

CITY OF PLYMOUTH  
PLYMOUTH REDEVELOPMENT AUTHORITY  
THURSDAY, AUGUST 6, 2020 7:30 AM

Official Meeting Minutes

- 1. Call to Order – Roll Call:** Chairman Gentine called the meeting to order at 7:30 AM. Members present were Lee Gentine, Donna Hahn, Jackie Jarvis, and John Nelson. Deputy Clerk / Treasurer Anna Voigt, Interim Deputy Clerk / Treasurer Paul Seymour, Cheese Counter General Manager Tracy Foss, Plymouth Chamber Executive Director Mary Hauser, Patrick Campbell from The Depot and Interim City Administrator Cathy Austin were also in attendance.
- 2. Approval of Agenda:** Nelson moved to approve agenda; Hahn seconded. Motion carried.
- 3. Approval of May 14, 2020 Meeting Minutes:** Jarvis moved to approve the minutes; Nelson seconded. Motion carried.
- 4. Discussion and Possible Action on Design of Streetscape Arches:** Gentine shared copies of the estimates for the arch project. The total cost of the estimate is higher than first thought. Gentine spoke to Jim Pacioni of Poblocki Sign Company about correcting who will be paying for the project to the Plymouth Advancement Foundation (PAF). The estimate includes everything except for the electronic sign boards which would be approximately \$6-9k each. Gentine stated that he would like to keep the RDA in the loop on the project even if the PAF is ultimately responsible for the costs of the project. The question of where the east side arch would be placed was asked. Nelson believes it will be near the distillery, east of the main intersection. Gentine was concerned that there would not be enough room for the 6 ft sidewalk dining requirement, but Austin said they would just need at least 5 ft for ADA compliance. Jarvis asked if the estimate was for the location by the distillery, but the answer was not known to the room and the wording on the estimate did not indicate. Nelson, Gentine, and Austin will go and measure several locations after the meeting. The arches and the design will require approval from the Plan Commission, and Austin stated that the Common Council will have to approve the \$40k that she is requesting for the project as part of the budget adoption. Gentine estimated the total cost to be between \$182-185k, leaving approximately \$140k to fund raising. Upon Gentine's inquiry about donor plaques on the arches, Austin stated that there is no policy that exists that would require specific approval, but the Plan Commission should be informed about these if they were to be added to the design plan.
- 5. Discussion and Recommendation to Fill Vacancies:** Gentine opened the floor to suggestions for candidates to fill the two vacancies on the RDA board. He recommended Ken Pannier and Ronna O'Toole and with no reservations expressed and no other recommendations given, he will inform the mayor that Pannier and O'Toole will be the candidates to fill the vacancies.
- 6. Update from Cheese Counter General Manager:** Foss reported that in the first two months since reopening the foot traffic has been lighter, but that those who are shopping are spending more in store. She used the new software to run an analysis and make price adjustments. The Cheese Counter is using a light crew this summer and she will have her first non-student hire starting at the end of August. Several people have inquired about fall/winter employment already, so she is optimistic of filling those positions when needed. Guests have not had issues with the mask order. The ads that she has taken out in the Fox Cities Magazine and the local



papers are proving to be successful, with people coming into the store carrying cut-outs of them and looking for the advertised products. The software conversion and the syncing between Yellowdog and Shopify has been a challenge, but she believes they are over the hump. Gentine reinforced the difficulty of the software conversion, but he stressed that it needs to be working in the next 30 days to set up the ecommerce component, allowing people to place orders for cheese boxes, etc. Foss added that the ecommerce component would allow people to place food/meal orders online and then pick them up at the store, which could boost meal traffic. Gentine and Foss both reported that the Cheese Counter is in discussion with Boar's Head Meats to provide deli meat and other food products, which would help differentiate the store from other local restaurants. Currently, only three other area locations are able to sell Boar's Head Meats (none in Plymouth). Foss wants to make certain that there is no minimum order amount in order to avoid any loss.

**7. Communcation – Letters, Emails, or Reports Related to the Redevelopment Authority (Staff, Chairperson, Members, etc.):** Jarvis has welcome folders with stickers and inserts, and she will speak to Realtors when properties come up for sale. At this point, the folder includes the Visitor's Guide and a sign grant application, but Jarvis will also write up an RDA welcome letter to be included on City of Plymouth letterhead. Discussion was had regarding a welcome letter from the mayor, but no action will be taken at this time due to there already being a welcome letter from the mayor in the Visitor's Guide.

Discussion around the sale and renaming of Carol's Café to the Red Shorts Café.

Nelson asked Hauser and Campbell how business has been after the mask mandate. Hauser reported that there has not been much of a difference, and Campbell concurred.

Hahn asked Hauser if there had been any feedback about the sidewalk sale. Hauser responded that there had not yet been, as the stores act independently, but she might have more information after the next DAM meeting. Foss said that the sidewalk sale gave the Cheese Counter its best sales day of the year, to date, with many shirts sold and large quantities of cheese and ice cream purchased.

**8. Adjournment:** Jarvis moved to adjourn the meeting; Hahn seconded. All voted aye. Motion carried.

Minutes Submitted by: Paul Seymour, Interim Deputy Clerk / Treasurer