

CITY OF ANTIGO
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES OF MEETING HELD
APRIL 01, 2019

Economic Development Committee of the City of Antigo met in Regular Meeting on the above date at 6:00 PM in the Multi-Purpose Room, City Hall, Mayor Bill Brandt presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Alderpersion, Ward 4	Present	
Glenn Bugni	Ward 7	Absent	
Reinhardt Balcerzak	Ward 8	Present	
Bill Brandt	Mayor	Present	
Andrew Hessedal	Member	Present	
Gary Voytovich	Member	Present	
Brad Henricks	Member	Present	

Others in attendance: Angie Close, Langlade County Economic Development Corporation; Mark Desotell, Director of Administrative Services; and Jaime Horswill, Lead Office Assistant.

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Approval of the Minutes from the March 4, 2019 Meeting

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brad Henricks, Member
SECONDER:	Andrew Hessedal, Member
AYES:	Bauknecht, Balcerzak, Brandt, Hessedal, Voytovich, Henricks
ABSENT:	Glenn Bugni

2. Farmer's Insurance Facade Grant Request

Kelly LaMarche, Farmer's Insurance, provided a Facade Improvement Grant Program Application with a total expenditure of \$2,154 for front and back doors at 805 Fifth Avenue.

Motion to approve the Farmer's Insurance Facade Grant Request for the property at 805 Fifth Avenue up to \$3,000 of eligible expenses as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Bauknecht, Alderpersion, Ward 4
SECONDER:	Brad Henricks, Member
AYES:	Bauknecht, Balcerzak, Brandt, Hessedal, Voytovich, Henricks
ABSENT:	Glenn Bugni

3. Farmer's Insurance Downtown Entrepreneur's Grant Request

Ms. LaMarche, Farmer's Insurance, provided a Downtown Entrepreneur's Grant Request and Business Plan. The proposed budget for the project is approximately \$35,696.38.

Angie Close, Economic Development Corporation, advised that she and Mark Desotell, Director of Administrative Services, looked at the request and do not believe all of the costs are eligible. The front door and back door are listed in this request as well as the Facade Grant. They do not believe that deposits are eligible either as they are reimbursable expenses. She has been unable to meet with Ms. LaMarche regarding these inquiries. The cost will not exceed the requested \$8,924.10.

Motion to approve the Downtown Entrepreneur's Grant Request for Farmer's Insurance at 805 Fifth Avenue up to \$8,924.10 of eligible expenses.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Reinhardt Balcerzak, Ward 8
SECONDER:	Tom Bauknecht, Alderperson, Ward 4
AYES:	Bauknecht, Balcerzak, Brandt, Hessedal, Voytovich, Henricks
ABSENT:	Glenn Bugni

4. Consider a Special 2019 Pilot Incentive for the Exterior Painting/Staining of Building Facades as part of the Existing Facade Grant Program

Mr. Desotell provided a memo advising that it has been mentioned that in certain circumstances that the facades in the downtown corridor could use some additional attention to some basic painting/staining of existing features. While the current facade grant program allows exterior painting as one of its eligible options there has been limited efforts in this category except as being part of a larger remodeling effort.

Mr. Desotell would like to experiment with a 2019 Pilot opportunity allowing business owners to be reimbursed on a 50% ratio for projects solely developed for the purpose of exterior painting/staining of their facades. The work should not only focus on the street level facades but also should pay particular attention to the second story as these spaces have often been neglected in favor of updating the lower retail levels of the buildings. He suggested for 2019, the program would allow the building owner to request a 50% reimbursement for projects with a total cost of up to \$3,000 or more with a maximum grant reimbursement totaling \$1,500. Additionally, this program would allow for those who had received past Facade Grants to be approved for the 2019 season. This effort would be analyzed for success over the 2019 construction season and reported back to the committee accordingly. Currently, the Facade grant fund balance is in excess of \$10,000 and this program would continue to compete with the existing Facade Grant guidelines on a first come-first served basis for these limited funds.

Mr. Desotell had some sample pictures of buildings in the downtown that could utilize the program. He further explained that this opportunity would only be for 2019 and previous Facade Grant recipients are eligible for the 50% reimbursement up to \$1,500.

Gary Voytovich commented that he believes many downtown business owners would participate in this program.

Mayor Brandt commented that with the proposed downtown construction work from store front to store front, this would be a great time to fix up your facades if you own property in the downtown.

Motion to approve the 2019 Pilot Incentive Program for the exterior painting/staining of building facades as part of the existing Facade Grant Program as presented.

RESULT:	RESOLUTION TO COUNCIL [UNANIMOUS]
	Next: 4/10/2019 6:00 PM
MOVER:	Andrew Hessedal, Member
SECONDER:	Gary Voytovich, Member
AYES:	Bauknecht, Balcerzak, Brandt, Hessedal, Voytovich, Henricks
ABSENT:	Glenn Bugni

Any Other Matters Authorized by Law to be Considered

None

Adjournment

1. **Motion to:** Adjourn at 6:17 pm

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brad Henricks, Member
SECONDER:	Tom Bauknecht, Alderperson, Ward 4
AYES:	Bauknecht, Balcerzak, Brandt, Hessedal, Voytovich, Henricks
ABSENT:	Glenn Bugni

Bill Brandt, Chairperson

Date