



AGENDA OF THE ON BROADWAY BUSINESS IMPROVEMENT DISTRICT BOARD

FRIDAY, MARCH 15, 2024, 8:30 AM
Virtual Meeting via Zoom.

A. Zoom Meeting Instructions.

1. Join Zoom Meeting Online:
<https://us02web.zoom.us/j/88296601351>

Or call in by phone: +1 312 626 6799
Meeting ID: 882 9660 1351
Passcode: 981944

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. Roll Call.

C. Approval of the Agenda.

D. Approval of Minutes.

1. Minutes from 10.31.23 OBI BID meeting

E. Regular Business.

1. Discussion with possible action on the OBI BID financial reporting and Treasurer's report.
2. Discussion with possible action on the 2024 OBI BID Board appointments.
3. 2023 Year-end report of actual vs budgeted and discussion with possible action on the unspent balances.
4. Discussion with possible action on 2024 Settlement Statement and Allocation
5. Discussion with possible action on the joint OBI and BID 2022 Audit.

6. Discussion with possible action on the proposed 2024 activities.

F. Informational.

1. Review of the yearly BID Activity schedule relating to the quarterly meeting schedule.

G. Adjournment.

- 1) **ACCESSIBILITY:** Any person wishing to attend who, because of a disability, requires special accommodations should contact Peter Nugent at (920) 455-8881 at least 24 hours before the scheduled meeting time, so that arrangements can be made.
- 2) **QUORUM:** Please take notice that a majority or quorum of the Common Council will attend this On Broadway Business Improvement District Board meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 3) **REPRESENTATION:** The party requesting the communication, or their representative, should be present at this meeting.



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

AGENDA ITEM # D.I

Minutes from 10.31.23 OBI BID meeting

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. 2023.10.31 BID Minutes

Broadway BID Board Meeting 10/31/23.

Meeting was called to order by chair Linda Bova at 8:45 am this was a zoom meeting.

Roll Call:

- Present were: Adam Funk, Brendt Peeters, Gregg Mattek, Linda Bova and Chad Van Handel and Brian Johnson and Wendy Townsend – City of Green Bay
- Absent: Stephanie Bruss, Kurt Schwiesow, Brent Weycker.

Agenda: Moved to approve by Adam F., Seconded by Chad V. passed unanimously.

Minutes: Moved to approve by Brent P., Seconded by Chad V. passed unanimously.

Regular Business:

1. OBI BID Financial and Treasurer Reports were given by Chad V., a motion to approve by Adam F, seconded by Gregg M. passed unanimously.
2. Annual Election of Officers:
 - A. 2024 President: nominations for Linda B by Chad V. seconded by Adam F passed unanimously.
 - B. 2024 Secretary: nomination for Sandra R by Chad V seconded by Gregg M passed unanimously.
 - C. 2024 Treasurer: nomination for Chad V by Brent P and Seconded by Adam F passed unanimously.
3. 2024 recommendation for appointments for the OBI BID Board discussion.
4. 2023 YTD Progress Report given by Director Brian Johnson YTD activities through 10/31/23. The audit for 2022 has been difficult and still needs approval. Linda B recommended meeting more frequently, possibly quarterly. Recommended to meet in December 2023 to get 2022 audit approved and get everything on track for 2024 also look at updating bylaws.
5. Presentation of the 2024 Operating Plan was given by Director Brian Johnson. There was discussion regarding expanding the OBI BID District boundaries, creating a retail incubator and diverse business grant looking to sponsor or help subsidize rents. A BID assessment increase was proposed which would only be the 2nd increase in nearly 20 years. The proposed rate goes from \$1.33 per \$1000 to \$1.40 per \$1,000 which is a 5% change. Motion to approve the annual operating plan by Adam F, seconded by Gregg M, passed unanimously.

Adjourned: Motioned by Adam F and seconded by Brent P passed unanimously.

Minutes by Wendy Townsend and Brian Johnson



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

Brian Johnson

AGENDA ITEM # E.1

Discussion with possible action on the OBI BID financial reporting and Treasurer's report.

BACKGROUND

Review with possible action on the financial reports and treasurer's reports to the OBI BID Board.

RECOMMENDATION

Approve as submitted

FISCAL IMPACT

ATTACHMENTS

- I. Broadway BID Treasurers Report 2024 03-14



Treasurer's Report

The BMO Bank account balance was \$2500 at 02/29/24 (the account minimum). The balance is currently sitting at \$108,814.80 as of 03/14/24 due to the collection of the BID funds from the City last week.

Chad G Van Handel
Treasurer, Broadway BID



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

AGENDA ITEM # E.2

Discussion with possible action on the 2024 OBI BID Board appointments.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

Brian Johnson

AGENDA ITEM # E.3

2023 Year-end report of actual vs budgeted and discussion with possible action on the unspent balances.

BACKGROUND

2023 Year-end report of actual vs budgeted and discussion with possible action on the unspent balances.

RECOMMENDATION

Approve as submitted

FISCAL IMPACT

ATTACHMENTS

1. BID Report 2023
2. Yearly BID Activity Schedule

2023 Broadway BID

	<u>Budget</u>	<u>Actual</u>
<u>Design</u>		
Lighting	\$ 5,000.00	\$ 5,000.00
Annual Maintenance	\$ 20,000.00	\$ 20,000.00
Public Art	\$ 20,000.00	\$ 20,000.00
Public Seating	\$ 2,500.00	\$ -
Hubbard Street Corridor Design	\$ 5,000.00	\$ -
Total Design	<u>\$ 52,500.00</u>	<u>\$ 45,000.00</u>
<u>Organization</u>		
Admin Allocation	\$ 20,204.00	\$ 20,204.00
BBID Annual Audit	\$ 3,200.00	\$ 3,200.00
Total Organization	<u>\$ 23,404.00</u>	<u>\$ 23,404.00</u>
<u>Promtion</u>		
Marketing Allowance	\$ 15,117.00	\$ 15,117.00
Total Promotion	<u>\$ 15,117.00</u>	<u>\$ 15,117.00</u>
<u>Economic Vitality</u>		
Mini-Grants	\$ 10,000.00	\$ -
Total Economic Vitality	<u>\$ 10,000.00</u>	<u>\$ -</u>
Total	<u><u>\$ 101,021.00</u></u>	<u><u>\$ 83,521.00</u></u>

Notes:

\$2500 Public Seating allocation will be rolled over and combined with a 2024 allocation.

\$5000 Hubbard Street Corridor Design will be performed in 2024.

\$5000 in Mini-Grant applications were received in 2023 but will be posted in 2024. Balance rolls over a

Actual BID Proceeds:

3/16/2023	2023 BID Proceeds	\$ 96,380.00
12/31/2023	Delinquent Collection	\$ 4,680.80
		<u>\$ 101,060.80</u>
3/16/2023	BID Settlement	<u>\$ 100,987.00</u>
	Undercollection (Overcollection)	\$ (73.80)

*overcollection from prior year delinquencies

nd will be distributed with 2024 allocation.

Yearly BID Activity Schedule

(Dates Subject to Change)

Monthly

- Clerk's Office will send the Finance Dept spreadsheet of delinquent BID assessment collections and outstanding values.
- The finance department will review and disperse delinquent funds collected on a quarterly basis

January

- Tax collections continue for tax bills sent out December 15 of the prior year

February

- BID's update plan commission on revenue and expenditures based on the previous year's BID Operating Plans. BID's share achievements and highlights from previous year to plan commission.
- City Clerk's Office prepares delinquent BID assessment spreadsheet based on tax collections.
- Finance Department disperses funds to BID's and issues an assessment collection report to the BID districts and Green Bay Economic Development Department (GBED) (third week).

April

- Assessor sends Brown County values as of January 1 of the new year
- Brown County runs statement of assessments on parcels that have changed in value and mails them out.

May

- Board of review takes up any disagreements in value (third week of May).
- Updates from the BOR decisions are made to the assessment roll

June

- Finance will run the estimated BID assessment for the new tax year based on the previous year's BID rates for the purpose of BID's establishing a budget. This report will be sent to the BID and GBED for their review. (Finance to ask BC to use the new year's assessed values to run this preliminary report. Once preliminary report is complete, BC to change the year back to current year's tax collection year.)

July

- BIDs review BID assessment report for parcel id and bid rate verification. Any updates need to be sent to Finance who in turn will ask the Assessor's office to make necessary changes on the parcel records.
- BIDs submit annual certified audits and status reports to GBED.

August

September

- BIDs finalize Operating Plan for BID Board approval; attain City Attorney approval letter

October

- BIDs submit the final Operating Plan with special assessment to City for inclusion in Plan Commission hearing. Submittal to be made no later than October 1st.
- At Plan Commission hearing, BIDS are required to share any adverse audit report findings from previous year

November

- Council adopts Operating Plan via Plan Commission Minutes
- Finance makes any updates to BID rates if necessary
- Finance sets the tax roll during the last week based upon the final BID assessments and sends a "preliminary final" report to the BIDs and GBED.
- Report is reviewed by the BID to identify any ceilings or floors for parcels.
- Any changes to the BID assessment values are conveyed to Finance who in turn will have Brown County IT department to make the changes in the tax file.

- Finance will rerun the final BID report and send it to each of the BIDs and GBED (last week of November or first week of December)

December

- Brown County sends adjusted Property Tax Bills to property owners



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

Brian Johnson

AGENDA ITEM # E.4

Discussion with possible action on 2024 Settlement Statement and Allocation

BACKGROUND

Each year the OBI BID Board reviews and approves the settlement statement and annual allocation for this organization. .

RECOMMENDATION

Approve as presented.

FISCAL IMPACT

ATTACHMENTS

- I. BID Settlement 2024

BID SETTLEMENT 2024 (2023 Tax Roll)

On Broadway

TAX ROLL	107,566.00
UNCOLLECTED	(5,932.00)
PAYABLE	101,634.00

Uncollected

<u>Parcel</u>	<u>District</u>	<u>Amount Due</u>
3-310	13	18.00
3-314	13	207.00
3-315	13	36.00
3-369-A	13	123.00
3-589	13	14.00
3-590	13	15.00
3-591	13	279.00
4-204	13	312.00
4-223	13	926.00
4-254	13	661.00
4-266	13	297.00
4-68	13	553.00
5-1772	13	1,846.00
5-588	13	342.00
5-593	13	303.00
		<u>5,932.00</u>

CITY OF GREEN BAY CHECK REQUEST FORM

PLEASE ISSUE CHECK TO:

MUST HAVE FULL ADDRESS

NAME: ON BROADWAY INC

ATTN/ETC: _____

ADDRESS: 340 N BROADWAY, STE 165

PO BOX: _____

CITY, STATE, ZIP GREEN BAY, WI 54303

EXPLANATION/COMMENTS

2023 TAX COLLECTION - FEB SETTLEMENT

AMOUNT	ACCOUNT NUMBER	ACCOUNT TITLE
<u>101,634.00</u>	<u>806-25083</u>	<u>BID SPEC ASSESS PAYMENTS</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
<u>101,634.00</u>	<u>TOTAL CHECK AMOUNT</u>	

Deadline to request checks is 4:30 on Fridays to be issued the following Thursday. All checks are mailed. If you want the check returned to you, please fill out name and department.

RETURN CHECK TO: _____

NAME/DEPARTMENT

APPROVED BY: _____ DATE: _____

Finance policy, with the direction from auditors, you must have supporting documentation stapled to all check requests. If an attachment needs to be sent with check, paper clip it to the check request form.



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

Brian Johnson

AGENDA ITEM # E.5

Discussion with possible action on the joint OBI and BID 2022 Audit.

BACKGROUND

Each year the OBI BiD Board needs to review and approve its annual audit.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. 2022 On Broadway Audited Financial Statements
2. 2022 On Broadway Independent Auditor Report



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

Brain Johnson

AGENDA ITEM # E.6

Discussion with possible action on the proposed 2024 activities.

BACKGROUND

OBI BID Board to review the activity report in accordance with the approved Operating Plan.

RECOMMENDATION

Approve as presented

FISCAL IMPACT

ATTACHMENTS

1. Yearly BID Activity Schedule
2. 2024 Proposed Activities

Yearly BID Activity Schedule

(Dates Subject to Change)

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2024 Proposed Activities

Principle activities to be engaged in by the district during its next year of operation, if the environment allows, will include:

1. Maintain benches, garbage cans, planters/beautification, pole banners, and other hardscape improvements throughout the district. 50 planters will be planted in the spring with flowers, 20 planters with fall décor, weed management throughout district during the growing season, weed management and perennial plantings in 48 tree boxes, 25 bowls with winter décor, coordinated trash pickups once per month, 150 poles banners, and 30 trees with annual lighting.
2. Enhance public art installations throughout the district by partially funding the installation of two murals, a temporary sculpture, utility box wraps, and other streetscape art such as sidewalk poetry, painted pianos, or decorative lighting. Expand decorative public seating in a high impact area with heavy pedestrian traffic.
3. Improve awareness of BBID investments in the district by partnering with On Broadway, Inc. and other funded partners to promote the BBID brand.
4. Maintain a mini-grant program to support retail occupancy of ground floor storefronts. Mini-grants may also support streetscape activation including retail racks, tables, chairs, etc.
5. Help sustain operations and solvency of On Broadway, Inc. by providing an administrative allocation for payment of rent, telephones, internet, office supplies, utilities and salaries that are necessary to perform services to the businesses in the district.
6. Initiate conversations with adjacent commercial property owners north of Mason Street to gauge interest in joining the BBID, and subsequently propose modifications if warranted to the City of Green Bay Plan Commission.
7. Review and make recommendations to update the by-laws of the BBID.



Report to the
On Broadway Business Improvement District Board
of the City of Green Bay

MEETING DATE

March 15, 2024

PREPARED BY

AGENDA ITEM # F.1

Review of the yearly BID Activity schedule relating to the quarterly meeting schedule.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None