

These are the minutes of the Public Hearing of the City of Adams, WI held on February 1, 2012 in the City Municipal Building.

The Public Hearing was called to order by Mayor Baumgartner. On roll call were Alderpersons Jensen, Kierstyn, Marti, Scott, Suhr, Mayor Baumgartner and Administrator Ellisor.

Mayor Baumgartner stated that John Iacoangeli of Beckett & Raeder Inc. is here tonight to give the presentation and who has worked with communities on downtown revitalization. We are looking at what can be done to businesses to draw people in.

Administrator Ellisor stated that he has worked with John in the past and explained why we have this meeting tonight. He explained that we have the opportunity and the means to cover the costs through TIF #3. TIF Districts are a financing mechanism utilized to help promote and energize the City and help with implementing Economic Development Programs, like our industrial park and extending utilities. TIF #3 is unique where TIF #2 covers most of our Industrial type developments prospects, TIF #3 is more focused on turning around depressed & blighted properties in commercial zones. TIF #3 is doing quite well and in place for about thirteen years with roughly seventeen years remaining. TIF #3 can be involved in funding a better downtown Adams. The plan includes financing, planning and development. What we are looking at tonight is, is there interest in implementing a downtown revitalization plan. If there is support for it, the Council would need to look at it to see if we are ready to proceed with that. John is here to show what is involved in a downtown revitalization plan and how it can move us forward in the direction we want to go. There are quite a few components that go into it. It is not just store fronts, its traffic pattern, parking, streetscape theme, and market analysis.

John Iacoangeli of Beckett & Raeder Inc. stated that the presentation is an educational presentation showing property owners and residents what downtown revitalization is about and the process to put together a good plan. A community needs a vision to succeed. The downtown is a prominent employment center and often represents the largest concentration in any community. The Main Street Approach is broken down into four components: Organization, Promotion, Design and Economic Restructuring. The four-point Approach has worked for communities for over 30 years. He reviewed the Elements of Organization, Stakeholders, the Organizational Structure, Elements of Design, Public and Facade Improvements. His presentation illustrated buildings with Public Arts, Signage Streetscapes and Window Displays.

Mr. Iacoangeli emphasized on the Elements of Economic Restructuring, Public Development, Development/Infill, Housing, Market Analysis and Business Development. He reviewed the three Elements of Promotion: Image Promotion, Retail/Business Promotions and Special Events and gave an explanation of each.

Mr. Iacoangeli explained the Downtown Strategic Plan identifying local initiatives within the Main Street Approach and the process. The process is to: "Tailor" a program to address local issues, concerns, and reveal opportunities. He explained the six Key Components: Field Assessment, Market (Retail & Office) Assessment, Housing Assessment (Downtown Area), Public Engagement, Board Strategic Planning Meeting and Implementation/Action Program.

In closing, the three Fundamental Themes to Ensure a Successful Revitalization Program are Vision, Leadership and Collaboration.

Respectfully Submitted,

Janet L. Winters, CMC, WCMC
Clerk/Treasurer