COMMON COUNCIL MEETING AMENDED AGENDA
TUESDAY, JANUARY 10th, 2023 7:00 PM
COUNCIL CHAMBERS, BERLIN CITY HALL, 2ND FLOOR
MEETING IS OPEN TO THE PUBLIC & CITY HALL IS HANDICAPPED ACCESSIBLE
https://us02web.zoom.us/j/85905140084
Meeting ID: 859 0514 0084 Passcode: 123456
1 312 626 6799 US TOLL-FREE

1. Call to order/Roll Call

2. Seat Virtual Attendees (if necessary)

3. General Public Comments. Registration card required (located at podium in Council Chamber).

CONSENT AGENDA: The Consent Agenda contains items which staff considers to be routine and have already been discussed and recommended by a committee, board or commission at a previous meeting. Staff recommends that Council act on all of these items on a single roll call vote. If any member of Council wishes to have any item removed from the Consent Agenda and discussed, the Council member may request that item be removed from the Consent Agenda prior to the adoption.

4. Waive the reading of ordinances and resolutions. RECOMMENDATION: Waive the reading of all ordinances and resolutions adopted at this meeting.

5. Written reports from the City Clerk, Treasurer, and Building Inspector. RECOMMENDATION: Receive and place on file the written reports from the City Clerk, Treasurer, and Building Inspector.

6. Minutes from the December 13th Common Council Meeting. RECOMMENDATION: Approve the minutes.

7. Bills List. RECOMMENDATION: Approve the list of bills for payment.

8. Alliant Easement Request for Fiber Optic Cable. RECOMMENDATION: Accept recommendation from Committee of the Whole to Approve Alliant Easement Request for burying Fiber Optic Cable at 730 N Wisconsin St Property.

9. Security Cameras Update. RECOMMENDATION: Accept recommendation from Committee of the Whole to approve the purchase of additional camera for Pool using ARPA Funds.

END OF CONSENT AGENDA

10. Vierbicher Presentation on Housing & Economic Development Plan. RECOMMENDATION: Listen to presentation with action as appropriate.

11. Kwik Trip, Inc. Class "A" Retail License and "Class A" Intoxicating Liquor License Change of Officer. RECOMMENDATION: Approve the Auxiliary Questionnaire Alcohol Beverage License Application to change the Officer for Kwik Trip, Inc. dba Kwik Trip #777 to Scott Paul Zietlow.

12. TID Building Improvement & Façade Improvement Application from Tbird Aircraft, LLC.

RECOMMENDATION: Listen to presentation with discussion and action as appropriate.

13. 107 W Huron Raze & Repair Property. RECOMMENDATION: Listen to presentation with action as appropriate.

14. City Hall Roof Repair. RECOMMENDATION: Approve additional ARPA funds to cover City Hall Roof Repairs.

15. Library Roof Repair ARPA Funds Request. RECOMMENDATION: Listen to staff presentation with action as appropriate.

16. Fire Station Generator ARPA Funds Request RECOMMENDATION: Listen to staff presentation with action as appropriate.

17. Levy Referendum Resolution #23-01 & possible public outreach. RECOMMENDATION: 1) Discussion and action as appropriate 2) Accept Recommendation from Committee of the Whole to approve Resolution #23-01 Exceed the State Imposed Levy Limit.

18. Forsyth Park Playground Update. RECOMMENDATION: Listen to staff presentation with action as appropriate.

19. Old Business (To be used to request items of old business be put on a future agenda for further discussion or action; or used to make a motion for reconsideration of an item from the current meeting or immediately previous meeting; or to make a motion to take items off the table which were laid on the table only during the current meeting.)

20. New Business (To be used to request items of new business be put on a future agenda)

21. If necessary, motion to convene into closed session pursuant to pursuant to Wis. Stat §19.85(1)(g) Conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved. *(107 W Huron St).*

22. Reconvene into open session and action as appropriate from closed session discussion.

23. Adjourn.

Note: *In adherence to the City of Berlin Public Meeting Participation Policy, public participation will be allowed under each agenda item at the discretion of the presiding officer, with the exception of the Consent Agenda. Attendees must register their intention to participate on either a general comments section or a specific agenda item prior to the meeting by filling out a Registration Card, which can be obtained from the Internet, City Clerk's office or in the City Hall Council Chambers at the podium. Registration Cards should be turned in prior to the meeting to either the presiding officer or City Clerk.*

Berlin, Wisconsin

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Chapter 1 Introduction

Community Overview

As of the 2020 census, the City of Berlin has a population of 5,571, while The 2010 U.S. Census recorded a population of 5,524. The median age in Berlin is 37.9 and the median age for Wisconsin is 40.1. The City of Berlin's median household income is $52,090, which is lower by $15,034 compared to Wisconsin's medium income of $67,124 (ACS,2020).

The City saw a 4.49% increase in median household income from $49,637 in 2019. There are a total of 2,610 housing units in Berlin. Of the total housing units, 64.5% are owner-occupied housing and 35.5% are renter-occupied housing (ACS 2020).

Residential population growth is the simplest and often primary factor in contributing to economic development. An increase in population, either from migration into a community or a natural increase from births creates the need for additional housing and expanded retail trade. The creation of new jobs can assist in partially addressing these needs.

Additional breakdowns on demographics will be discussed later in the document and all graphs and charts are saved in the appendices.

Location, Access, and Geographic Boundaries

The City of Berlin is in northeastern Green Lake County, with a small portion of northern Berlin in Waushara County along the Fox River in central Wisconsin. The Berlin area provides excellent natural year-round recreational facilities for boating, fishing, hunting, camping, and swimming. . The community serves as a crossroads, because the City is located on Interstate Highways 91 and 49 approximately 20 miles west-southwest from Oshkosh and State Highway 41. The City has been proactive in providing suitable commercial and industrial land for development, managing targeted programs to promote private investment, and undertaking initiatives to revitalize its riverfront and downtown areas. Berlin's position in the region is impacted by commuter travel, with this explored later in the document. The increasing demand for local housing, goods, services, and employment are derived from an area larger than the City of Berlin's geographical boundaries.

Methodology

This Housing and Economic Development Analysis used data gathering and public engagement to inform goals and recommendations for housing as well as economic development.

The strategy development process began with a Public Open House on March 31, 2022, which had a public presentation, plus a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis with the public in attendance. Residents asked questions and pointed out concerns on several maps and concluded with an exercise stating what they would like to see in the City. Daycare was available for parents who wanted to engage in the activity and needed childcare during the event.

In April 2022, the Housing and Economic Development Survey with forty-nine (49) questions went out. There were 120 responses to this survey, which informed broad—or very specific—concerns residents had for the City's housing, economic development, and overall future. Respondents' top choices for characteristics that made Berlin a great place to live or work were location, parks and safety. Housing and location factors influenced respondents' decisions to live in Berlin. Additional top factors stated were the ability to remain close to family, affordability, and walkability.

Informed with door hangers mailed out by the City, the Priorities Survey in October 2022 acted as a virtual public workshop, asking City residents to rank the most important of the three (3) housing and seven (7) economic goals with associated recommendations.

An additional public workshop was held through a virtual survey. All responses were used to prioritize goals, recommendations and create the implementation matrix.

The Plan Commission Meeting on November 29, 2022 saw a public presentation on the 'Priority Survey' results, key findings in the draft document, and potential placemaking efforts around downtown.

To further support these public engagement efforts, data from ESRI, the U.S. Census Bureau, Wisconsin Department of Administration (DOA), and other sources were obtained for the household market analysis, housing stock analysis, and economic market analysis. This data was then examined for trends and indicators that strengthened the results from the public engagement opportunities.

This strategy stems from City resident input. The resident input and information gathered along with City administration and staff input, allowed for the creation of this strategy.

Review of Existing Reports

It is important when crafting a strategy for a community that the goals and recommendations in the implementation matrix align with existing goals and recommendations from other planning initiatives. This section reviews other relevant housing and economic development plans, goals, and programs that the City is already pursuing.

Berlin has various community plans providing direction to the City. The following is a summary of the selected plans.

Chapter 2 Housing

Housing Analysis

A housing market analysis provides an overview of local demographics, such as income and social factors that contribute to the demand for housing in the City of Berlin. The analysis examines the impact of household size, income, age, and ownership status of Berlin's population. By studying the relationships and changes in these factors over time, we can identify current and future gaps in supply based on household needs. Categories that are projected to have potential needs are divided based upon the type of housing that is most demanded by these groups.

For example, the need for rental housing and affordable housing, as well as active senior and retirement communities are areas of need in our aging society. As with the retail trade area, the housing demand comes from a broader geographic pool than just the City. This larger pool includes employees who currently work in or near the City but would prefer to live closer to their place of employment, as well as newly formed households due to children exiting their parents' household.

Additionally, we compared past data from previous plans. The Housing Analysis found an increased demand for new rental units, more senior living options, and more amenities. All the former plans have help strengthen the community and will assist in evaluating current and future needs. The valuable information from previous plans and community input also assisted in the creation of the goals and recommendation document. All can be found in Appendix B.

This section, details the housing analysis completed in Berlin. The analysis examined household size, income, age, and ownership status of Berlin's population. Berlin's average household size is 2.38 and median income is $52,090. The median value of owner-occupied units is $103,800 (U.S Census).

Age and family status are the most influential factors for households considering renting versus owning. The overall percentage of people who own in Berlin is 64.5% whereas 35.5% rent (ACS 2020).

The Housing and Economic Development survey in April 2022 asked respondents about housing preferences. For example, Question 18g asked "how many bedrooms you prefer?" Around 40.9% of respondents chose three bedrooms and 34.1% chose four bedrooms (Appendix A).

The City of Berlin occupied housing units by bedroom are shown below in **Figure AB-4.** Many of the current occupied housing units have 2-3 bedroom. This provides an opportunity for residents to move within City limits and have their housing affordability needs met.

Figure AB-4 Bedrooms

Bedrooms in Occupied Housing Units	Value
No bedroom	3.0%
1 Bedroom	7.5%
2 or 3 Bedrooms	69.0%
4 or More Bedrooms	20.5%

Source U.S. Census 2020

Figure AB-3 examines the units in structure and use of existing housing and units in structure. The City has 2,610 units in structure of that 2,369 are occupied housing units and 241 are currently vacant. (U.S. Census).

A variety of unit types are available, with the majority being single family detached homes. There are also several apartment

retain an existing housing unit into the long term.

The Housing and Economic Development Survey asked 49 questions ranging from demographics and business retention, to current housing stock and future housing needs. One of the questions asked was "Rate your satisfaction with your current housing". **Housing and Economic Development Survey Q-15** below outlines responses. The full survey results can be found in Appendix A.

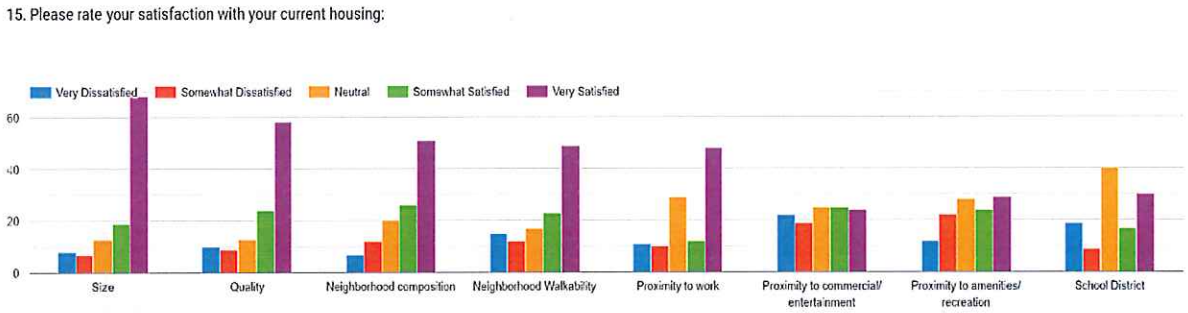
existing homes in reinvestment areas, or a rent-to-own development to increase affordable ownership and equity-building opportunities.

Figure AB-6 Occupied Units & Vacancy

Vacancy	Total
Occupied	2369
Vacant	241
Total Units	2610
U.S. Census 2020	

Source U.S. Census 2020

Q-15 Survey results



Key Housing Challenges

Vacancy

Berlin is facing an increased vacancy rate. Homes that are in poor condition or are obsolete should be gradually updated or replaced in the City's housing supply. **Figure AB-6** shows the total occupied units, including 241 vacant properties.

Vacancy reasons are listed in **Figure AB-7**. Common reasons a housing unit is labeled "Other Vacant" include no one lives in the unit, and the owner does not want to sell. Or, no one lives in the unit, and the owner is using the unit for storage. Another reason could be the owner is elderly and living in a nursing home or with family members.

Possible solutions to vacant properties include rehabilitation programs, resale of

Berlin also has smaller buildings with vacant areas above commercial spaces on Main Street. Many of these historic commercial properties have underutilized spaces on the second and third story which are being used for storage or are not being used at all. These represent the potential for new units.

Established neighborhoods also have opportunities for rehabilitation. Many homeowners may need assistance in rehabilitating older homes to sell or to age-in-place and accommodate for disabilities. In addition, property owners frequently convert single-family homes to rentals resulting in considerable financial investment to re-convert back to single-family housing. The goals and recommendations found in Appendix D address these challenges

Chapter 3 Economic Development

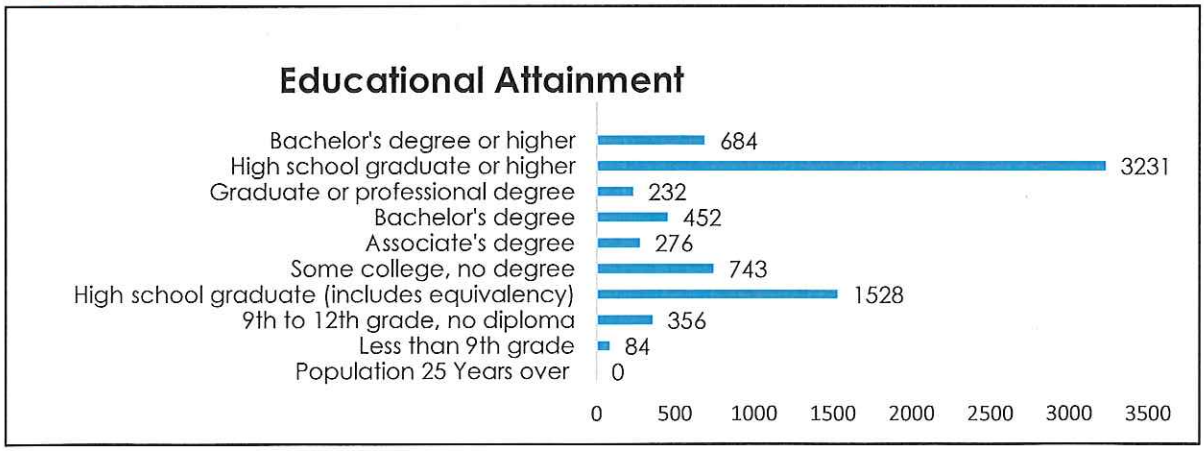
Economic Analysis

The UW extension defines economic analysis as the impact of occupation, educational attainment, age, and commuter profiles of a population. By studying the relationships and changes in these factors over time, we can identify current and future gaps in economic development needs. Economic trends provide important information that describe the health and vitality of a community. This information helps businesses and investors make decisions regarding development within the community. The information can also be used to identify opportunities for improved amenities within the downtown corridor and main street.

Educational Attainment

Figure AC-1 shows the highest level of educational attainment for residents in the City. The percentage of high school graduates is 34.3%. The percentage of bachelor's degrees is 15.2%. One way to review educational attainment data is to look at the overall education success of the population.

Figure AC-1 Educational Attainment



Source U.S. Census 2020

By looking at Berlin's data, there are higher percentages at the high school graduate education level that leave the community to go to work. This indicates a strong, skilled, labor force working for local manufacturers and other employers in skilled and semi-skilled labor fields.

Many communities strive to match local economic opportunities to the skill of the available workforce. Residents benefit from more convenient employment opportunities and as a result, spend more time and money in the community. On the other hand, they will seek other job opportunities elsewhere but still reside in the community.

Employment

"Employment by Industry" in the City of Berlin is shown in **Figure AC-2**. These figures indicate a strong, skilled, labor force working for local manufacturers and other employers in that industry sector. Health care and retail trade represent the next top industries that residents of Berlin work in.

Figure AC-3 reflects the unemployment rate and type of job class for the City skilled and semi-skilled labor fields. The most common industries in Berlin represent manufacturing, retail trade and health care.

The employment rate in the City of Berlin is 59.8% compared the State of Wisconsin's

Figure AC-4 Consumer Spending

2021 Consumer Spending	
Apparel & Services: Total $	3,491,186
Average Spent	1,481.83
Spending Potential Index	70
Education: Total $	2,311,849
Average Spent	981.26
Spending Potential Index	57
Entertainment/Recreation: Total $	5,993,568
Average Spent	2,543.96
Spending Potential Index	79
Food at Home: Total $	9,696,054
Average Spent	4,115.47
Spending Potential Index	76
Food Away from Home: Total $	6,156,600
Average Spent	2613.16
Spending Potential Index	69
Health Care: Total $	12,115,54,8
Average Spent	5,142.42
Spending Potential Index	82
HH Furnishings & Equipment: Total $	3,768,300
Average Spent	1,599.45
Spending Potential Index	71
Personal Care Products & Services: Total $	1,513,053
Average Spent	642.21
Spending Potential Index	72
Shelter: Total $	31,037,325
Average Spent	13,173.74
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total $	3,956,772
Average Spent	1,679.44
Spending Potential Index	70
Travel: Total $	3,943,956
Average Spent	1,674
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total $	2,047,089
Average Spent	868.88
Spending Potential Index	78

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Climate resilience, specifically floodplain implementation, ensures that regulations reduce the risk of future floods. Every time communities experience flood disasters the community is responsible for paying a portion of repairs and clean up. Building smarter and collaborating with Wisconsin DNR will save Berlin time and money if a flood were to occur.

Opportunities for new growth areas for businesses within the downtown are also critical to the long-term economic stability of the City.

The City should utilize the proposed development area map shown below for future planning. The industrial park is a potential space for the missing middle housing units. Creating these housing units is an important step to creating places that residents want to occupy.

Proposed Development Areas

Opportunities for new growth areas for businesses within the downtown are critical to the long-term economic stability of the City. As demonstrated in the public engagement and the community housing survey there is a need for experience-based businesses in the City. These businesses include amenities for residents and housing options. The Downtown needs a public meeting place such as a Market square that will create an outdoor space for all seasons that the community can benefit from. Creating an outdoor space for pedestrians to occupy will increase the number of people visiting the downtown.

Map 1 found on the next page depicts the areas for downtown core-placemaking improvements. Redevelopment, façade improvements, infill, and parking lot improvements in the Downtown Development Analysis propose improvements at a high-level. The Downtown Development Analysis has not been vetted through a public engagement process, thus each element in the map needs to be further discussed through community engagement. The following provides topics that need to be considered before implementation can take place.

Chapter 4 Implementation

the recommended initial priority is high, medium, low. Next, the time period for action was listed as less than 1 year, 1-3 years, and 3- 5 years. Finally, the last column lists the responsible party and/or potential partner(s). This implementation matrix is intended to be a living document that is updated by City Staff.

Conclusion

Collecting data from the community through surveys and public workshop opportunities provided an overview of what the community values in the City of Berlin and opportunities for improvement. When asked what residents would like to see Berlin focus on for the future, the community consensus is an improved downtown image.

Berlin is facing housing affordability challenges because of the lower median income and desire for multiple bedroom housing. To correct this challenge and address the need for additional rental units, Berlin should look at other options. Multifamily residential is a growing sector which is well-suited to Berlin, specifically downtown. Locating multifamily units in downtown or infill areas just outside of the downtown helps create an 'edge' and increases customer traffic.

Like many other Wisconsin communities, Berlin is facing a stagnate population growth. Determining what sets Berlin apart from other communities is key to retaining the current population and attracting new people to live and work in Berlin. The City has an opportunity to attract residents or economic activity with the daily commuters who traverse the City's extents.

The implementation matrix provides a list of goals and recommendations informed by public feedback that will guide the community to address current and future housing and economic development needs. This document will serve as a guide that will require City leaders, staff, local groups and the community to work together.

Housing Strategy Implementation Matrix

Goals and Recommendations			Recommended Initial Priority	Timeframe	Responsibility and Partners
Housing					
Goal 1		**Increase Housing Options and Availability of Housing in the City and assist homeowners with energy efficiency updates to existing homes.**	**Recommended Initial Priority**	**Timeframe**	**Responsibility and Partners**
	1	Promote existing housing improvement programs and explore additional funding sources.	Low	1 to 3 yrs.	City,WHEDA
	2	Concentrate on Infill Development. Create a list of vacant lots and provide to developers.	High	1 to 3 yrs.	City, Housing Committee
	3	Increase housing opportunities for senior citizens within proximity to the Downtown and other amenities.	Medium	1 to 3 yrs.	City, Developer
	4	Consider opportunities for new multi-family residential in downtown and central city.	High	1 to 3 yrs.	City, Housing Committee
Housing					
Goal 2		**Modernize Zoning Code with a full re-write to create a clear, consistent, and user-friendly zoning code with a lens of removing barriers to housing.**	**Recommended Initial Priority**	**Timeframe**	**Responsibility and Partners**
	1	Allow Accessory Dwelling Units in R-1 & R-2.	High	1 to 3 yrs.	City, Zoning partner
	2	Allow additional housing types in R-1 & R-2 districts such as zero lot line duplexes.	High	1 to 3 yrs.	City, Zoning partner
	3	Reduce minimum and maximum lot sizes in the R-1 & R-2 districts.	High	<1 yr.	City, Zoning partner
	4	Reduce residential zoning districts.	High	1 to 3 yrs.	City, Zoning partner
	5	Consider new mixed-use zoning district.	High	1 to 3 yrs.	City
Housing					
Goal 3		**Explore housing Development in Northeast Industrial Park.**	**Recommended Initial Priority**	**Timeframe**	**Responsibility and Partners**
	*	*Verify with Attorney - review covenants to understand land use can be changed.*	High	<1 yr.	City Attorney
		Recommendations if land use can be changed:			
		(Required) Update the future land use map to reflect residential.	High	<1 yr.	City
	1	Work with a developer/builder to build new subdivision in the Northeast Industrial Park.	Medium	1 to 3 yrs.	Planning and Development Department
	2	Include new zoning in park to focus on small lots, minimum set backs and zero lot line.	High	<1 yr.	City, Zoning partner

Economic Development					
Goal 2	**Enhance the Downtown to make it a more desirable place to spend time and connect to the Fox River.**		**Recommended Initial Priority**	**Timeframe**	**Responsibility and Partners**
	1	As improvements are made in the downtown, specifically highway reconstruction, consider new amenities in the downtown area.	High	3-5 yrs	City, WisDOT
	2	Collaborate with School District to create opportunities to enhance downtown through public art, volunteering, and other school-age-appropriate opportunities.	Low	1 to 3 yrs.	City Berlin School district
	3	Encourage businesses to creatively activate the street. (Examples: outdoor places for people to sit, utilizing colorful window displays, or outdoor dining).	High	1 to 3 yrs.	City
	4	Collaborate with downtown property owners to organize seasonal clean-up/beautification days.	Low	1 to 3 yrs.	City, Downtown property owners
	5	Identify traffic and pedestrian safety issues at the intersections along Broadway/Huron Street.	High	1 to 3 yrs.	City, WisDOT
	6	Identify a project to utilize AARP Small Dollar Big Impact Grants.	Medium	<1 yr.	City, AARP
	7	Maintain and/or create the downtown core-placemaking area between South Brooklyn and North Adams.	High	<1 yr.	City
	8	Create a pocket park or other central downtown space to enhance the pedestrian experience.	High	1 to 3 yrs.	City, Volunteer organizations
	9	Buildings along the Broadway/Huron should have zero setbacks to have the buildings as close to the street as possible. Parking should be in the back of the buildings. (Update Zoning Code)	High	1 to 3 yrs.	City
	10	Develop a local arts fund that can assist private property owners with incorporating public art into their buildings and site. CreateWisconsin.org is an arts-based organization with additional resources.	Low	3-5 yrs	City, Create Wisconsin
	11	Buildings should be at least two stories tall.	Low	3-5 yrs	City
	12	Consider electric vehicle charging stations within the downtown corridor.	High	1 to 3 yrs.	City, WIEV, NEVI
	13	Install landscaping in parking lots to help with public realm enclosure.	Medium	<1 yr.	City, Local Businesses
	14	Reimagine parking lots with landscaping and public art.	Low	3-5 yrs	City
Economic Development					
Goal 3	**Continue investment in Berlin's critical infrastructure such as roads, parks, and public safety assets, with a focus on safety and efficiency in service delivery.**		**Recommended Initial Priority**	**Timeframe**	**Responsibility and Partners**
	1	Apply for public improvements grant(s) (example: CDBG Public Facilities grant).	Medium	1 to 3 yrs.	City, Consulting partner
	2	Improve the overall safety of roads and crossings for motorists, cyclists, and pedestrians.	High	1 to 3 yrs.	City
	3	Continue to maintain and promote the City's infrastructure, public spaces, and public safety assets.	High	1 to 3 yrs.	City
	4	Improve walkability throughout the City through improved infrastructure and increase signage to alert pedestrians and motorists to these routes.	High	1 to 3 yrs.	City
	5	Prioritize Actions and Strategies from City's Comprehensive Outdoor Recreation Plan (CORP).	Low	1 to 3 yrs.	City
	6	Implement recommendations from the Housing and Economic Development Strategy's Community-Wide Recommendations Map & Downtown Development Analysis Map.	High	1 to 3 yrs.	City
	7	Improve signage and wayfinding throughout the city, including signage for public parking locations on main street.	Low	3-5 yrs	City
	8	Apply for recreation grant(s) (example: DNR Knowles-Nelson Stewardship program).	Low	3-5 yrs	City, Grant partner

Economic Development						
Goal 7	**Create a position at the city to manage economic development, the potential BID, and the proposed CDA/RDA.**			**Recommended Initial Priority**	**Timeframe**	**Responsibility and Partners**
		1	Attract a grocery store to Berlin.	Medium	3-5 yrs	City
		2	Target blighted areas for infill and redevelopment (utilize development analysis maps). - Identify reasons why some properties are not being maintained. - Identify priority code enforcement issues while recognizing the community's health and aesthetic priorities and the City's financial constraints.	High	1 to 3 yrs.	(WEDC's) Idle Sites Redevelopment Program
		3	Consider supporting a downtown developer with a Community Development Investment (CDI) grant from WEDC.	Low	3-5 yrs	City, WEDC
		4	Compile a list of possible redevelopment sites and meet with property owners to create a strategy for redevelopment. Use the list to annually meet with potential developers.	Medium	1 to 3 yrs.	City
		5	Create a Façade Improvement Grant.	Low	3-5 yrs	City, Local investors
		6	Attracting additional small employers to available properties in the North Business Park to help diversify and promote future employment growth in the community.	Medium	3-5 yrs	City
		7	Work with potential businesses to find the right property and location for their business.	Low	3-5 yrs	City,U.S. Small Business Administration
		8	Gain an understanding of existing industry needs and ensure local and state economic development partners focus on those needs.	Low	3-5 yrs	City
		9	Collaborate with downtown property owners to organize seasonal clean-up/beautification days.	High	1 to 3 yrs.	City
		10	Maintain and leverage current WEDC Connect Community status and explore becoming a Main Street Community.	Medium	1 to 3 yrs.	City, WEDC
		11	Utilize funding from TIF Affordable Housing Extension to support second story rehab in downtown (rental must meet affordable definition).	High	1 to 3 yrs.	City
		12	Complete business retention visits for local employers, and consider conducting visits at a reasonable rate (i.e. one per month).	High	1 to 3 yrs.	City, Local Businesses
		13	In coordination with technical colleges, business organizations and civic groups, coordinate a regular business education series addressing topics of interest to local small businesses.	Low	3-5 yrs	City, Tech college
		14	Create an inventory of vacant buildings and land in the downtown.	High	<1 yr.	City
		15	Create a marketing brochure to promote available sites within the corridor.	Low	3-5 yrs	City, Marketing coordinator
		16	Undertake Blight Determination for the area(s) east of the Fox River. - Create specific funding opportunities for area.	High	1 to 3 yrs.	City
		17	Work towards businesses staying opening after 6:00 pm includes hosting events or special activities drawing people to downtown.	Medium	1 to 3 yrs.	City, Local Business owners