

*****ATTACHMENTS*****

CITY OF SHEBOYGAN

REQUEST FOR FINANCE AND PERSONNEL COMMITTEE CONSIDERATION

ITEM DESCRIPTION: Res. No. 101-18-19 by Alderpersons Rindfleisch and Bohren to authorize a transfer of appropriations in the 2018 budget.

REPORT PREPARED BY: Marty Halverson, Finance Director

REPORT DATE: October 3, 2018

MEETING DATE: October 8, 2018

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

City Development staff applied for this grant in March 2017, and were notified July 3, 2017, that the City was awarded \$30,000 split between two years. This \$12,500 is the second payment for the "Adopt-a-Beach" and "Adopt-a-Habitat" program which comes from the Fund for Lake Michigan of the Greater Milwaukee Foundation, Inc.

STAFF COMMENTS

The City and YMCA has partnered on this education program for the past three years and have educated all 3rd and 7th graders of the local schools. City Development staff manage the grant with the Fund for Lake Michigan.

ACTION REQUESTED

Motion to recommend the Common Council approve Res. No. 101-18-19 authorizing a transfer of appropriations in the 2018 budget.

ATTACHMENTS:

- I. Res. No. 101-18-19

III

Res. No. 101 - 18 - 19. By Alderpersons Rindfleisch and Bohren.
October 1, 2018.


A RESOLUTION to authorize a transfer of appropriations in the 2018 Budget.

RESOLVED: That the Finance Director be and is hereby authorized and directed to make the following transfers of appropriations in the 2018 Budget for the purpose of:

Establish estimated revenue and appropriation for grant received from the Greater Milwaukee Foundation for Adopt-A-Beach and Adopt-A-Habitat programs.

<u>FROM</u>	<u>TO</u>	<u>AMOUNT</u>
General Fund City Development Contributions 40061100-467101	General Fund City Development Contracted Services 40061100-521900	\$12,500.00

*Finance
Personnel*



I HEREBY CERTIFY that the foregoing Resolution was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the _____ day of _____, 20____.

Dated _____ 20____, _____, City Clerk

Approved _____ 20____, _____, Mayor

CITY OF SHEBOYGAN

REQUEST FOR FINANCE AND PERSONNEL COMMITTEE CONSIDERATION

ITEM DESCRIPTION: DIRECT REFERRAL – R. O. No. 136-18-19 by Director of Planning and Development submitting a request of the 2019 BID Statement of Purpose dated September 12, 2018 from the Harbor Centre Business Improvement District.

REPORT PREPARED BY: Chad Pelishek, Director of Planning and Development

REPORT DATE: October 3, 2018

MEETING DATE: October 8, 2018

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

Per State Statute, the city collects assessments for buildings within the Harbor Centre Business Improvement District (BID) for betterment of the downtown. Per State Statute, the BID is required to submit their annual Statement of Purpose to the City to be included in the yearly budget. On September 18, 2018, the BID Board of Directors accepted the annual budget and authorized the BID Manager to submit to the Common Council for approval.

STAFF COMMENTS:

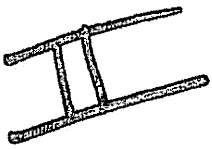
None at this time.

ACTION REQUESTED:

Motion to recommend the Common Council accept and file R. O. No. 136-18-19 by Director of Planning and Development submitting a request of the 2018 BID Statement of Purpose dated September 12, 2018 from the Harbor Centre Business Improvement District.

ATTACHMENTS:

- I. Res. No. 136-18-19



DIRECT REFERRAL TO FINANCE AND PERSONNEL COMMITTEE

R. O. No. 136 - 18 - 19. By DIRECTOR OF PLANNING AND DEVELOPMENT.
October 8, 2018.

Submitting a request from Chad Pelishek, Director of Planning and Development, of the 2019 BID Statement of Purpose dated September 12, 2018 from the Harbor Centre Business Improvement District.

Finance + Personnel

DIRECTOR OF PLANNING AND DEVELOPMENT



BID STATEMENT OF PURPOSE (9/12/2018)

Wisconsin State Statute 66.1109 creates a financial tool that allows a municipality to levy a special assessment on property owners within a defined Business Improvement District (BID) upon petition of those property owners. The property owners in the BID district then use the assessment resources to maintain and enhance their business environment.

Property owners join with a municipality to create a BID in order to establish a strong organizational structure where individual concerns, as well as group goals can be addressed. Property owners maintain a direct role within the district, coordinating the use of funds from the pooled assessment, and implementing plans for the development, operation, maintenance and promotion of the BID area.

The Harbor Centre concept formed in 1990 was developed to utilize the historic strengths of the City – the lakefront, riverfront, and downtown. The concept recognizes the need for a coordinated development and marketing approach for the central part of Sheboygan. The concept coordinates and integrates public and private development, traffic and pedestrian circulation, parking, signage, lighting, and landscaping.

The Harbor Centre concept recognizes the individual identity of the downtown, riverfront, and lakefront and builds on the assets of each area. The BID is an important tool that will assist in the implementation of the Harbor Centre Master Plan. Further, the BID will foster a positive image for the businesses within Harbor Centre and for the businesses within Harbor Centre and for the community as a whole. A prosperous central area (Harbor Centre) is as important as good schools, good parks and good roads.

The BID funds will be used to recruit new businesses, promote the area, increase tourism, provide streetscape beautification and enhancement, and organize special events.

BID BENEFICIARIES

A coordinated program aimed at increasing tourism within the Harbor Centre benefits all businesses within the BID boundaries.

The BID program is designed so that it benefits all business interests within the district.

RETAILERS:

Money generated through the BID assessment is used to develop programs to enhance the business climate in the Harbor Centre.

A comprehensive promotional program reinforces the existing promotional programs and creates new programs. Retailers benefit from promotions, traffic and a feeling of vitality created in the central area.

A business recruitment campaign helps by bringing in new businesses that will complement existing retail uses. These new businesses will also generate increased traffic.



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SERVICES PROVIDERS: Service providers benefit from the proposed promotional activities as some of these events enhance the service industry as well.

Service providers also benefit from the business recruitment program as new, compatible retailers and service providers are attached to the Harbor Centre. These new businesses represent potential new customers and clients.

INDUSTRIAL FIRMS: Industrial firms located in the Harbor Centre benefit from the improvements to the physical environment made possible through the organization of the BID. The overall effect of an attractive, clean, active business reflects positively on a corporate image.

In addition, BID promotional events will provide a source of recreation and entertainment for employees before and after work and during lunch breaks.

PROPERTY OWNERS: Property owners benefit from the BID. Promotional and design programs increase the vitality in the area which, in turn, results in increased property values. The property owner who has vacant property benefits from the business recruitment program as well, since it provides an opportunity to fill vacant space.

BID BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

HARBOR CENTRE EXECUTIVE DIRECTOR

**EVENTS
COMMITTEE**

**OPERATIONS
COMMITTEE**

**BRANDING
COMMITTEE**

The Board of Directors will manage the Business Improvement District. The Board will meet on a regular basis and will establish an executive committee to oversee the day-to-day activities of the BID. The Board will implement the operating plan and prepare annual reports on the district. The Board will also conduct an annual review and make necessary changes



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BID BOARD OF DIRECTORS

The Board shall consist of 12 members in size for two year staggered terms and are composed of five business agents, representing owners of commercial businesses in the district; six property owners, one at large member and one government member, representing the City of Sheboygan, all of whom are appointed by the Mayor and confirmed by the Common Council of the City of Sheboygan.

Board members should be representative of different areas within the district, as well as large and small businesses. In addition, the Board may choose to have non-voting members representing co-beneficial partner organizations such as the Sheboygan Tourism Board and Sheboygan County Economic Development Corporation.

BID GOALS AND OBJECTIVES

To assure a continued and successful central area development effort, the Business Improvement District will adopt a set of goals designed to create a positive business climate in Harbor Centre. The Business Improvement District's Board of Directors will follow this approach and direct activities to meet these goals.

1. **Management** – The Board of Directors will maintain a professional staff member who will be responsible for the following:
 - a. Recruit new business to the district.
 - b. Coordinate activities with other development groups.
 - c. Interact with city government and work together on specific programs to enhance, beautify, and maintain the visual integrity of the district.
 - d. Lobby for redevelopment programs.
 - e. Act as a clearing house for information and maintain an up to date listing of available properties for sale or rent.
 - f. Manage activities day-to-day.
 - g. Collaborate with other community groups in providing special events within the district.
2. **Economic Development** – The Board of Directors will coordinate its activities with the Sheboygan County Chamber of Commerce, the Sheboygan County Economic Development Corporation, and the City. The committee will work to improve the economic environment of the Harbor Centre by developing a business retention and recruitment program.
3. **Arts, Culture, and Food** – The Board of Directors will leverage an Arts, Culture and Food District: Arts, culture and food related events and businesses represent a defining feature of Harbor Centre's character and economy. Leveraging this unique asset by coordinated marketing, representative streetscape elements, and complementary programming will reinforce this influence and expand the economic influence of art, culture, and food amenities throughout Harbor Centre.



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4. **Connect and Cross Market** – The Board of Directors will improve physical and marketing connections, which will boost the ability of businesses to capitalize on the wide variety of amenities located in Harbor Centre. This strategy facilitates increased customer cross-over by introducing wayfinding elements for pedestrians, cyclists, and drivers. Establishing coordinated marketing activities is also a key part of this strategy.

BID SPECIAL ASSESSMENT AND EXEMPTIONS

The activities proposed in this operating plan will be funded through annual special assessments. Assessments to meet the BID budget will be levied against each property within the district based on its most recent assessed value. Those properties which are used for commercial purposes and those used exclusively for manufacturing will be eligible for assessment.

The proposed BID assessment is \$2.78 per \$1,000 of assessed valuation. The property owners on leased City land will be assessed on the basis of the assessed value of their improvements on the property.

In addition, the following minimums and maximums will apply:

- a.) BID fee would be a minimum of \$250.00
- b.) BID fee would be a maximum of \$8000.00

Real property used exclusively for residential purposes will not be assessed as required by Wisconsin Statute 66.1109. Properties which are exempt for paying property taxes such as public utilities, non-profit organizations, religious institutions, and governmental bodies are also exempt from the special assessment.



2019 BID OPERATING BUDGET (Final Proposal)

Jan - Dec 19

Income

· Special Assessments	148,000.00
· Membership Dues	2,500.00
· Interest	100.00
· Website & Misc. Income	900.00
· Event Sponsorship	<u>1,000.00</u>

Total Income 152,500.00

Expense

· Wages	58,000.00
· Office Supplies and Printing	1,650.00
· Postage	200.00
· Taxes - Payroll	3,500.00
· Telephone/Ipod	1,500.00
· Travel & Meetings	3,500.00
· Audit and Accounting	1,000.00
· Brochure Expense	2,500.00
· Insurance	2,000.00
· Miscellaneous	500.00
· Christmas Decorations	21,000.00
· Beautification and Enhancement	21,000.00
- City Green	3,600.00
- Pop Up Shop	5,000.00
· Events and Promotions	
General Marketing	4,000.00
Event Production	17,050.00
Event Promotion	<u>5,500.00</u>
	22,550.00
· Committee Expense	
Branding	500.00
Development	<u>500.00</u>
	1,000.00

Total Expense 152,500.00

Net Income 0.00
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CITY OF SHEBOYGAN

REQUEST FOR FINANCE AND PERSONNEL COMMITTEE CONSIDERATION

ITEM DESCRIPTION: Gen. Ord. No. 19-18-19. Modifying the Table of Organization for the Department of City Development.

REPORT PREPARED BY: Sandy Rohrick, Director of Human Resources and Labor Relations

REPORT DATE: October 2, 2018

MEETING DATE: October 8, 2018

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: Chapter 82

BACKGROUND / ANALYSIS:

A recent evaluation of staffing and support needs took place at the Department of City Development.

STAFF COMMENTS:

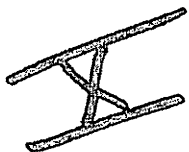
This action supports both the current needs of the department and the duties that the current Neighbor Development Planner is maintaining. This new position, Community and Economic Development Planner will continue to assist the department but will also take on new responsibilities.

ACTION REQUESTED:

Motion to recommend the Common Council approve Gen. Ord. No. 19-18-19, modifying the Table of Organization for the Department of City Development by deleting the Neighbor Development Planner and replacing the position with Community and Economic Development Planner.

ATTACHMENTS:

- I. Gen. Ord. No. 19-18-19
- II. Job Description: Community and Economic Development Planner



7.1

Gen. Ord. No. 19 - 18 - 19. By Alderperson Rindfleisch. October 1, 2018.

AN ORDINANCE amending Section 82-33 of the Sheboygan Municipal Code so as to amend the positions in the City Development Table of Organization.

THE COMMON COUNCIL OF THE CITY OF SHEBOYGAN DO ORDAIN AS FOLLOWS:

Section 1. Section 82-33 of the Sheboygan Municipal Code entitled, "List of Classes and Class Specifications," is hereby amended so that Section A.3. of section 82-33 of the supplement to the Code on file in the city clerk's office is amended as follows:

Class Title	Class Grade	NO. of Employees
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A. CITY DEVELOPMENT DEPARTMENT

Delete:

3. Neighborhood Development Planner	J	1
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Add:

3. Community and Economic Development Planner.	K	1
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Section 2. All ordinances or parts thereof in conflict with the provisions of this ordinance are hereby repealed to the extent of such conflict, and this ordinance and attached revised job descriptions shall be in effect from and after its passage and publication.

Finance Personnel



I HEREBY CERTIFY that the foregoing Ordinance was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the _____ day of _____, 20____.

Dated _____ 20____. _____, City Clerk

Approved _____ 20____. _____, Mayor



Job Description

Job Title: Community and Economic Development Planner **Department:** City Development

Date Issue: 09/13/2018

Reports To: Director of Planning and Development

Classification: Exempt

Wage: Salary Range K

Position Summary

Work involves coordinating community and neighborhood related programs and activities, representing the City to neighborhood groups and community organizations, identifying community issues, designing revitalization plans, and implementing solutions. Also assists with implementation of the City's economic development strategy related to business retention, expansion and workforce recruitment activities. Facilitates cooperation between service agencies/community groups and City administration. Design programs and services to support civic league initiatives for community development.

Essential Duties & Responsibilities

1. Coordinates the neighborhood liaison process by insuring frequent communication with community representatives and City departments concerning neighborhood plans and the planning process.
2. Coordinates the development of neighborhood actions plans to ensure work quality, evaluate progress, recommend changes, identify problem areas, and evaluate success. Advises neighborhood groups on what resources are available from City departments, other jurisdictions, other neighborhood groups, foundations, etc. to meet a particular need and assists in obtaining those resources.
3. Assists in the processing of Community Development Block Grant documents, Housing Rehabilitation Program, Lead Hazard Reduction Program, redevelopment and planning activities, etc.
4. Assist with preparing state and federal grant applications and administration.
5. Collects and analyzes information on neighborhood and group trends. Generates queries and reports from database(s) to provide needed information.
6. Assists with clerical duties of the office in the absence of department personnel. May include preparing agendas/minutes and relevant planning related documents.
7. Develops training curriculum and materials to present to staff and community representatives based on identified needs. Develops and evaluates course curricula, recruits facilitators. Writes reports, letters, memos, and program descriptions. Writes procedures, guidelines and manuals. Provides information on other planning processes.
8. Represents the department in its contacts with the business community and the general public, Council, City officials, boards, and other agencies; maintains complete and accurate records and makes reports.
9. Administers revolving loan activities, develops policies and procedure, and methods to implement programs.

10. Assists Director in applying for various Federal, State and local grants and assists in the supervision of project implementation.
11. Works with businesses, lenders, developers, Chamber of Commerce, Sheboygan Squared, Sheboygan County Economic Development Corporation to coordinate business retention, expansion, and recruitment activities.
12. Assists Director on specific development and redevelopment projects, including Tax incremental Finance District creation and amendments to existing districts.
13. Represents the department in its contacts with the business community and the general public, Council, City officials, boards, and other agencies.
14. Manages downtown and neighborhood revitalization strategies through coordination with internal departments as well as outside agencies.
15. Coordinates geographic information systems (GIS) activities for the department and trains other staff on mapping and data requirements.
16. Coordinates and designs city-wide graphics and publications for internal and external departments which promotes the city's brand and communicates to residents and visitors.
17. Performs other duties as assigned.

Qualification Requirements:

1. Extensive knowledge of the laws, codes, principles, practices, methods, and techniques as applied to and pertaining to City planning and development.
2. Knowledge and demonstrated experience in neighborhood revitalization activities, grant writing, and Community Development Block Grant programs.
3. Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a bachelor's degree.
4. A high sense of responsibility and initiative to work independently and productively, with minimal supervision, and to work from oral and written instructions.
5. Considerable knowledge of office methods, practices, and equipment.
6. Ability to obtain a satisfactory grade on clerical examinations involving English, spelling, business math, clerical accuracy, etc. and high level of proficiency in typing, dictation.
7. Extensive knowledge of computers and programs (Word, Excel, Power Point, AS 400 and Microsoft Project, Publisher, Access and Outlook, ArcGIS, Adobe Photoshop, AutoCAD, Google Inksketch, etc.)
8. Skill in handling difficult and complex office situations and ability to undertake proper disposition of problems.
9. Ability to exercise good judgment, courtesy, and tact in dealing with general public, Common Council, Committee members, City staff, contractors, etc.
10. Ability to keep accurate statistical records and make reports.
11. Possession of a valid Wisconsin Motor Vehicle Operator's License and an insured automobile for use on the job.

Education and/or Experience

Requires a Bachelor's Degree in Urban or Regional Planning or closely related field and a minimum of three years of professional work experience in neighborhood group/association work, GIS community development, planning, development, redevelopment, grant writing.

Pre-employment Requirement

Job offers for this position are contingent on the individual passing a pre-employment drug screen.

The City of Sheboygan, Wisconsin is an Equal Opportunity Employer
In compliance with the Americans with Disabilities Act, the City of Sheboygan will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.



Job Description

Job Title: Community and Economic Development Planner **Department:** City Development

Date Issue: 09/13/2018

Reports To: Director of Planning and Development

Classification: Exempt

Wage: Salary Range K

Position Summary

Work involves coordinating community and neighborhood related programs and activities, representing the City to neighborhood groups and community organizations, identifying community issues, designing revitalization plans, and implementing solutions. Also assists with implementation of the City's economic development strategy related to business retention, expansion and workforce recruitment activities. Facilitates cooperation between service agencies/community groups and City administration. Design programs and services to support civic league initiatives for community development.

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3. Assists in the processing of Community Development Block Grant documents, Housing Rehabilitation Program, Lead Hazard Reduction Program, redevelopment and planning activities, etc.
4. Assist with preparing state and federal grant applications and administration.
5. Collects and analyzes information on neighborhood and group trends. Generates queries and reports from database(s) to provide needed information.
6. Assists with clerical duties of the office in the absence of department personnel. May include preparing agendas/minutes and relevant planning related documents.
7. Develops training curriculum and materials to present to staff and community representatives based on identified needs. Develops and evaluates course curricula, recruits facilitators. Writes reports, letters, memos, and program descriptions. Writes procedures, guidelines and manuals. Provides information on other planning processes.
8. Represents the department in its contacts with the business community and the general public, Council, City officials, boards, and other agencies; maintains complete and accurate records and makes reports.
9. Administers revolving loan activities, develops policies and procedure, and methods to implement programs.

10. Assists Director in applying for various Federal, State and local grants and assists in the supervision of project implementation.
11. Works with businesses, lenders, developers, Chamber of Commerce, Sheboygan Squared, Sheboygan County Economic Development Corporation to coordinate business retention, expansion, and recruitment activities.
12. Assists Director on specific development and redevelopment projects, including Tax incremental Finance District creation and amendments to existing districts.
13. Represents the department in its contacts with the business community and the general public, Council, City officials, boards, and other agencies.
14. Manages downtown and neighborhood revitalization strategies through coordination with internal departments as well as outside agencies.
15. Coordinates geographic information systems (GIS) activities for the department and trains other staff on mapping and data requirements.
16. Coordinates and designs city-wide graphics and publications for internal and external departments which promotes the city's brand and communicates to residents and visitors.
17. Performs other duties as assigned.

Qualification Requirements:

1. Extensive knowledge of the laws, codes, principles, practices, methods, and techniques as applied to and pertaining to City planning and development.
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8. Skill in handling difficult and complex office situations and ability to undertake proper disposition of problems.
9. Ability to exercise good judgment, courtesy, and tact in dealing with general public, Common Council, Committee members, City staff, contractors, etc.
10. Ability to keep accurate statistical records and make reports.
11. Possession of a valid Wisconsin Motor Vehicle Operator's License and an insured automobile for use on the job.

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