

**CITY OF PLYMOUTH  
PLYMOUTH REDEVELOPMENT AUTHORITY  
THURSDAY, FEBRUARY 6, 2020  
FIRE HALL TRAINING ROOM, 128 SMITH STREET, PLYMOUTH, WI**

**Official Meeting Minutes**

**I. Call to Order** – Roll Call: Chairman Gentine called the meeting or order at 7:30 A.M. Members present were Lee Gentine, Donna Hahn, John Nelson, and Randy Schwoerer. Also in attendance were City Administrator/Utilities Manager Brian Yerges, City Clerk/Treasurer Sabrina Dittman, Tracy Foss, Mary Hauser, Patrick Campbell and Jim Pacioni.

**II. Approval of Agenda:** Nelson moved to approve the agenda: Hahn seconded. Motion carried.

**III. Approval of January 9, 2020 Meeting Minutes:** Schwoerer moved to approve the minutes: Hahn seconded. Motion carried.

**IV. Discussion and Possible Action on Streetscape Arches:** Jim Poblocki from Poblocki Sign Company was present for the discussion. Jim shared a video about the company to the committee, however, since the volume was not working with the video, Jim said that he would e-mail City Administrator/Utilities Manager Brian Yerges a link to share with the committee members. The idea is to have an archway on the west end of Mill Street and the east end of Mill Street, at the corner of Eastern Avenue and Mill Street. There was numerous discussion on what the archway would look like and what verbiage it would display. Suggested ideas were, Welcome to The City of Plymouth or Cheese Capital of the World. Gentine suggested that the archways be double sided so that two different options can be created. Gentine asked how large the letters will be on the signs. Poblocki said they would be about a quarter inch thick and around 14 inches in height. Poblocki said that the City of Green Dale has a gateway arch entry to the city. Poblocki stated that the cost was around \$90,000. City Administrator/Utilities Manager Yerges mentioned that he or DPW Director Cathy Austin would check in with the Department of Transportation to see if they need to be contacted regarding the project. City Administrator/Utilities Manager Yerges told Jim Poblocki that Poblocki Sign Company can do the design work, however, that project would still need to go out for BID. Jim stated that he understood that. Jim asked what the next steps would be in the process. Committee Member John Nelson had agreed to take Jim around Plymouth to look at the potential sites for the archway. Tracy Foss had questioned the timeline for the completion of work. Jim said that it would be about 8 weeks upon approval of needed permits. Further discussion to be held at the next RDA meeting, which is tentatively scheduled for March 5<sup>th</sup>.

**V. Discussion and Recommendation Regarding Creation of “Ad Hoc” Downtown Design Guidelines and Committee:** City Administrator/Utilities Manager Brian Yerges stated that the Ad Hoc Committee would study and examine specific community issues and work on reviewing the downtown design guidelines. Administrator Yerges mentioned that he talked with the Plan Commission and they suggested the Ad Hoc Committee. The Committee would consist of six member and the mayor. John Nelson stated that he would be interest in assuming a position on the committee. Gentine mentioned that maybe Carole O’Malley would be interested. Administrator Yerges said that he would e-mail O’Malley to see if she would be interested. Motion was made by Nelson, seconded by Schwoerer to recommend the creation of the Ad Hoc Committee to council for approval. A unanimous aye vote was cast by the committee. Motion carries.

**VI. Discussion and Possible Action Regarding Street Closure Permit for 2020 Wall Dog Event:** Gentine mentioned that Debbie Carr would be in Plymouth in a couple weeks. Gentine said that Carr and himself will go out and look at the murals. Mary Hauser mentioned that the mural on the Dairy State Bank building is in bad condition. There are 23 murals that need maintenance. Gentine stated that there are about a half dozen artists that are interested in participating. Gentine mentioned that there will four new mural sites – E. Side of the Plymouth Arts Center, E. Face of Mill Street Transfer Building, Division Street and S. Side of the City Hall Building. Administrator Yerges questioned the committee if they had any ideas on mural themes. Yerges stated that the themes would need to be historical nature. Gentine said that for the four new murals they are considering the following: One of the Plymouth Fire Department, Red Skeleton of Turner Hall, Friman's Brat Stand and an I.G.A. Store which was operated by Ralph Stayer Senior of Johnsonville. Administrator Yerges asked the committee if they know when the designs would be finalized. Gentine said they should be finalized sometime in March. The Wall Dog event would happen June 25<sup>th</sup> through 28<sup>th</sup>. Gentine had requested that the street lights be turned off for work. Yerges mentioned that that request would need to go through Police Chief Tauscheck. Gentine stated that he would be meeting with Fire Chief Denis Fellows and Police Chief Tauscheck on this topic. Administrator Yerges asked how many of the street lights would need to be off and mentioned that maybe some parking spots could be blocked off. Gentine also mentioned an idea of providing food to the artists and volunteers. Breakfast and lunch would be served. Gentine also mentioned the idea of having a barbeque and or an auction that would be available to the public. The idea would be to frame murals and sell them possibly auction style. More discussion on this topic in March.

**VII. Update on Wall Dog Mural Maintenance:** Lee Gentine and Debbie Carr will be touring and inspecting the murals in early March. Further discussion to be held after the inspections.

**VIII. Update from Cheese Counter General Manager:** General Manager Tracy Voss entered the meeting at 7:55 a.m. to give the update. Tracy told the committee that she was a guest speaker at the Plymouth Rotary Club and discussed the Cheese Counter at the meeting. Tracy mentioned that she was going to be looking into updating the website. Tracy will be meeting with Janel from the Paddock Shop to discuss how they are updating their website. Tracy also mentioned that she may explore the idea of using Shopify for selling products.

**IX. Communication – Letters, E-mails, or Reports Related to the Redevelopment Authority (Staff, Chairperson, Member ect.):** No additional correspondence.

**X. Adjournment:** Motion made by Schwoerer, seconded by Hahn to adjourn. A unanimous aye vote was cast by the committee. Meeting adjourned at 8:52 p.m.

Minutes Submitted by: Sabrina Dittman, Clerk / Treasurer