

CITY OF PLYMOUTH
Downtown Design Guidelines Ad Hoc Committee
Thursday, December 9, 2021 7:30 AM
Fire Dept. Training Hall, 128 SMITH ST, PLYMOUTH, WI

Meeting Minutes

Call to Order – Roll Call: Mayor Pohlman called the meeting to order at 7:35 AM. On call of the roll, Mayor Pohlman, Lee Gentine, Joe Van Derven, Ron Nicolaus, John Nelson, Greg Hildebrand, Interim-Administrator Austin, and Tanya Williamson were present. Gina Chandler was absent.

1. **Approval of Agenda:** Hildebrand moved to approve the agenda; Nicolaus seconded. Motion carried.
2. **Approval of Minutes from October 21, 2021 meeting:** Nelson moved to approve the minutes; Hildebrand seconded. Motion carried.
3. **Presentation by Sadie DiNatale and discussion on:**
 - **Case Study Research from other communities:** A discussion was held regarding the benefits of a Champion (possibly someone hired by the city) whose duties could include acting as liaison for current and potential downtown business owners. Possible salary sources were discussed as well as the scope of job duties. Other communities have seen success with such a Champion – examples were provided. Another topic was the possible facilitation of discussions with, and presentation of information to, downtown business owners to form a BID.
 - **Refine project recommendations:** The committee discussed enforcement of standards if they choose to require them rather than offer a set of guidelines for building improvements in the downtown area. Part of the discussion involved what this committee’s role should be in helping beautify the downtown area and what assistance is already in place.

The creation of an overlay district for the downtown was also discussed. There is a current downtown district, but the committee feels it may need to be redrawn to better reflect what is considered ‘downtown Plymouth.’ This district would benefit from services provided by the Champion.
 - **Public and Stakeholder engagements:** The best method for reaching out to downtown business owners and gathering their input were discussed. An open house/survey will be held in January.
4. **Communications – Letters, emails, or reports related to the Committee:**
5. **Adjourn:** Nelson moved to adjourn at 9:35 AM; Hildebrand seconded. Motion carried.