

Memo

To: Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: DISCUSSION RE: VILLAGE STANDING COMMITTEES (T. Fuller)

Date: 15 March 2024

Staff is proposing a few changes to some of our standing committees. Our committees are filled with dedicated resident volunteers who are passionate about Allouez. The intent behind the proposed changes is to be respectful of the committee members' time, provide better clarity on the intent and mission behind each group, and make time for training opportunities where appropriate, all while still providing an equal or better level of service to the Village Board and Allouez residents.

Proposed changes to Historic Preservation Commission and Board of Appeals center on providing training opportunities and clarifying the focus of each group. Both of these changes do not require Village Board approval or an ordinance amendment. However, staff would like Village Board input.

Proposed changes to the Economic Development Committee would be to dissolve the group and replace it with a similar organization, but with a more forward facing approach to the business community. This proposed change would require an ordinance amendment. I have highlighted below the current roles and authority of the Economic Development Committee and the proposed roles and authority of a Business Ambassador Program. Staff will provide further explanation at the meeting. If the Village Board supports this change, staff will prepare an ordinance amendment for a future meeting.

Economic Development Committee

- Advertised description: *This committee acts as an advisory committee to the Village Board and staff for the continual improvement of the economic climate in Allouez, consistent with the existing residential character of the community. Primary focus will be placed on business retention, business expansion, business recruitment, and business networking opportunities.*
- Authority derived in Chapter 5, Administration of Government, of the Village Code of Ordinances § 5-9D(4): *The Economic Development Committee shall consist of six regular members and three alternate members, none of whom shall hold any other public office in the Village, and one Village of Allouez Trustee. Regular members shall be appointed to three-year terms, except that initial appointments shall be for two three-year terms, two two-year terms, and two one-year terms. Alternate members shall be appointed to three-year terms, except that initial appointments shall be for one three-year term, one two-year term, and one one-year*

term. The appointment for the Village of Allouez Trustee shall be made annually along with the appointments of the other Village Trustees who serve on committees/boards/commissions.

- Serves as an appointed advisory committee to the Village Board of Trustees – provides recognized recommendation authority.
- Meetings are noticed and open to the public.

Business Ambassador Program

- Advertised description: *The ambassador acts as a representative for the village for the continual improvement of the economic climate in Allouez, consistent with the existing residential character of the community. Primary focus will be placed on business retention, business expansion, business recruitment, and business networking opportunities.*
- Authority would be created by policy of the Village Board.
- A policy versus ordinance created program would allow for flexibility in terms of meetings and number of members.
 - Members could go out in groups to visit businesses and meet afterwards for informal summaries. Information shared by businesses to ambassadors could be shared a bit more freely among fellow ambassadors and staff at meetings.
 - The maximum number of ambassadors is proposed to be 15, but would likely fluctuate over time. Members would still be approved by the Village Board and held to similar attendance and conduct standards as committee members. A minimum number of individuals would not be needed to hold a meeting, as a quorum would not be required.
- Staff would present at 4-6 meetings per year with similar information that is currently presented on development projects, public infrastructure projects, village budget, and other relevant topics such as GBCI efforts. The ambassadors would then be assigned a group of brick-and-mortar businesses in Allouez to visit, share village related information, gather information from the businesses, and be a general welcoming presence to the businesses.
- The Village would host an annual gathering, possibly in conjunction with the Allouez Business Association, for the businesses.