yet locally, but I think it's it's right, but for for the pick and if we wanna focus on it.

- I think I would add to that, Manny, I think in terms of opportunities that provide additional support for those kind of micro businesses whether that be marketing, administration, building support, if they provide some more of the support infrastructure where they can literally just focus on selling their product. I think those opportunities have a significantly more realistic opportunity to be successful when they're not worried about all the other things that a normal bricks and mortar site has to worry about in terms of property maintenance, leases, all those other things. So, something that actually has some the more of the support built right in I think it actually has a little bit more of a chance of attracting some of those smaller retailers.

- Yeah, and I think the reason I bring it up is I'm thinking about the shipyard, of course. I mean that whole plan is based on the foundation of micro retail. But then I also think about, even in the Broadway district corridor, by way of example, the smaller storefronts are the ones that get leased up the fastest. And of course, anytime you have a larger footprint, those are a little slower to lease up. And so, it just makes you wonder, there's not a lot of inventory right now of those smaller spaces. So, that's why I'm asking if there's demand for it and if you can convince some of these larger spaces to parcel up a little bit. Could there be some effectiveness there?

- [Manny] I see, I see. I think I understand now, Brian. I think I was misunderstanding the question a little bit and just picturing in my head. I went to public market right away, but you're thinking more of retail footprint.

- But that's an example.

- [Manny] That's an example, yes. But I think to your point, something that we are seeing is in the CBDs, I'm thinking of downtown Appleton, for example, and the same will apply to most of our downtowns in the region. Those phone calls that we're getting from retail tenants looking to lease retail space in the CBD are looking for smaller space than they were in the past. Right, so, that goes hand in hand with your comment that yes, that's the trend now. No more, for the most part, no more large 100,000 square foot big-box stores like we used to have. The Shopkos, the Yonkers, the Mays, all of these. Now the trend is more let's go for experience, convenience. Let's have a great online platform to go with that. And let's be where the action is, near apartments and other shopping options, but let's have a smaller footprint. So, I think that's the trend.

- Even I think of just locally, a place like CityDeck Landing, or the Metro, where they've probably had a hard time new facilities, they've had a hard time leasing out their spaces, but they're still looking at five, six, 7,000 square foot spaces. And I get like managing more tenants is harder and it's always better to land the bigger fish, but just seems like those bigger fish aren't as bountiful perhaps as they used to be.

- [Manny] I agree, I agree with you and in fact, our job when we're working with landlords and they have this kind of space, is to challenge them and help them, right? See what the trends are in the marketplace. And we've had to do that a lot in the past year, year and a half, challenging and pushing them saying, if we keep your your space on the market and it's 116,000 square feet of single-story retail, we're probably gonna keep waiting for awhile if we're just going after that single tenant. So, let's think creatively here and let's open it up for other opportunities. So, absolutely, I agree with that, Brian.

- Okay, so, that's retail. And just to wrap it up here, multi-family, now, the city of Green Bay commissioned a really good housing study recently from MSA. So, we didn't want to duplicate or go too too deep into this properties market or property segment, seeing that you just took out an extensive housing study, but just again, some highlights. The mixed use trend, which we're seeing around the region. I don't think this is anything new to the city of Green Bay. I've seen, in fact, I think the city of Green Bay is ahead of the curve compared to Appleton and Nina and other communities your south. When it comes to mixed use. Now, one piece on the retail side with the mixed use product type is if you can picture a mixed use building that's typically retail or office on the first floor street level and apartments usually up top or office or a combination of things.

Typically, locally what we're seeing is that small retail, smaller typically, retail suite on the first floor tends to take awhile to lease up. This is kind of touches on what Brian was talking about. The apartments may be fine, and the building might be tall. But some of those retail pieces on the first floor are tricky. Maybe they're too expensive on a per square foot basis. Maybe parking isn't as great or the visibility or, or what have you. But that's kind of one thing I thought I would throw that out there. I think despite COVID, our downtowns, our Broadway district, all of the amenities-packed regions and districts within Brown County that we have, I think they're gonna be just fine. It's been really tough to watch kind of the the health of our downtowns take a hit because of COVID and everything shut down, and people not wanting to shop and dine and et cetera, and hang out in the downtown. But I think long-term, that's still where people want to be. I'm gonna dig my heels in on the sand here. I think the apartment boom is going to continue. We, as the study itself shows for Green Bay, need a whole lot more units to catch up. The same is true for Northeast Wisconsin. The same is true for the entire state of Wisconsin. We're living through a very serious gap in housing and housing in general from single to multi. So, that's a great opportunity in our hands, but it's also something that the city should and I know you are be, be concerned with, is how do we bring more affordable units? How do we bring more workforce housing, more market rate, mixed use type of housing, more single, we just need everything. So, again, nothing you didn't already know, but that's also included on the report. So, with that, I know I took longer than I said I was going to, so I apologize. But I'll leave it up up to you for more questions or any final comments.

- Very, very interesting. Thank you, Manny.

- [Manny] To Mike, any more follow up questions, please. My contact information is on the report and Wendy and Neil have it as well. So, feel free to reach out to me.

- Thanks, Manny. Thank you, Manny.

- [Manny] Thank you. Thank you everybody, have a good night.

- All right, so, let's get back to, our agenda I don't know if it's necessarily, I think if we wanna, I don't think we need them.

- [Tara] We need to close the floor.

- Oh, that's right. Well, we have a, thank you. Could we have a second on that please.

- I'll second.

- Okay, thank you, Mike.

- [Tara] And then we'll also need a motion to receive it and place on file.

- Yep, perfect.

- [Tara] Thank you.

- Okay. Okay, so, we have a motion to close the floor. All in favor please say aye.

- Aye.

- Aye.

- Any oppose? Okay.

- Could we receive and place in file?

- We have a second on that please?

- I'll second.

- The motion and a second to receive the report and place it on file. All in favor, please say aye.

- Aye.

- Aye.

- Any oppose? Perfect, thank you very much, everyone. Next item on the agenda is consideration and possible action on the shared corridor vision report. I'm gonna turn that over to Matt Buchanan if I could please, Matt, you got to look at Matt. It looks like he's trying to get all this stuff turned on here. It looks there he is so .

- Working on it.

- Matt the floor is yours once everything gets turned on here.

- All right, let's see here. Okay, hopefully you're looking at a full PowerPoint. All right, so, it's not... We're looking for comments and possible approval of our shared corridor vision report. This is a report that provides recommendations to help our downtown streets be more accommodating to the business community which is why we felt it's appropriate to bring through EDA for approval. A primary impetus for this document was the COVID-19 pandemic. During the last year, during the early stages of the pandemic, the city worked to identify really a number of ways to support businesses. We provided emergency grants and loans to businesses. We also changed some of the policies. I got to give businesses more flexibility in expanding their operations outdoors and into the public right of way where it's appropriate. We also approved a new parklet ordinance, which allows for the installation of like a deck like structure in a parking stall in the street. So, as we were changing these policies to accommodate businesses during the pandemic, we realized that businesses along some of our primary downtown commercial corridors really required some special attention. In the downtown we have a higher density of retail and food oriented businesses. These are businesses that were hit especially hard during the pandemic and considering their location along these downtown corridors, they often have a very limited area of outdoor real estate to work with. So, our team was encouraged by Mayor Genrich to work with the consultants to provide guidance and develop a list of design recommendations to help these businesses during the pandemic, but also to look beyond the pandemic and develop some long-term strategies to make our downtown streets more accommodating for businesses, but also just to pedestrians and cyclists. So, our team worked with a tool design group that was the group that was selected for this project. They were the group that we worked with recently on our safe walk plan, which is focused on bicycle and pedestrian infrastructure throughout the city. So, we felt it was appropriate to continue working with them since they already had a pretty good grip on our infrastructure. The corridors, let me advance my slide here. The corridors we focused on with the scope of work was Broadway and Washington, really between Main and then going down, down south, and then also the connector streets of Walnuts, and then Main and Dousman. The team that conducted... Thorough thorough examination of our existing conditions along these corridors, sorry, here we go. We also held multiple stakeholder meetings with staff of on Broadway, downtown Green Bay, as well as city staff from public works, fire and police. And from this work, the tool team prepared a list of recommendations. And to summarize that list, of course the full report's in the packet, but just the summary, of course we want to activate these streets which the report identifies as kind of the city loop which is that a circular loop. Let me go back to this side, really connecting the two districts along Walnuts, Broadway, Main, and then down on Washington. We would activate them through encouraging parklets, outdoor dining and retail. They also recommended we create these pick-up and drop-off zones for takeout and ride-sharing/taxi services as well. They recommended we improve and expand our pedestrians. They recommended we promote connectivity between district city with concept. Also create pavement art and also activate underutilized lots for flexible community spaces, outdoor dining or events. A lot of these recommendations are things we were already doing early last year and during the pandemic we activated the Adams Street parking lot for a temporary outdoor dining room with the downtown business improvement district. We do have pick-up and drop-off zones for take out in the downtown which we recently implemented. And of course we approved a parklet ordinance last year. But really these recommendations provided a little bit more guidance to really amp up these activities and just help us do a little bit better job with all of these things. I'm gonna show you a couple of slides here that directly came from this report that's really hone in on the two districts Broadway and Downtown. You can see here they have areas where they recommend as good locations for parklets to be located, here in the green. Of course, this isn't a recommendation that this whole section of street is good for parklets, but it's really just recommending that these are areas where parklets make great sense. Again, those TNC Pick-Up & Drop Off Zones, locations of pavement art and recommendations also for protected bike lanes. We've got bike lanes currently along Dousman Street in Maine, but they would recommend we take it up a notch and actually have infrastructure to make these protected lanes. Going down to Washington Street. They identify locations for pavement art and showing the key intersections, of course, locations for parklets and activating some these areas for perfect space when appropriate. The document also includes a toolkit with examples and diagrams to kind of demonstrate how we may implement some of these concepts. So, this here is just a one page out of the document that kind of shows parklet concepts and ways we can activate those parklets with planter and heating and things like that. As well as the document includes typical sections of these four streets demonstrating how they look now. Here this is Broadway with how it looks now and how it looks with some of these concepts implemented. So, basically, some of the primary changes would be activating some of these parking lanes for parklets not just for cars, having more delineated bike lanes. And then of course, just providing more spaces for outdoor dining. Here on Washington Street, we don't have quite as much room to work with, but they do recommend parklets in certain areas where appropriate. Still recommending share roads which we currently have, an outdoor dining space. Dousman street has protected bike lanes with the primary change here, as opposed to our current share roads or unprotected bike lanes. So, if this report is approved, our team would work to implement some of the lower hanging fruit right away. Lower hanging fruit in our minds is temporary or removable structures like parklets and simple projects that can be completed with paint like pavement art. These are items that are relatively low cost and easy to implement. Some of the larger, more expensive items like protected bike lanes and white wayfinding signage would be probably considered further on down the road when we can identify sources, funding sources for those projects. But yes, right away we would look at implementing parklets through, it's next on the agenda, of course, but looking to do a parklets grant program. That would happen after we finalize our parklet permit application process which is nearing completion. And then we would also work with the Green Bay Public Arts Commission on some pavement art concepts. We have some funds identified to do these projects right away. So, we'd be hoping to get started on that here very very soon. Any questions?

- Just if I could, Matt, when I saw this come through, by the way, you always do just such an amazing job, Matt, with working with the various consultants and putting these reports together. So, really appreciate the hard work that you do on this front. When I saw this report come out, I was both elated and discouraged, and let me explain that. Elated because it reinforces some of the things that we already knew and that we've already been discussing locally. I can't speak for Downtown. I see Sally's on the call and perhaps we could open the floor for her to speak if that's in fact, something that she wants to do. But at least for the Broadway district, we have a master design plan and we also had a tech visit. And in a lot of the things that were in this report were already contained in ours. So, this will make, I'm just gonna call the elephant out in the room. This will make the third report, potentially the fourth report if you include authenticity that's going to tell us some of the things that we need to do. Some point we just need the funding to do the things that are being recommended. And so, as we all know, federal government has indicated that there's about $25 million that they're going to be sending back to the municipality. So, I don't see any reason why we wouldn't include this report or approve this report tonight, but one of the things I think we need to do is also include a writer to refer this back to the mayor's office for strong, strong consideration and allocation of some of that funding for the implementation of the recommendations made in this plan. So, you had brought up the parklets. That was actually a communication I submitted pre COVID. So, and because it was in our plan. Let's get these things implemented in our community. The city loop, I really like how they branded that. That's in our plan. We didn't have it branded, but it was in our plan. And it's something our respective downtown bits had been talking about. That's exactly a one mile loop across those bridges. And so, it's a perfect like, "Hey, get out of the office, go for a walk, "do a one mile walk during your lunch break" type of activity. And one of the other things that we've often times talked about is that the bridges, and they just seem to be these terrifying things that people don't want to cross. So, I liked that they're talking about protected bike lanes. I've often said that we need those walkways to be protected because from a pedestrian experience, it is not comfortable walking across those bridges with the traffic volume that we're looking at. But I think you can take that even up a notch and you think about like hanging flower baskets on those rails, right? How do you make the space, a little softer, less concrete, less industrial, impositions and more things that people want to spend time around. And so, I really liked the idea that they're making some recommendations. I think we can go a little further on those bridge crossings. And then of course, again, to just address the elephant in the room, not only funding, but some of the things they're recommending in here are things we've been told we're not allowed to do. And you know what I'm talking specifically about? The pavement art. We were told that strictly forbidden, it's illegal. And now we have another organization from the outside telling us, "No, it's not illegal. "And here's the code that says you can do it "and how to do it." So, I really hope that we can get over some of our internal hurdles to allow us to implement some of these things. So, those are my comments. Again, thanks for the hard work, Matt.

- Thank you, Brian, or Alderman sorry. One of the great things about this document is we worked very closely with our partners in the Department of Public Works on these recommendations. They approved each and every recommendation. A lot of these recommendations were changed with their input, including the pavement art. So, we actually have, and one of your recommendations was to send this back to the mayor's office to identify funding. We have identified $40,000 already. $20,000 to create a parklet grant program which we're gonna hopefully consider here with our next agenda item. And then 20 for the pavement art program. Laura Schley, our Public Arts Coordinator is already working with our public works staff on putting together a request for art, call for art which will comply with what's called the MUTCD standards. I know you're familiar with that, Brian, others might not be. It gets into the width a little bit with what the federal government identifies as approvable pavements colors and patterns on pavement. So, we will be complying with those standards. And I think everyone's on board in moving this one forward. Neil, I saw you unmuted yourself. Did you have more to say on this?

- Just that and as we continue, even in developing the application materials and the review process, we will continue to work with the public works department on ensuring that their concerns have been addressed. Again, they're certainly looking at protecting the infrastructure that is out there. We understand that. We think there is a path forward to work collaboratively. We think all are in terms of making sure that we can make some of these improvements and still make sure we are protecting the infrastructure and the safety of both pedestrians and vehicles on these roadways. We think there is a path forward on that, but yeah, certainly, we'll be continuing to coordinate that with the public works staff as we proceed.

- Guys, could I jump in for a second? I don't know, can you hear me all right? All right, cool. This is Glen Sherman. I'd like to just kind of echo what Brian said. The ideas in this report are very exciting. I'd love to see a lot of them happen. Everything, every trend that we see right now and it was talked about earlier, is kind of trending towards experience-based things whether they're experience-based small businesses, experience-based housing where you're gonna live, you're on the trail, you're on the river, things like that. And I think that includes a city experience as well. And these kinds of things add to that. And I think it is important to focus on the downtown area as an experience especially in Green Bay, because let's face it, we're way behind the Titletown district when it comes to experience-based styles. They're out ahead of us and for the city of Green Bay, I hate to see us fall that far behind in some of these things. So, I just want to echo what was said, but that and there's some planters down on Broadway, a lot of parklets space the same.

- Yeah, thank you very much Glen. I appreciate those comments. I think Neil and Wendy, our whole economic development team understands the shift towards experience, and it'd be years ago, not that long ago actually, economic development was all about jobs, jobs, jobs. Now it's really about quality of life and creating these great experiences and making sure that our downtown and our whole city stays competitive by creating those kinds of great experiences and amenities. It's all connected. So, that's definitely what this report is guiding us to to implement some of those concepts. So, thank you.

- I see Sally from Downtown is on the call. If I could just get a thumbs up from her. I didn't know she was here to talk on this issue. And if so, obviously I want to be able to open the floor for her, if not, not trying to impose it, but want to give her that opportunity. Is that a thumbs up to open the floor, Sally?

- I'm gonna assume that it is Brian. I think let's assume that it is.

- Oh, no thanks.

- No thanks, nevermind, okay.

- I just didn't wanna miss the opportunity if she was interested, thank you.

- Thank you, thank you all there for pointing that out. We do have someone raising their hand, wants to speak. So, do we need a motion then to open the floor?

- I give a motion for interested parties.

- Could we get a second on that please?

- [Tara] I'll second that.

- Okay, we have motion and second, will all in favor please respond by saying aye.

- Aye.

- [Tara] Aye.

- Any oppose? Okay, it looks like gentleman's name is Mason Tipton. He looks like he has his hand raised, would like to speak. Oh, he put it right, he put it in chat. Okay, so, let's comment. And I'll just read this case of submitted about being more inviting to cyclists and it made me think of something. Remember that Lime pulled out of Green Bay in 2019 or so as we transitioned back to normal could there be any potential plans to work with similar company again? Actually a great question Mason. If it's okay, Mr. Chair, I will go ahead and answer that question. Actually, the city has been contacted by an alternative vendor with an interest in bringing scooters into the Green Bay. Once we find the idea very interesting, and I know our attorney's office was actually in the middle of working on an ordinance update related to these types of what kind of alternative transportation modes, more localized transportation. We're kind of in the boat of probably getting that, hopefully bringing that out, getting an ordinance completed here within the next month or so. And once we do that, probably determining do we want to actually do like a competitive RFP process and try to recruit these types of uses again. I think the staff's preliminary reaction was, we think the scooters are interesting, we're looking for somebody maybe that could bring scooters, bikes, e-bikes, a little bit more wider spectrum of options to the city, whether that's through a single vendor or through multiple vendors. So, we actually are gonna be pursuing and taking a look at the possibility of how that might still be a part of some of the infrastructure things in the discussion we are having right now. So, great question. He follows up, "Would UWGB be included "in that as well as like we were with Lime?" Absolutely, I think the university, one thing we want to do, certainly the opportunity for all those students is making sure that we do have, UWGB is a part of this community. We wanna make sure that we've got opportunities both for their students and their faculty to basically be interacting and have some opportunities, whether that be through trails and other connections and other infrastructure. So, absolutely. We'll be reaching out and including them, so.

- [Manny] Neil, if I could further expand on that because I think a lot of people maybe aren't fully aware of why Lime pulled out of Green Bay. It was really at the time that they secured additional funding really to focus on e-bikes and scooters and they recognize that's where the profitable line is. And so, unfortunately at the time the state of Wisconsin prohibited those types of units. And so, the state legislature took action on that, which legalized their use in the state of Wisconsin. In fact, Matt, you may recall this. I think it was literally like the day after I submitted a communication to have our city attorneys draft a mobility ordinance that would define how those things would be urgency on that because there just hasn't been a company ready to enter the Green Bay market. But I did reach out to the city attorney's office, I believe last week. And to your point, Neil, they did confirm that they're actively working on that now probably because we have somebody interested. So, I anticipate that that will come forward soon and trust that you guys will obviously bring in a company that can offer a multitude of options because there are a variety of options out there. It's not just the pedal bikes.

- Is there anyone else here who would like to speak on this issue?

- [Tara] Yeah, actually, I wanted to jump in to talk a little bit more about the parklets and just kind of see if we can dive a little bit deeper into it. I don't know if this is a far stretch of a question, but I was wondering when it comes down to getting the parklets up and going, I know that you guys talked about a little bit about making some grants available. So, I assume that the business can apply for that. And then the equipment that they purchased using that or the space that they did develop, if they were to shut down the business after a while, who had owned those equipment. And also if they were to be damaged because, that area and just the downtown area in general has plenty of bars. And so, there's lots of things happening at night. And so, if things are to get damaged, who would be liable for that?

- [Mike] Can you just offer a point of order, chairman? I think the question is a good one, but I think it relates more to the next agenda item. And so, if I'm not mistaken it might be better to perhaps dispense of this item first. And then we can answer that question, I think, as part of the parklet discussion, if that's okay with Ms. Yang.

- [Tara] Yeah, absolutely, thank you.

- In which case then I think we did officially open the floor for interested parties. I would make a motion to close the floor.

- [Mike] Second.

- Alder Johnson with the motion, Mike, with the second. Any other comments on this? If not, a motion to close the floor is the moment. Please, all in favor, please respond by saying aye.

- [Authority members] Aye.

- Any oppose? Okay, thank you. And the motion is back before us again. Matt is there a particular action you would like the EDA to take on this item?

- Yeah, looking for approval of the shared corridor vision report.

- I would move that we adopt the plan with the provision that we refer to the mayor's office a request to include consideration for funding to implement some of the provisions. And I'm gonna leave funding vague. Whether it's coming through the 25 million, through the city budget process, wherever he finds it, but we need the funding .

- We have a second for that motion?

- [Tara] I second that motion.

- Thank you, motion by Alder Johnson, seconded by Mrs. Yang. Any other questions or comments on the items? If not, please, in favor of the motion please say aye.

- [Authority members] Aye.

- Anyone opposed? Motion passes, thank you very much. Next item, Matt, since you're all warmed up we're gonna turn you back here one more time for the Parklet Grant Program.

- Sounds great. All right. Okay, so, we are looking to implement the shared vision corridor report. Street shared corridor vision report rather. And a big key piece of this is helping our businesses implement parklets. So, we are proposing to create a brand new downtown area parklet grant program. This is just the first page of our new policy document that we are proposing. For those of you who aren't familiar with parklets, here's an image of one right there. And basically it's a deck structure installed just off the curb basically to extend your pedestrian space into typically a parking stall in the street. And of course the purpose of this is to support our downtown business community in the wake of COVID-19 to allow them to expand their business operations outdoors and into the public right of way. We also want to activate our streets beyond COVID to have some of those great experiences, those great local business experiences that we were just talking about at the last agenda item. To make our streets more friendly to pedestrians and cyclists. And this is something that we're seeing in more and more cities across the country. And we believe that this grant program would help that along here in Green Bay. So, what we are proposing is grants of up to $5,000 to reimburse 80% of eligible expenses for a parklet. Some eligible expenses might be the labor to construct the parklet. If you need to hire a contractor to purchase the materials the lumber, any material needed for construction of the parklets, some of the permitting fees that's required. We've got a whole list of eligible expenses in the document itself, which was included in the packet. And all in all, we've got $20,000 to create this program to get it started at least. $20,000 is coming from TID#5, and this is, I'm gonna show a map of this area here in a little while. Because this is funded through a downtown area TID district, we are restricted to using these funds within a half mile of that district. Some of the requirements, the projects of course need to meet our city's standards which were created with our parklet ordinance last year. And they need to be eligible to receive that parklet permit. The Department of Public Works is nearing completion of the parklet permit application process. And so, once that gets wrapped up, our intention is to release this grant program and work with businesses to make sure that they could be eligible for that permit in order to be considered for our grant. Once a business submits their application, our city staff will order them based on the criteria that's listed in that policy within the package. And then we would take it back to this body with a recommendation of approval or denial. And this body would make that final call. As far as who is eligible, basically anyone, property owners, business owners, non-profit organizations. The applicant they would receive the grants and they would own the parklet itself. This gets back a little bit to Tara's question earlier. They would be the owner of the parklet. It's a removable structure. Our ordinance currently only allows parklets to be installed on city streets during the warmer months of the year. And so, there'd be room for relocating a parklet off the city street in those mentioned months and getting it re-installed back when it's parklet season again. And they would also be responsible for maintaining the parklet because it's their property. So, if it gets damaged, they're the ones responsible for repairing that infrastructure. This is that TID map I was just discussing. So, TID#5 tax increment, district five is the area in orange primarily in the downtown area. And we are able to use these funds within a half mile of that orange area. So, we've got that shown in the red hash marks line right there. So, it's pretty much limited to just the downtown area. And as far as our timeline goes, as I mentioned, public works is nearing completion of their parklet permit application process. Once that gets wrapped up, our department, community and economic development, we'll release the grant announcement. If this gets approved, as well as a parklet handbook. Our team worked with ISG Engineering, a local engineering firm to create a handbook which is basically just public guidance as to help them understand what a parklet is, what are the local rules on parklets, and what are the processes for getting a parklet approved. So, we'd release both of those documents out to the public and we'd also have a little bit more detail as to the formal application depth blinds first round once the DPW releases their application process for the permit itself. After that initial rounds, like I said, we've only got $20,000 currently. If there's additional funds left after the first round, we would have a second round. If it's very popular, we might try to find additional funds if possible. That's my little presentation on this. I'm sure there's some questions. So, I wanna make sure we had some time. So, at that, I'll open it up for questions

- [Tara] Matt, thank you so much for answering my questions, appreciate it. I was wondering if you can also let us know if there's like a priority region or area in the downtown district that you guys are looking to particularly have businesses apply for and how are you guys promoting this particular grant? And also, sorry, three questions in one. Is this an evergreen, an evergreen grant? So, say they got this grant, this $5,000 granted to get this parklet up and going, is this something that they can just continuously put out every year for the next 10, 15 years? Or how does that work?

- Okay. Make sure I got them all. So, the first one, any area of particular focus, as I mentioned, it's really only within the area that's eligible for TID#5 dollars. So, that the mapped area that I showed earlier. I don't believe we have in our criteria anything mentioning specific areas of focus. So, really I believe it's just anywhere in that area. Second question. I'm sorry, what was the second question?

- [Tara] The second was how are you guys going to promote this grant?

- Yes, we will have a press release and we're gonna work very closely with the two downtown area business districts to get information out to the business owners. I think we are also possibly looking at holding maybe a public meeting where people can ask questions to staff and get some more information on what this program is and what are the rules around it. That's not been finalized yet, but it's something that I think we would like to try to do.

- And Matt, you wanna recap the fact that the city actually has, we actually have our park, we have a parklet of our own that we're probably going to be putting out as a demonstration at some point. So, folks can actually come take a look at it.

- About that, so, late last year, the city actually had some funds secured to create a parklet of our own. So, we had $5,000 to spend on our own parklet to give the community example of what a really good parklet could be. And we had some, in previous years those who are familiar, we had these Better Block Project where we had temporary parklets out and those were made usually of low cost materials like, plywood and, I'm blanking on the word.

- Pallets.

- Pallets, thank you. Too many P words today. Pallets and plywood, and they're not really a good example. It's not what we're really looking to fund here. So, we wanted to show the community the potential of what a parklet could be. So, we have really high quality materials here this spring as soon as the application process gets approved through DPW. And to answer your third question on whether this is an evergreen grant. So, currently we only have that $20,000 to spend, it's a finite amount. It would be there to help a business get a parklet launch. Ideally, this is something that they would be able to have for many many years. Our parklet that the city builds, really high quality, durable materials. That's something that we would be hoping businesses that apply for this program would aspire to. So, the parklet itself should last several years. I mean, it would have to get pulled off city streets during those winter months, but it could always redeployed every year in that same location as long as DPW approval processes are complied with. You shouldn't hopefully need additional funds or at least too much additional funds to maintain that parklet, but it would be your property, the business owner's property to maintain that over time.

- [Tara] Thank you so much, Matt. Sorry, I know there's probably many more questions, but just real last quick question on. So, with the parklet that the city is putting out, are you guys doing it within the $5,000 minimum or maximum, or are you guys using additional funds to that?

- That was separate funding. That was already expended through a different source.

- Okay, sorry, and then, sorry to clarify that. Is the total of the funds that you guys are using to build this parklet, is it $5,000 or does it exceed that?

- It could exceed that. The grant dollars, we're generally gonna allow for $5,000 grants, I believe. This is a new program so, I think we're open to adjusting should we need to. But ideally we've got $20,000 so we could fund possibly up to four parklets and reimburse 80% of the cost of a parklet so the business would have to have some skin in the game to go above and beyond that 5,000. I think that would roughly shake out to about $1,200 of their own to invest in the parklet to meet that minimum match requirement.

- [Tara] Thank you.

- Sure.

- Just a couple of questions for you Matt, could you explain the $20,000 pool from the TID and in particular, is that kind of like a ceiling for us? Is that what the TID has available? Is there additional capacity? Does that require approval by city council and the joint review board? Could you just kind of walk us through that a little bit?

- Do you have a feeling it's just a little bit north of $25,000? Neil might be able to help with that answer a little bit more, provide more detail. Part of the reason why we started out with $20,000 is we're not entirely sure how many applicants we're gonna have with this first round. So, it's just kind of a starting point, I think. And it just worked to be a good round number with hopefully expanding as many as four parklets. Did you have more to add to that, Neil, or a better way to answer that?

- As far as Alder Johnson there, that is what's available at least for a budget standpoint, but I think we evaluate, this wasn't eligible expenditure that was defined in the project plan already. So, in terms of having to go back for additional approvals, there won't be any requirements of doing that. But I think if this, certainly if I think this body, we came back and decided that the program was successful, we would probably be coming back and making a request for additional funds to put towards this program for it really looks like it was working, but would have to make sure that obviously there's cash in the account, basically to do that for the future years and coming forward. So, it would be a budget exercise, just making sure there's funds there right now. My understanding is based on what was budgeted, there is only up to 25,000 left financing. So, a $20,000 program just to be a little bit more conservative at this point. So, there may be a little bit of additional funds available, but I don't believe that there's a wide open. We could double or triple the program if we had to. I think it is pretty much what was budgeted.

- That's helpful to know. And I'm just wondering if in fact it is a $25,000 limit, you know, rather than coming back to this body and asking for another 5,000, if we could just authorize that 25 right now. Is there any opposition from staff to do that?

- I think it would've just made me request it would be up to 25, Alder Johnson, just to make sure that we have the funds in there to make sure that they are actually available

- And I'm certainly not asking you guys to spend it if there's not a quality proposal. And you know much like the sort of improvement grant. We've turned proposals away because they didn't meet the right check boxes. But I'd rather, this is one of those things where I can certainly see the cost of a parklet easily doing that 5,000 and now we have funding for four throughout the whole downtown area. I know it'd be nice, like if we can get a fifth, I'd rather just do it now.

- Okay, so the... Just for what it's worth, Matt, and I know we've talked about this, but one of the bits of feedback that I've received from a few business owners that I've spoken with is just the challenges with storage. So, they make the investment, but then they have no place to go with the parklet. So, if there's anything that the city can do to continue to think about solutions on that front, it would be very much appreciated. The Davis-Bacon rules, is that going to apply here, Matt?

- No, these are not that real dollars. So, those don't apply.

- Okay, perfect. And then I wanted to ask about, the requirement to use beyond, like within the year. You have up to a year to do this. And to me it seems that our objective ought to be to get these things out as quickly as possible if we're going to be investors in this program. Does a year seem appropriate? 'Cause my fear is you grant someone up to a year, now they're not going in until 2022 when the idea is to be a response to COVID. Your thoughts on that?

- I think, yeah, of course, ideally I would love to get these out sooner rather than later. It's still a little bit of a foreign concept for Green Bay, I'm not sure how many contractors are available to this kind of work and schedules are tight. So, I think we were just, our thoughts were to give a little bit of flexibility to allow for more time should it be needed. But I think if there's a strong opinion from this body as to shorten that up or to change some language a bit, we'd be open.

- Well, I think at least giving preference, maybe to those who are ready to install this year would be appropriate. Because again, we're looking for immediate impact on a program. If we want folks to install in 2022 or potentially beyond, I think there are other ways that we can find funding solutions for that. But I think to me, this should be about immediacy. So, I would certainly give your scoring process preferential treatment on that front.

- That was gonna be my recommendation Alder Johnson has said I think in terms of, again, without knowing what the demand is going to be, let's assume we get a dozen applications. I certainly think that ones that are ready to, that meet all the other design criteria and ones that are ready to go and want to get it deployed faster are definitely gonna score more higher, more a higher priority I think, in the system. I think staff would be in full agreement with that.

- Okay, and then the issue of permit timing, is your office having conversations with the Department of Public Works because in particular, the ordinance is written to give special treatment to those who applied by February 1st. And then it goes on to say anybody who applies I think by May 1st, will kind of be addressed on an as submitted basis. So, we're reviewing a parklet. This isn't rocket science. So, are we having productive conversations with public works about the expediency of review?

- They had a lot of involvement in all of this. So, we do coordinate very closely with them. It's why we're not launching this program until they're ready with their application process for the permit itself. So, yes, to answer your question, we are.

- Okay.

- If there's a way that we can really, again, get that decision quickly and it doesn't just get set on the back burner.

- Absolutely, Alder Johnson, I think the certainly impetus behind this was I think the message was very clear that I agree with your, your comments exactly. That this is a response to COVID. This is an extra tool to deal with recovery on that. Waiting until July or August to get this implemented is not really helping anybody out. And at least not to the extent that we can be. So, yeah, I think it's going to be a message from staff or to staff has been pretty clear that we want to get these things out and deployed as quickly as possible.

- Okay, and then one of the things looking at some of the photos, and I know they're just stock photos sometimes that are put out there to generate ideas, but in the scoring concept I would prefer to see preferential treatment given to those that are going to help businesses. And so, what I mean by that is patio spaces, things that allow businesses to expand their service areas. Things like a mini golf course are cute, but I don't think they necessarily, I don't think most businesses would support giving up parking stalls for mini golf courses that don't necessarily help drive additional foot traffic or expansion of spaces. So, that would just be one recommendation to give on that front. Then one last question, in the document map that you'd provided, we were looking at a grant deadline application of April 21st, with a second round in May. That seems very very very very fast since design is probably the most important element of this process. Can we push that out?

- Right, one of the comments I made earlier. We're waiting on a public works to really fine tune their permit application process and we can't really roll this out until that's final. We anticipate that it will be coming forward very soon, but the whole timeline is going to depend on when that permit application process is complete. So, that day it's gonna have to change.

- Okay. And I'm okay with, even though we meet the first Monday of the month, I personally would be okay calling a special meeting of the EDA to review applications depending on how this cycle flows out. if it means expediting this process and getting these things on the street. So, again, thanks for your hard work on this, Matt. It looks great.

- Great, thank you. Great idea

- [Tara] Matt, I wanted to also touch a little bit about what Alderman Brian also said about the using the funds within a year. I also wanna make sure that we are also sensitive to some of the small businesses. I want this project to, obviously, this is for the pandemic, but also we have a lot of small businesses who don't have a lot of employees, or who don't have the capacity to always be at the table to be like looking at designs and doing things as such. For this, I hope that we do look through an equity lens as well, focusing not just on businesses that are ready and up and going and ready to get going 'cause Carvana on Broadway who has eight, 10 employees working at any hour versus who has like three people working. So, like I want to be also respectful to those types of businesses out there too.

- That's a great point, Tara, thank you. If you have specific recommendations as to language we might include, I think we'd absolutely be open to that. But I think just based on how our staff feels, I think we would do that anyway. But we're open to any language changes if you have some suggestions.

- I'm happy to hear that you guys already have that lens, that focus, so, thank you.

- It wouldn't hurt to formalize something though, Tara. We can have the best of intentions, but if there's some . If you have some ideas or recommendations on language we would be more than happy to take a look at that. So, please let Matt, or I know, that'd be great. We'd appreciate it.

- [Tara] Yep, no problem, thank you.

- Any other questions for Matt on the parklets grant program? Matt, do you have a specific action you would like from the EDA tonight?

- I would be requesting approval of the parklet grant program. Yeah, I think that'd be sufficient.

- I'll second

- Motion by Alder Johnson, second by...

- Sorry, Neil, I move that we approve with one modification. Changing 20,000 to 25,000.

- Oh, that's correct. Sorry, I didn't make that note earlier. This is the second agree with that clarification. Michael.

- Oh, yes, yes, I second that.

- All right, perfect, thank you. All right, any other discussion on this item? With that we have a motion to approve the program as presented with the addition of up to $25,000 to be invested in this program. All in favor please say aye.

- Aye.

- Aye.

- Aye.

- Aye. Any opposed? All right, the motion carries. Thank you very much, everyone. Thank you, Matt. All right, our last sections here, just informational. Our director's report, just I'll be very brief. Just folks, if we are ending up doing several amendments to several TIF districts here in the city, a city council approved allocation amendments, housing extensions, and closures of several districts. I believe it was seven, eight, nine and 23 were the districts that were all the ones that we have been taking action on. Those are being presented to the joint review board this Thursday afternoon. We're anticipating really being, not really any issues on this one. These are all pretty advantageous, so we'll be happy to get those taken care of. However we all going to, certainly for in the interest of this body, we will also be looking at the likelihood of the creation of a couple of new districts related to industrial development probably later on here this year. So, please it would expect us bringing some information back to this body in terms of a potential new district or two related to industrial development. Certainly within the next month or two, I think we've got some concepts we would like to bring to the EDA for discussion related to that. We are seeing some industrial activity as the main we're kind of getting firing these up. I think that we were thinking about, staff was already thinking about doing some new districts anyways, particularly the I-43 corridor out of the business park of the area we were early certainly looking at already. We are seeing some interest in so much to what Manny's comments were earlier. We do believe that the market is kind of certainly increasing and intensifying right now. So, it's a good time for us to kind of get that in place and figure out what the next round of expansion might be related to industrial development. So, staff is still working on kind of breathing some life back into several multi-family residential projects that have been dealing with delays and so forth related to COVID and financing shifts and other things that have happened. We were working on bringing several of those back to the RDA for approval. Hopefully, we'll have some information at the next couple of meetings. The next meeting we have with RDA is actually next Tuesday, I believe, week from tomorrow. But we're also gonna be looking at some, probably a fairly active meeting in May. So, watch for additional residential projects there. And then just a note, and no, I don't think anyone on this call will be surprised. We continue to see some distress from our hospitality businesses, several of the hotels dealing with the variety of issues certainly related to low occupancy and low rates. A couple of those projects that we have have some financing or some assistance requirements in place are the city is working with them, staff's working with them to try to provide some relief in terms of ensuring that they're have some opportunity to kind of get back on their feet and get their occupancy rates back up before we require some of the financing and other things to be paid back other than that. So, working with them to provide a little bit of flexibility on that. And with that certainly available for, any staff is available for any other questions anyone may have on that. Does anyone have any questions or updates they would like us to have at this time.

- Before meeting?

- Well, it's a good one there. We like these when they're full. It's nice to have, it's worth everybody's time then. So, .

- That's great, great, great.

- The only other item I think we have, chair, is I don't know, Matt, do we have a Brownfields program update at all tonight?

- Not a very robust one. I know we had a full meeting tonight.

- Okay.

- We'll have more at the next meeting. I think I wrote that last time, but we'll definitely have more at the next meeting.

- Okay, perfect, okay. All right, thank you. Last item then, chair, is date of next meeting. We were looking at May 3rd, 2021. Is there a next date on that? So, we'll be sending out confirmation for attendance for everyone at that meeting. And with that, we are at adjournment. So, we could have any motions.

- So move.

- We have a motion and a second on the floor to adjourn. All in favor, please respond by saying aye.

- [Authority members] Aye.

- All right, and any opposed? All right, thank you very much. We are adjourned. Thank you everyone.

- [Tara] Thanks everyone, have a good night.

- Goodnight.