

MINUTES OF BELLEVILLE ECONOMIC DEVELOPMENT COMMISSION MEETING  
HELD THURSDAY, APRIL 8, 2021 AT 7:00 A.M.,  
BELLEVILLE VILLAGE HALL – 24 W. MAIN ST.

**MINUTES**

**Members Present:** Nicole Brauer, Mike O'Connor, Melissa Francois, Marie Barry, Bronna Lehmann, Ryan Yakowicz, Roger Hillebrand, Rick Francois, and Nate Perry. **Absent:** Geoff Wilbourn, Scott Hayes and Gale Hellpap.

**A. Call Meeting to Order:** Chairperson Brauer called the meeting to order at 7:04 a.m.

**B. Approval of Minutes from March 11, 2021**

*Melissa Francois made a motion to approve the minutes from March 11, 2021. Seconded by Marie Barry. Motion passed.*

**C. Acknowledgement of Visitors:** Judy Bacha, Becky Olson, and Brian Wilson.

**D. 2021 Project Goals – Continue Discussion**

(Roger Hillebrand and Rick Francois joined the meeting.)

- a. Promoting activities and businesses in Downtown
  - i. CDA efforts to update wayfinding signs
  - ii. Banners on Main St.
- b. Promoting activities for Community Park
  - i. Improving water access
  - ii. Creating events in the park
    - 1. Paddle Night Event

Brian Wilson summarized that the last meeting had discussed events in Community Park and that the Planning Sub-Committee was going to come back with recommendations for the Paddle Night Event and then there would be discussion about Badger Trail access and events. He then asked Becky Olson to discuss her report which had been included in the meeting packet.

Becky Olson reported that the sub-committee had met with Kelly of Sugar River Outfitters to discuss the proposed activity. Discussion had started with discussing the goals of the activity. Kelly has agreed to provide his services at a discounted rate. Four Wednesday nights in June and July have been chosen as Kelly does not currently have reservations for his equipment on those days. He will provide instruction and supervision beyond just the equipment for those nights and it will cost EDC \$2,600. Participants will be able to reserve their times online and it will cost \$10 per adult which will be collected by the EDC and will go towards offsetting the cost. The primary reason for the cost is to gain commitment which isn't always easy to get with a free event. This will help to make sure people who say they are interested actually show up. This event is going to be a marketing exercise for the Village and the EDC to build emotion and interest in Community Park and Downtown. Efforts will also be made to get food and beverage service involved as well.

EDC will submit this event to the Village Board with the costs to come from the EDC budget. Becky will prepare a Special Event Permit for the Village Board to approve as well.

*Melissa Francois made a motion to present the Paddle Night Event to the Village Board. Seconded by Ryan Yakowicz. Motion passed.*

- c. Enhancing Badger State Trail access and events
  - i. Improvements along trail
  - ii. Depot development

Brian Wilson prefaced the discussion by informing the committee that the CDA had performed a spot blight study a few years ago on several scattered lots along the Badger State Trail. The only lots that were blighted at the time were the ones which now serve as the site of the new library. CDA is considering completing the process on the other identified lots and then using an RFP process to achieve development of the other lots which could include the Depot. Part of the goal will be to have any redevelopment also include trail amenities. He thinks it would be good for EDC to discuss things that they would like to see to enhance the trail.

Possible amenities that were discussed included public restrooms with flush toilets, bike racks, an area for bike repairs with an air pump, picnic seating, drinking water, signs to Main Street, and restoration of natural grasses. Brian suggested that if the Village applies for DOT funding again in 2022 to restore the Depot, perhaps trailhead amenities could be included. Marie Barry also suggested a possible site for Chamber information and bike rental. Rick Francois mentioned that a concept plan for the Depot has the space divided into two storefronts.

Melissa Francois suggested that the EDC should prepare a proposal of what they'd like to see happen with the Depot and use that to find grants and build community support.

Ryan Yakowicz suggested that another sub-committee for trail development might be needed to put the planning together that EDC wants to see.

#### **E. Development Updates**

There were not questions regarding the report provided by Becky Olson.

#### **F. Other Business**

Brian Wilson said that the Village Board should have his replacement in place sometime in July.

#### **G. Set agenda for next meeting on May 13, 2021**

Brian Wilson suggested that EDC continue discussion on 2021 Project Goals and give an update on progress for Paddle Event.

#### **H. Adjournment**

**Motion was made by Bronna Lehmann to adjourn the meeting. Seconded by Mike O'Connor. Motion carried.**

Chairperson Brauer adjourned the meeting at 8:09 a.m.