



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Meeting Minutes - Final

Redevelopment Authority of the City of Racine

James Spangenberg
Jen Adamski-Torres
Doug Nicholson
John Crimmings
Robert Anderson
Alderman Tracey Larrin
James DeMatthew

Thursday, October 5, 2017

6:00 PM

City Hall, Room 303

Call To Order

Vice-chairman Adamski-Torres called the meeting to order at 6:07 p.m.

PRESENT: 4 - Jen Adamski-Torres, John Crimmings, Robert Anderson and Tracey Larrin

EXCUSED: 3 - James Spangenberg, Doug Nicholson and James DeMatthew

Approval of Minutes for the September 7, 2017 Meeting.

A motion was made by Anderson, seconded by Larrin, to approve the minutes of the September 7th meeting. The motion PASSED by a Voice Vote.

[976-17](#)

Subject: (Direct Referral) A request from Andrew Meyer for review and approval of a White Box Grant for the property at 324 Sixth Street.

Attachments: [ABM on White Box 324 Sixth Street](#)
[324 Sixth Street WB Application](#)

Connolly explained this item was deferred at the Downtown Area Design Review Commission. She stated the applicant, Andrew Meyer, would like to come back and take advantage of possibly receiving more grant funds to complete his project. Staff asked Mr. Meyer to revise his plans and come back to the Commission and Authority. Connolly stated that there may be a mid-October meeting of DADRC and the Authority to take up this and other approvals.

The request was deferred.

[977-17](#)

Subject: (Direct Referral) A request from Scott Monroe, representing Racine Riverside Marine, for review and approval of a White Box grant for the property at 1028 Douglas Avenue.

Attachments: [ABM on White Box 1028 Douglas Avenue](#)
[1028 Douglas Avenue WB](#)

The applicant, Scott Monroe explained his proposal to the Authority to renovate the first floor space for their retail use.

Connolly stated they previously received a façade grant that they are in the process of completing.

Monroe stated that the façade should be completed by the end of the month.

Connolly stated a lot of the funds for the White Box request are going to fire protection and refinishing the first floor space.

A motion was made by Crimmings, seconded by Larrin, to approve the request for a White Box grant for up to \$20,000.00 for 1028 Douglas Avenue. The motion PASSED by a Voice Vote.

[978-17](#)

Subject: (Direct Referral) A request from Robert Osborne for review and approval of a White Box grant for the property at 318 Main Street.

Attachments: [ABM on White Box 318 Main Street](#)
 [318 Main Street WB](#)

Connolly introduced the request. She stated that the applicants are proposing to take a building downtown and completely renovate to add new HVAC, bathroom facilities, etc... She stated the only thing they will not be renovating will be the floors. Connolly stated the maximum grant amount that the applicant could receive is \$16,870 because the limitations on the square footage. DADRC approved the white box grant along with a façade grant for the building.

A motion was made by Crimmings, seconded by Larrin, to approve the request for a White Box grant for up to \$16,870.00 for 318 Main Street. The motion PASSED by a Voice Vote.

[979-17](#)

Subject: (Direct Referral) A request by Ed Malacara, representing Jose Sanchez-Navarro, for reauthorization of a facade grant for a facade renovation project at 1318 and 1326 Douglas Avenue, Mi Jacalito Restaurant.

Attachments: [ABM on Facade Grant Reauthorization 1318-1326 Douglas](#)
 [1318 Douglas Avenue FG](#)

The agent for the applicant, Ed Malacara, stated the project was approved by the Authority a couple of years ago. He stated the project was put on hold, however, a fire has forced applicants to do the work on the façade and now they are ready to proceed with their façade grant.

A motion was made by Larrin, seconded by Anderson, to approve reauthorization of the façade grant for 1318 and 1326 Douglas Avenue. The motion PASSED by a Voice Vote.

Budget and Finance

NOTE: Release of the new website, under Report of the Executive Director, was taken prior to the discussion of the 2018 Budget.

A. Discussion of the 2018 proposed RDA budget

Connolly explained the RDA budget for the previous years, the current year, and the

2018 projected.

Questions were asked regarding the current budget and projected amount

Connolly explained that Intergovernmental Revenue funds (IGF) will expire in 16 years; explained it is a sewer agreement with surrounding communities. She stated the City is

Connolly further explained to the RDA that the plan is to sunset the White Box program in 2023 as well as removing Tax Reinvestment Incentive Program (TRIP) funding.

Connolly explained the plans such as RootWorks Plan/Water Street Redevelopment (former Machinery Row). She stated 2018 will see the demolition of buildings and a new plan for redevelopment. She stated staff is proposing to bond so the work can get done in 2018 and will be paid back to IGF within the next 16 years.

Brief discussion ensued.

Crimmings asked why RDA budget remains static.

Connolly stated we are anticipating that some of the buildings may be sold.

Crimmings stated inflation should be factored into the budget.

Jim Palenick, City Administrator, stated revenues are not projected. He stated the Capital Improvement Plan will be presented to the Common Council and the Committee of the Whole beginning next week.

Report of the Executive Director

A. The release of the new RDA website and economic development branding

Kathleen Doherty, Branigan Communications, presented the reasons behind the new website. She stated small and large businesses need some sort of direction and wanted an easy and clean way for the processes to get accomplished. Ms. Doherty showed the RDA the new logo "Build up Racine" stated the idea behind the branding was a support of workers, families, and communities. Described the logo and its colors. She stated the goal was to make the website feel progressive and appeal to the history of Racine.

Griffin Gotta, Branigan Communications, stated website was built up from scratch with the idea of functionality and clarity. Mr. Gotta spoke about accomplishments for the site such as news sharing, measuring success, and positioning. He stated Racine is a serious committed city for business and growth and wanted multiple touch points on the website.

Discussion ensued on how to get the word out – a quarterly newsletter, transparent updates, milestones, celebrations, engaging business owners through the brand or any other long term opportunities to work to evolve the City of Racine brand.

Crimmings asked Branigan if they had been to Racine prior to being assigned the project and what they see as the biggest challenge for the city.

Ms. Doherty stated yes. As for the biggest challenges, she stated people do not understand how good their city is.

Crimmings commented the focus of the website should be on other places and not just downtown.

Discussion ensued.

Adamski-Torres asked if analytics were attached to the website.

Ms. Doherty stated yes.

Adjournment

A motion was made by Anderson, seconded by Larrin to adjourn the meeting. The meeting adjourned at 7:53 p.m.