

Memo

To: Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: ACTION RE: ORDINANCE 2024-05, AMENDMENT OF CHAPTER 5, ADMINISTRATION OF GOVERNMENT, ELIMINATING THE ECONOMIC DEVELOPMENT COMMITTEE

Date: 12 April 2024

Staff proposed a few changes to some standing committees at the March 19, 2024 Village Board meeting. 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. Out of these changes, only the change to the Economic Development Committee requires an ordinance amendment.

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. Staff has highlighted below the current roles and authority of the Economic Development Committee and the proposed roles and authority of a Business Ambassador Program. This proposed change would require an amendment to one of our Charter Chapters of our Village Code (see attached ordinance amendment).

The Economic Development Committee was created in 2008, however, it is a part of our "Charter Ordinances" and, therefore, requires a 60-day delay in passage and public notice. During this time, staff would like to work with the current Economic Development Committee and the Village Board in finalizing the framework of the proposed replacement group of the committee, the Business Ambassador Program. Staff has provided the framework that has been discussed at the committee level to date. Additional items to be considered include:

- Involvement of the Village Board
- Involvement of the Allouez Business Association
- Development of a mission statement
- Development of measurements for success
- Finalizing founding members

Staff recommends approval of the ordinance amendment and moving forward with the creation of the Business Ambassador Program.

The Village Board is asked to discuss the ordinance amendment and the Business Ambassador Program and to approve the ordinance amendment, which would dissolve the Economic Development Committee.

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

- An ambassador will support and promote local businesses and connect them with the resources through the Village of Allouez to help them grow and thrive. An 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.
- 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.
- Future growth opportunities:
 - The Village would host an annual gathering, possibly in conjunction with the Allouez Business Association, for businesses.
 - Expand the number of Ambassadors from 15.
 - Create different levels of volunteer participation in the program – Connector level and Mentor level. Connectors act as general advocates for the Allouez community and economic development. Mentors would be paired with a specific business compatible with the Mentor's interest, expertise and experience to provide peer-to-peer support.

CHARTER ORDINANCE NO. 2024-05

**AN ORDINANCE RELATING TO THE ORGANIZATION OF THE VILLAGE
§5-9 (B.) BOARDS, COMMISSIONS, AND COMMITTEES
REMOVE ECONOMIC DEVELOPMENT COMMITTEE**

The Village Board of the Village of Allouez, Brown County, Wisconsin, does ordain as follows:

SECTION 1. That this Ordinance shall constitute a charter ordinance as defined by §66.0101(1m), Wisconsin Statutes, and shall not take effect until sixty days after its passage and publication as a Class 1 notice; and, in the event that within such sixty-day period a Petition signed by a number of electors of the Village equal to not less than 7% of the votes cast within the Village of Allouez for Governor at the last general election shall be filed in the office of the Clerk-Treasurer of this Village demanding that this Ordinance be submitted to a vote of the electors, this Ordinance shall not take effect until submitted to a referendum and approved by a majority of the electors voting thereon.

SECTION 2. That the Code of Ordinances of the Village of Allouez is hereby amended to read as follows:

§5-9 Boards, Commissions, and committees.

B. Creation. The following boards, commissions and committees are created to perform such duties as required by the Wisconsin Statutes, rules and regulations, the Village ordinances, and as determined by the Village Board from time to time:

(1) Village Plan Commission is established under the provisions of §62.23(1), Wis. Stats., and hereby vested with such authority as specified in state statutes.

(2) Parks, Recreation and Forestry Committee.

(3) Public Works Committee.

~~**(4) Economic Development Committee.**~~

~~**(4) (5)**~~ Board of Appeals.

~~**(5) (6)**~~ Board of Review.

~~**(6) (7)**~~ Ethics Board.

~~**(7) (8)**~~ Historic Preservation Commission.

SECTION 3. That pursuant to §66.0101(2)(a), Wis. Stats., the enactment of this charter ordinance requires a two-thirds vote of the members-elect of the legislative body of the Village.

Dated this 16th day of April, 2024.

James F. Rafter, Village President

ATTEST:

Carrie Zittlow, Village Clerk