



**Allouez Economic Development Committee
2013 Annual Report**

Prepared by Economic Development Committee/Staff

December 2013

Purpose

The economic development committee is established by the village board and is governed by village ordinance 100.09. The committee consists of local business leaders and concerned citizens with a variety of different backgrounds and experiences that allows for a well-rounded economic development perspective. Meetings are held on the first Friday of every month at 8:00 a.m. at the Allouez Village Hall.

In addition to developing and recommending policies, procedures, organizations, events, and ordinances to the Village Board for adoption, which will best suit the community and lead to a healthy and diversified economy, the economic development committee also provides businesses with an atmosphere to locate, innovate, grow, and prosper within Allouez.

One of the biggest economic development challenges Allouez faces is having confined boundaries. Therefore, the majority of the attention is on redevelopment projects and retaining established businesses. By marketing amenities such as the Tax Increment Finance District, the village's excellent infrastructure, the Allouez Business Association, and other programs and organizations, the village is able to attract businesses to make and call Allouez home.

By using the comprehensive plan, connecting with residents, and drawing on past business experience, the economic development committee is able to keep mindful of the needs and ambitions of the community and the viability of every business wishing to locate or remain in Allouez.

This is the first Allouez Economic Development Committee 2013 Annual Report. The intent of this report is to fulfill the following purposes:

- Serve as a communication tool between the village board, staff, and other committees about what the economic development committee has accomplished and share what we see as future economic opportunities or needs to address or be aware of.
- Educate new members by providing a copy of this annual report, along with a link to the comprehensive plan, to new economic development committee members so they have an understanding of what the economic development committee is responsible for.
- Provide an annual report with documentation of major economic decisions, accomplishments, and opportunities, as well as considered areas for improvement.
- Compile and prioritize goals, identify the objectives and resources necessary to accomplish the goals, and develop a timeline for completion.

2013 Major Tasks and Accomplishments

- Continued work with the Allouez Business Association in both recruiting and retaining business development within the village.
- Reviewed marketing information for the village's Tax Increment Finance District.
- Hosted press conference announcing the village's first Tax Increment Finance District.
- Organized speakers and developed an invite list for the Tax Increment Finance District press conference.
- Discussed recruitment strategies for economic development committee members.
- Discussed available housing improvement grants for the Green Bay area.
- Created and approved the economic development committee position description.
- Promoted community video project.
- Worked with the plan commission on reviewing and updating the Economic Development chapter of the Village of Allouez Comprehensive Plan.
- Supported historical preservation committee's Intensive Historical and Architectural Survey.
- Began work with Wisconsin DOT on the planning of the Riverside Drive reconstruction project.
- Created and approved Allouez Economic Development Committee 2013 Annual Report.
- Began discussion of the development of "Allouez Fest."

2014 possible tasks and proposed schedule

- Implement current Tax Increment Finance District **(on going)**.
- Continue to work with the Allouez Business Association in further promoting their goals and events **(on going)**.
- Work with the Allouez Historical Preservation Committee in developing ways to best utilize our historical resources **(on going)**.
- Discuss goals and objectives of what should be accomplished in 2014 **(January 2014)**.
- Discussion and review of sign code **(January 2014)**.
- Discussion of future development opportunities – including the possibility of a future small box development **(January 2014)**.
- Develop strategies for recruitment of businesses that fit the character of Allouez, such as a gas station/small market, a small hotel, or a local bakery **(February 2014)**.
- Work with the Allouez Optimist Club, other committees, and potentially creating a separate committee in expanding the current "Allouez Fest" – dates, venue, entertainment – and adjust schedule accordingly **(March 2013)**.
- Begin research and discussion of possible second Tax Increment Finance District south of HWY 172, along Riverside Drive **(April 2014)**.

- Work with the plan commission to develop a map of vacant properties available for redevelopment (**July 2014**).

Future possible tasks for 2014 and beyond

- Learn about and if appropriate make recommendations regarding Multi-Jurisdictional Tax Incremental Finance Districts.
- Work with plan commission and historical preservation committee in searching for a full-time planning and zoning/community development position for the village.
- Be a resource for businesses – acting as a liaison between businesses and the Village Board

Opportunities to Improve

- Better advocate/promote the concepts of the comprehensive plan to the village board and businesses.
- Seek out ways to involve the community.
- Work with the Brown County Planning Department in identifying new and existing grants and financial programs for the village and residents.
- Recruit new members to fill any economic development committee openings.
- Develop procedures for working through time consuming tasks, such as a bi-monthly meeting (one for the discussion of business and another for reviewing documents).

ECONOMIC DEVELOPMENT COMMITTEE

Voting Members

Craig Siminski, Equity Design Group
Appointed member 02/05/2013 – 04/30/2015
Elected Chair 05/03/2013

Matthew Geimer, Geimer Law Offices
Appointed member 05/04/2010 – 04/30/2016
Elected Secretary 07/07/2011, 05/04/2012, 05/03/2013

Mark Olejniczak, Mark D. Olejniczak Realty
Appointed Member 10/21/2008 – 04/30/2015
Elected Chair 08/04/2011, 05/04/2012

Ted Zieman, Zieman Properties
Appointed member 10/21/2008 – 04/30/2014
Elected Secretary 12/01/2008, Elected Chair 09/02/2010

Jeff Erwin, Associated Bank
Appointed member 09/20/2011 – 04/30/2014

Russell Winkler, Edward Jones
Appointed member 04/17/2012 – 04/30/2015

Diane Woodhead, Woodhead Insurance
Appointed member 04/16/2013 – 04/30/2016

Penny Dart, St. Matthew Catholic Church
Village Board Representative

Non-voting Members

Fred Monique, Advance Representative

Tracy Flucke, Village Administrator

VILLAGE BOARD

Steve Vanden Avond, President: 339-9227 or
stevevpresident@villageofallouez.com

Ray Kopish, Trustee: 337-0796 or rayktrustee@villageofallouez.com

Lynn Green, Trustee: 435-1772 or lynngtrustee@villageofallouez.com

Randy Gast, Trustee: 337-9164 or randyg@villageofallouez.com

Penny Dart, Trustee: 639-6870 or pennyd@villageofallouez.com

Paul Zeller, Trustee: 432-6810 or paulz@villageofallouez.com

James Genrich, Trustee: 544-0021 or jumgtrustee@villageofallouex.com

Thank you for reviewing the Allouez Economic Development Committee 2013 Annual Report. Please contact staff or the Economic Development Committee members with any related questions or if there is additional information that should be considered for inclusion in future reports.