

**JOINT RDA REDEVELOPMENT AUTHORITY COMMISSION & TOURISM  
COMMITTEE MEETING**

**MINUTES**

**Date:** \_ January 13, 2022      **Time:** 5:30pm

1. **Call to Order:** The meeting was called to order by Wenzel at 5:30pm.

2. **Roll Call**

**Present; RDA:** Beth Wenzel Chair, Kim Buboltz, Matthew Bennett, David Sonnabend, Joe Behnke Council Rep, Carla Zander, Peter Wills-City Administrator.

**Not Present:** Chris Brandt

**Tourism:** Angela Jellum (via Zoom), Council Representative Shelly Lau, City Administrator Peter Wills-Secretary/Treasurer

**Not Present:** Louie Lecker -Chair, Lindsay Johnson, Aaron Kabat, Amy Meyers, Vidhi Patel

3. **Approval of Agenda:**

**Motion:** Behnke moved to approve the agenda as printed. Second by Bennett. Motion carried.

4. **Approval of Minutes of December 9, 2021 \_\_\_\_\_ :**

**Motion:** Sonnabend moved to approve the minutes of the December 9, 2021 RDA meeting. Second by Buboltz. Motion carried.

5. **Guests-**None

6. **Chairperson:**

a. **Welcome New Committee Member-Carla Zander**

b. **Welcome Tourism Committee Members for joint meeting.**

7. **Secretary Report**

Discussion that brought together RDA & Tourism we will look at ways to coordinate activities to attract shopping and visitors to Brillion and especially downtown. Future may seek to involve Chamber.

8. **Treasurer Report**

a) **State Bank of Chilton –December 2021. Balance of \$683.86**

**Motion:** \_Sonnabend moved to Approve December 2021 Treasurer Report. Second by Bennet. Motion carried.

9. **Proposal**

a. Downtown Attraction Ideas Discussion Joint with Tourism Committee

- i. Coordinate Attraction to Downtown Businesses and Brillion as destination
  - 1. Utilize Tourism Funding for Social Media Promotion campaign
  - 2. Funding to create Short Compilation Video snippets to post on Social Media Outlets, shared by local businesses
  - 3. Other
- ii. Seasonal Attractions-Ideas
  - 1. Brillion Fest/ Parade additional activities/ Promote through Campaign
  - 2. National Night Out-Local Vendors & Non-profits food booths,
  - 3. Promotion of Wedding venues in Brillion and additional items for bridal parties and guests
  - 4. Fall Fest Activities Coordination with Chamber/Other events
  - 5. Black Friday/ Small Business Saturday Downtown Coordination
  - 6. Walk Through Brillion/Wine Walk
  - 7. Christmas Market/Specials
  - 8. Coordinate with Ariens on September Dealer Event

**Discussion Topic:** Coordinate Downtown Attraction ideas joint with RDA with Tourism.

- i. Coordinate Attraction to Downtown Businesses and Brillion as destination
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8. Coordinate with Ariens on September Dealer Event

b. Next Steps- Follow up Shelly is creating Brillion Area Events Facebook page.

**10. WEDC Connect Communities -**

c. WEDC Main Street Bounce Back Program

**11. Downtown District Improvement Plan**

a) Bob & Pat Endries Donation of 323 N. Main Street was approved by Plan Commission, Goes to Council at 24th January

**12. TIFS**

A. TID #2-Dollar General Property/City Center Project

1. CDBG RLF Close Grant Project

CDBG CLOSE Application -No Change

2. WEDC CDI Grant -TID#2

Received final payment from WEDC, closeout completed

B. TID#5 Former Brillion Iron Works Property

1. WEDC IDLE Sites Grant 2019 Wrap up

**13. Old Business**

TIF Map Request

**14. New Business:**

**15. Adjournment:**

The meeting was adjourned at 6:49pm.

Peter Wills  
Secretary