



MINUTES - SHOREWOOD BOARD OF TRUSTEES
Village Board Meeting
May 2, 2016

1. Call to Order

President Johnson called the meeting of the Village Board to order at 7:42 p.m. in Village Hall.

2. Roll Call

President Johnson called the roll. Present: Trustees Davida Amenta, Tammy Bockhorst, Michael Maher, Ann McKaig, Allison Rozek, Paul Zovic

Others Present: Village Attorney Nathan Bayer, Village Manager Chris Swartz, Assistant Village Manager Tyler Burkart, Clerk-Treasurer Tanya O'Malley, Police Chief Peter Nimmer, Planning and Development Director Ericka Lang, Finance Director Mark Emanuelson

3. Statement of Public Notice

Clerk O'Malley stated that the meeting had been posted and noticed according to law.

4. Ceremonial Oath of Office – Trustees Tammy Bockhorst and Allison J. Rozek

Trustees Tammy Bockhorst and Allison J. Rozek were given a ceremonial Oath of Office.

5. Consent Agenda Items

- a. Presentation of Accounts May 2, 2016
- b. Disallowance of Claim for Maria Fenske
- c. Consideration of Application for Parade Permit for Shorewood Pedestrian and Bicycle Safety Committee Fun Run 5K, May 6, 2016
- d. Consideration of Application for Parade Permit for Shorewood Men's Club Chicken Run, June 11, 2016
- e. Consideration of Application for Temporary Class "B" Retailer's License for Shorewood Men's Club Chicken BBQ, Atwater Park, June 11, 2016
- f. Consideration of Application for Temporary Class "B" Retailer's License for Shorewood Men's Club July 4th Event, Atwater Park, July 4, 2016
- g. Consideration of Application for Street Festival Permit for Three Lions Pub UEFA Euro 2016 Final, 4500 block of N Oakland Ave, July 10, 2016
- h. Consideration of Application for Temporary Extension Request Class "B" Premises, Three Lions Pub UEFA Euro 2016 Final, 4500 block of N Oakland Ave, July 10, 2016
- i. Consideration of Application for Temporary Class "B"/Class B" Retailer's License for Surfrider Foundation Contained in Water II, 4500 N Oakland Ave, July 22, 2016
- j. Consideration of Application for Street Festival Permit for Surfrider Foundation, Atwater Beach, August 20, 2016

Trustee McKaig requested that items d. and i. be removed from the Consent Agenda.

Tr. Bockhorst moved, seconded by Tr. Maher to approve the amended consent agenda. Motion carried 7 – 0.

5. Items removed from the Consent Agenda

- d. Consideration of Application for Parade Permit for Shorewood Men’s Club Chicken Run, June 11, 2016

Trustee McKaig noted that 2k route will be changed because of the construction on Beverly and that the applicant will work with staff on developing a new route.

Tr. McKaig moved, seconded by Trustee Zovic to approve the application for Parade Permit for Shorewood Men’s Club Chicken Run on June 11, 2016, subject to a change of the 2k route. Motion carried 7-0.

- i. Consideration of Application for Temporary Class “B/”Class B” Retailer’s License for Surfrider Foundation Contained in Water II, 4500 N Oakland Ave, July 22, 2016
Trustee McKaig indicated that the hours of the license would be 6:00 p.m. until midnight.

Tr. McKaig moved, seconded by Tr. Maher to approve the application for a Temporary Class “B/”Class B” Retailer’s License for Surfrider Foundation Contained in Water II on July 22, 2016. Motion carried 7-0.

6. April 18, 2016 Village Board Minutes

Tr. Maher indicated that item 12.d. ii. was missing “Motion carried 7-0”.

Tr. McKaig moved, seconded by Tr. Bockhorst to approve the amended April 18, 2016 minutes. Motion carried 7 – 0.

7. Citizens to be heard - None

8. Community Development Authority

- a. Consideration of a Façade Grant for 4144 N Oakland Ave
Scott Schwebel, Colectivo group, outlined the project.

Chris Socha, architect, described the existing site and the proposed changes to the site.

Jim Plaisted, Business Improvement District (BID), outlined the façade grant program and previous projects that had exceeded \$25,000.

Peter Hammond, chair of Community Development Authority (CDA) outlined the role of the CDA. The project meets all of the requirements of the program. The request includes a payback period of 10 years and does not impact the closure of TID 1. The project will enhance the Village’s commercial district.

Tr. Amenta indicated that façade grant programs in other BIDs provided maximum amounts, which were typically low amounts of approximately \$5,000 to \$10,000. The proposed grant seemed like a lot of money and she was concerned about the public benefit and about giving tax dollars to private businesses. She believes this is a great project and supports the project but has

concerns about the grant.

Tr. Rozek thanked the applicants and indicated that the project is a great fit for community. She had researched other façade grant programs and they all had maximum amounts. The intent is to give a small gift of public funds to improve the public face of a building. There are other economic development incentives such as small business loans and TIF grants, both of which would be based on need. The Village does not need to spend money, just because it has the money. She pleaded to maintain the integrity of the façade program and grant a maximum of \$25,000. There was no need or rationale to grant any more than \$25,000.

Tr. Zovic stated that this was an exciting project but that he felt strongly that just because the Village can do something does not necessarily mean that the Village should do it. It would make sense to have higher criteria for exceeding the \$25,000 but higher criteria had not been considered in past projects. He was uncomfortable with exceeding the \$25,000 but was also not comfortable with changing the rules in the middle of the process.

Mr. Plaisted indicated that funding an incredible remake of a single story building would set precedent for the Village for what to do in the future with properties such as this.

Mr. Hammond stated that even with granting the \$100,000, the Village will be better off as it will develop a larger tax base in the long term. He indicated that the program cannot be changed at the applicant's expense. The applicant had followed all of the rules and done everything that had been asked of them. There was no reason not to approve the grant.

Tr. Zovic suggested that the Village come back to the issue of criteria at a future point.

Tr. McKaig moved, seconded by Tr. Bockhorst to approve the façade grant for the proposed project at 4144 Oakland based on 50% of the eligible invoices associated with the project, not to exceed \$103,000.

Tr. Amenta indicated that if the Village set this precedent, there would be no money left in the fund balance. When the TID closed, the money remaining in the fund balance would be distributed to the taxing entities. There was a general public benefit with keeping money in the fund balance.

Tr. Rozek stated that Oakland Ave was zoned for two to four stories buildings. The project had received a variance to be less than two stories. She wants Oakland Ave to remain dense at 2-4 stories.

Tr. Maher stated that the previous projects exceeding \$25,000 were large buildings with multiple storefronts and facing multiple streets.

Mr. Plaisted indicated that new BP gas station and Cloud Red have been approved for grants but had not received the funds yet. There had been other inquiries but no applications had been filed. The program does not address how many stories or how many storefronts should be included. This building will have three exposures to the public way.

Tr. Bockhorst stated that she was excited about the prospect of renovation of underutilized properties in the Village. She shared some of the same concerns as others but was not sure that they outweighed the public benefit. The project ties in with the Village's Vision 2025 plan. The project sets a precedent for the type of architecture that the Village might like.

Tr. Zovic indicated that the impact on the TID was a difference of about \$18,000 if granted versus not granted. The Village has not decided what to do with the funds that will come back at the close of the TID.

Tr. McKaig stated that she had received supportive comments from the community and that she supports the recommendation of the CDA. The façade program does not have a cap and that allows for creativity. She does not see this as putting anything at risk.

Tr. Amenta moved, seconded by Tr. Rozek to amend the motion to change the amount of the grant to \$25,000.

David Cobb, 4516 N Newhall, indicated that the project will bring the community together and will enhance the experience that people will have. There may not be another opportunity and the community should support the project in any way possible.

Mark Schill, 4410 N Farwell, indicated that he loved the project. The structure of the CDA and Board is important and it would be bad to go backwards to limit the applicant who has met all requirements. If the Village wanted to include restrictions in the program, they should be added in the future.

Mr. Pendleton, 3529 N Frederick, indicated that Shorewood is a bike and pedestrian friendly community and this project fits, as well as fitting with the Central District Master Plan and the Vision 2025 plan.

Linea Sundstrom, 1320 E Lake Bluff, indicated that anybody could come up with numbers to make this look like a good bargain. No one is against the project but the tax payers are being asked to fund it. The Board needed more accountability and should not put policy discussions off to a future time.

Joan Gorman, 4228 N Ardmore, indicated that she was concerned that there would not be money for future projects.

Victor Reckmeyer, 3515 N Hackett indicated that the site is the most unseemly site in Shorewood and that he was amazed at the project and its potential. The outcome is what matters and the Village has to be innovative to make things happen.

Adrienne Houck, 4235 N Olsen, indicated that nobody really needs \$100,000 to make this project happen.

Pat Algiers, 2518 E Olive, stated that the Colectivo group had mastered the skills of placemaking. This new venue in the middle of the business district at a difficult site would add value and have a domino effect.

John Hein, 4424 N Maryland, indicated that if the rules were to be changed, the Village would be limiting the storefront. The applicants had done everything and satisfied all requests.

Carol Carr, 4028 N Richland, asked if the project would not go forward if the group were only given \$25,000.

Lincoln Fowler, Colectivo group, indicated that it would be uncertain. The group wants to do the project well so that the community will love it.

Marie Squire, 1908 E Beverly, indicated that there were very few vibrant businesses and that the other businesses did not have the same energy and vitality. If there were a whole bunch of projects like this and the Village did not have the money, it would be a great problem for the Village to have.

Mike O'Brien, 2500 E Shorewood Blvd, indicated that his business had been the recipient of a façade grant. All of the past projects have been very worthy and this project exceeds the others. The financing made sense and he encouraged the Board to support the grant.

Tr. Rozek indicated that if the Village were to grant a smaller amount, it would not be going back on anything promised to the applicant.

Tr. Amenta moved, seconded by Tr. Rozek to suspend rules to allow for roll call vote. Motion failed 5 - 2.

The motion to amend the main motion failed 2 - 5.

The main motion carried 5 – 2.

The Board recessed at 9:41 p.m.

The Board reconvened at 9:47 p.m.

9. New Business

a. Public Safety Committee

1. Consideration of Agreement for Phase II Environmental Study for AB Data Building

Tr. Rozek moved, seconded by Tr. Bockhorst to approve \$5,475 to conduct the Phase II Environmental Site Assessment at the AB Data property at 4075 N Wilson Drive. Motion carried 7-0.

2. Consideration of Suburban Mutual Assistance Response Team (SMART) Agreement

Tr. Rozek moved, seconded by Tr. Maher to give consent and to authorize the Village President to enter into the SMART agreement. Motion carried 7 – 0.

b. Judiciary, Personnel, and Licensing

1. Consideration of Class C Wine License for Blackbird Mercantile LLC d/b/a Draft & Vessel, 4417 N Oakland Ave, Shorewood WI, Nathaniel Davauer, Agent

Tr. McKaig moved, seconded by Tr. Maher to grant the “Class C” Retail Wine License to Blackbird Mercantile, LLC d/b/a Draft & Vessel, 4417 N Oakland Ave, Nathaniel Davauer, agent, and direct the Village Clerk to issue the “Class C” Retail Wine License contingent upon payment of the prorated license fee. Motion carried 7-0.

c. Public Works

1. Consideration of MOU with DOT regarding Capitol Drive crosswalk reconstruction

Tr. Amenta moved, seconded by Tr. Zovic to authorize the Village Manager to execute the MOU between the State of Wisconsin DOT, DAAR Engineering, GRAEF Engineering and the Village of Shorewood, including authority to make any ministerial or administrative legal edits. Motion carried 7 – 0.

2. Consideration of Amendment to contract with Stark for additional work related to Capitol Drive crosswalks

Tr. Amenta moved, seconded by Tr. Rozek to authorize the Public Works Director to execute an amendment to the 2016 road program contract between the Village of Shorewood and Stark Construction for crosswalk reconstruction work in the amount of \$197,790, funded by parties to the State DOT Memorandum of Understanding and TIF 1 and 3.

Tr. Zovic moved, seconded by Tr. McKaig to amend to the motion to replace “and TIF 1 and 3” with “and Village Funds, as determined later by the Village Board”.

Motion carried 7 – 0.

10. Reports of Village Officials

- a. Village President - None

- b. Village Trustees

Tr. McKaig reported that she had attended the Senior Resource Center’s 16th anniversary and the Memory Café. The Senior Resource Center’s Young at Heart Singers are great.

Tr. Maher reported that he had attended the spring clean-up. It was a little short on volunteers but was a good day.

Tr. Amenta reported that the Wilson Drive Task Force work groups had met and a large number of public members attended.

Tr. Zovic reported that he had attended the Bi-Board meeting. Tr. Amenta and Tr. Rozek also attended. They discussed customer service training, space and utilization, communications, and intergenerational learning. Solar Shorewood held an information session which had about 35 attendees.

Tr. Maher reported that there would be a June 15, 2016 Wilson Drive Steering Committee public meeting.

Tr. Rozek reported that the Woman's Club Wearable Art Show Fair, which was a fundraiser for scholarships and charitable organizations, would be held on the upcoming Saturday.

c. Village Manager

Manager Swartz reported that upcoming construction projects would be impacting the business district. The NE sewer project would require the closure of the Lake Bluff and Oakland intersection for approximately 3-4 weeks. The crosswalk project would impact Capitol. There would be a Volunteer Appreciation event at Hubbard Lodge on May 12th and the Historical Society Dinner would be held on May 9th.

11. Items for Future Consideration

Tr. Bockhorst announced that tickets for the High School's performance of South Pacific were on sale.

Tr. Rozek indicated that she would like to have a discussion on the façade grant program.

Tr. Maher indicated that the Parks Commission priorities would be coming up.

12. Adjournment

Tr. Zovic moved, seconded by Tr. Bockhorst to adjourn at 10:25 p.m. Motion carried 7 – 0.

Respectfully submitted,

Tanya O'Malley, WCPC
Village Clerk-Treasurer