CITY OF PLYMOUTH
PLYMOUTH REDEVELOPMENT AUTHORITY
FRIDAY, APRIL 17, 2020 8:00 AM

Due to Wisconsin's "Stay at Home" order, this meeting of
Plymouth Redevelopment Authority was conducted via Zoom.

Official Meeting Minutes

I. Call to Order – Roll Call: Chairman Gentine called the meeting to order at 8:00 AM. Members present were Lee Gentine, Donna Hahn, Carole O'Malley, Jackie Jarvis and Randy Schwoerer. John Nelson joined at 8:12 AM. Deputy Clerk / Treasurer Anna Voigt, Tracy Foss, Mary Hauser Brian Yerges, and Cathy Austin were also in attendance.

II. Approval of Agenda: Schwoerer moved to approve agenda; Jarvis seconded. Motion carried.

III. Approval of March 5, 2020 Meeting Minutes: Jarvis moved to approve the minutes; O'Malley seconded. Motion carried.

IV. Discussion and Possible Action on Streetscape Arches: Poblocki Signs is looking for feedback from the renderings they submitted. Yerges informed the committee that the contract only included 2 revisions to the original design. Hahn stated that she liked the Cheese Capital rendering. She thought the words could be larger and spread out. Nelson stated logos are hard to read when moving in a car. He suggested using "Cheese Capital of the World" in some way because it is unique to the City. Jarvis agreed with Nelson. O'Malley asked if the committee came up with a location for the signs. Yerges stated the plan was to have 2 signs on each side of downtown. Additional signs could be added by the highway in the future when it was finished. Gentine questioned if the sign was going to have 4 faces and if anyone would want an electric side with future events going on in the City. Yerges stated that the sign by veteran's park was possibly going to change to an electronic sign. Schwoerer suggested having just the logo on the sign. He stated both signs would be at a traffic stop and people would be able to read the logo. Gentine suggested putting some artistic looking cheeses on each side of the logo. Schwoerer suggested putting up the sign with just the logo and can add more to it later. Jarvis liked Schwoerer idea with the logo in the middle and suggested putting "Cheese Capital" with the logo in the middle. The committee decided to ask Publoki Signs to update the words in the "Downtown Plymouth" rendering. Some members are going to reach out to a few people to sketch out a design to present at the next meeting.

V. Update on Walldog Mural Maintenance / 2020 Walldog Event: Gentine informed the committee that due to COVID-19 the Walldog event set in June has been postponed to September 11-13. Hauser from the Plymouth Chamber of Commerce stated she did not have any events scheduled during that time. Debbie Karr has made contact with the artists. They are all available that week in September.

VI. Update from Cheese Counter General Manager: Foss stated that the Cheese Counter has been closed due to COVID-19. She continues to look into a new POS system. She is now out weighing the pros and cons of Shopify and Yellowdog. Schwoerer asked Foss who else used Shopify. Foss stated that she originally heard of it from Road America. Thousands of other retailers across the world use the programs. Schwoerer offered to connect Foss with someone of

Miesfeld's, they updated their system a year ago. Gentine and Foss are going to continue to work on increase the online revenue.

VII. Communication – Letters, E-mails, or Reports Related the Redevelopment Authority (Staff, Chairperson, Members etc.): Gentine informed the committee that there was a new store opening in the old Arbuckle Floral store. The store is called Over Easy Flipping and will be selling flipped furniture. Yerges is leaving the City in the beginning of May. The committee wished him the best and thanked him for his guidance over the years. Yerges wished the RDA the best of luck and was proud of everything the RDA accomplished since it was created in 2012.

VIII. Adjournment: Schwoerer moved to adjourn the meeting; O'Malley seconded. All voted aye. Motion carried.

Minutes Submitted by: Anna Voigt, Deputy Clerk / Treasurer