



City of Racine

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

Meeting Minutes - Final

Redevelopment Authority of the City of Racine

Thursday, March 7, 2019

6:00 PM

City Hall, Room 303

Call To Order

Chairman Spangenberg called the meeting to order at 6:04 p.m.

PRESENT: 5 - Jen Adamski, Doug Nicholson, John Crimmings, Robert Anderson and James DeMatthew

Misc. Notes/Arrivals

Cory Mason and James Spangenberg were also present (members not listed in the attendance).

Approval of Minutes for the February 7, 2019 Meeting.

A motion was made by Crimmings, seconded by Adamski, to approve the minutes of the February 7, 2019 meeting. The motion PASSED by a Voice Vote.

0200-19

Subject: (Direct Referral) A request from Michael Bain, representing Mt. Royal Property Management, for review and approval of a White Box Grant for the property at 107 - 4th Street.

Attachments: [107 Fourth Street WB](#)

Executive Director Amy Connolly explained the request. She stated the Downtown Area Design Review Commission reviewed and approved the request at their meeting prior. She stated the building is 169 years old and substantial investment will be made to the space to allow for a restaurant; there will be apartments located on the second floor of the building. She stated Chief Building Inspector Ken Plaski reviewed the application and determined they were eligible for a maximum grant award of \$15,100.00. She stated a façade grant was also received for the property.

A motion was made by Crimmings, seconded by Anderson, to approve the request for a White Box Grant for 107 – 4th Street in an amount up to \$15,100.00. The motion PASSED by a Voice Vote.

0245-19

Subject: Resolution 19-07 recommending approval of up to \$62,700 in loans to eligible microenterprises as directed by staff through the Community Development Block Grant (CDBG) Microenterprise Revolving Loan Fund and to authorize the RDA Executive Director and Chairman to execute written agreements consistent with federal regulations with eligible microenterprises.

Attachments: [ABM - Micro Fund Allocations](#)
 [Resolution 19-07 Micro Fund](#)

Executive Director Connolly introduced Matt Rejc, Manager of the Neighborhood Services Division of City Development. She stated we are trying to spur small business development within the community the manager of neighborhood services. We are trying to spur business development in the community. Received a lot more applications then they were expecting. Hope to expand the program in the future.

Rejc reviewed a presentation regarding the applicants and how they chose the businesses to be funded. He explained the microenterprise revolving loan fund – the money was allocated to the Annual Action Plan and there were more applications received than the program was able to fund. He stated the total amount requested was \$185,000.00 through 14 applications. He stated scoring was based on a matrix that included readiness to proceed, new business enterprise, application completeness, etc. Rejc described the loan applicants and their requested use for the funds. He stated staff would like to have a second round for funding. Rejc introduced the Micro Fund loan recipients.

Isaac Woods, representing Valid Kixx LLC an online shoe retailer, stated the business started in 2016. He introduced the business owners Steven Chapman, Lawrence Brooks, and DeJuan Reynolds. Mr. Chapman stated they are looking for funding for expansion, to bring other brands to the business, and for advertising. He stated they would like to reach out to a broader audience and have more inventory on hand. He stated, with their current inventory, they can only reach out to a few people.

DeMatthew asked about the money would be a 50/50 split for marketing and inventory.

Mr. Woods stated the money would be used to drive marketing and for inventory up to the special seasons (e.g. back to school). He stated they would like to look into the possibility of utilizing local television advertising.

Yolanda Blair, owner of Yogi's Pud'n, stated she would use the loan funds for the purchase of a new cooler, branding, and inventory. She stated loves the uptown area and would like to be there long term. She stated she also has a food truck.

In response to Crimmings, Ms. Blair stated she has made pudding for 20 years and has been in uptown for two years.

Eric Dogans Sr., owner of 2 Swift Suits, stated they have been an online retailer of men's and women's fashions since 2011. He stated they would like to concentrate on men's fashion and bring options to the city of Racine to give more of a different feel for clothing options and the variety available. He stated they have done fashion shows in Milwaukee and Chicago. There are not a lot of variety as far as men's fashion. He stated the funds will be used for expansion, marketing (radio, television, and social media). Mr. Dogans stated they are also looking to expand into a storefront location with the help of the Wisconsin Women's Business Initiative Corporation (WWBIC).

In response to Adamski, Mr. Dogans stated they hope to open their storefront in late May or early June.

Olga White, owner of I Love Tamales LLC, stated she has been in business since 2014. She stated makes everything from scratch and the funding would go towards festival fees and providing product.

DeMatthew suggested to talk to the civic center to host events.

Ms. Blair spoke about Audreyanna's LLC. She stated she informed her about the program and they are a really good company.

Mr. Dogans stated he would like to start a mentoring program in high schools to help the youth with dressing.

DeMatthew suggested he speak with gateway and other institutions for a dress for success.

Rejc stated the loan fund carries a one percent interest rate.

A motion was made by Nicholson, seconded by Adamski, to adopt RDA Resolution 19-07 approving the request. The motion PASSED by a Voice Vote.

Executive Director's Report

a. RDA Budget Update

Connolly reviewed the end of the year 2018 income statement for the RDA. She stated the budget was exceeded by \$51,000.000 due to expenses related to professional and contract services and redevelopment activities. She stated a large majority of the expenses related to professional services were attorney fees and payments to Ehler's regarding their work on the Tax Incremental Districts. Connolly explained the expenses for contracted services which include brownfield services work needed to redevelop properties. She stated not all sites were owned by the RDA, however, they were sites we would like to see redeveloped.

Connolly explained the Redevelopment Activities and the Redevelopment Assistance line items.

Connolly explained that the budget was increased for 2019 for attorney fees, professional services, and redevelopment activities, etc...

In response to Crimmings, Connolly stated the encumbered column were items that were supposed to be spent in 2018; however, were not yet billed.

DeMatthew asked the reason for the decrease in building repairs and maintenance.

Connolly stated most of the maintenance is grounds maintenance.

In response to Adamski, Connolly stated it is better to outsource attorneys.

Connolly explained progress on the White Box grants that were awarded. She stated two grant awards for 501 Sixth Street and 411 Main Street have been rescinded.

In response to DeMatthew, Connolly stated that they can reapply.

Nicholson asked about the progress 220 Sixth Street.

Rejc stated he visited the site about a month ago and progress is being made. He

stated they are still aiming for a spring opening.

Adjournment

There being no further business, the meeting adjourned at 6:44 p.m.