



**Business Improvement
District
Regular Meeting
Minutes**

205 S Webster Ave
Omro, WI 54963
www.omro-wi.com

Barbara J Van Clarke
(920) 685-7000

Tuesday, July 21, 2026

9:00 AM

Council Chambers

Call to Order

Board Members Present: Roberta Wenzel Adams, Deanna Freeman, Steve Zink.
Board Members Absent: Justin Schmick, Nicole Bos, Rodger Manock and Robert Mohr.
Staff/Others: Kaija Snyder (City Administrator), Barbara J. Van Clarke (City Clerk), Jess Wildes (Interim City Administrator) and Alicia Wenger (GOEDC)

**Welcome and Introduction
of New City Administrator
Kaija Snyder**

The new City Administrator, Kaija Snyder, introduced herself to the board members present and the presenter from GOEDC, Alicia Wenger.

**Oath of Office
Administered to Board
Members**

Oaths will be done at the next meeting when a quorum is present.

**Review of Timeline for BID
2027 Operating Plan**

This item will be placed on the next agenda.

2027 BID Operating
Plan Timeline

Adoption of Minutes

06/16/2026 BID
Meeting Minutes

The minutes will be presented for approval at the next meeting.

**SPARK
Presentatio
n**

Downtown Revitalization / SPARC Planning Presentation

July 2026

Meeting Status

A quorum of the Business Improvement District Board was not present; therefore, no official meeting was convened, no business was conducted, and no action was taken. Those members and guests in attendance proceeded with an informational presentation regarding downtown

redevelopment opportunities.

SPARC Downtown Revitalization Presentation

Representatives provided an overview of the Strategic Planning and Revitalization for Communities (SPARC) Program completed for the City of Omro through East Central Wisconsin Regional Planning Commission and Ayres Associates. The purpose of the project was to build upon previous downtown planning efforts and develop a conceptual vision for revitalization of the South Webster Avenue corridor extending from the Fox River pedestrian bridge to West Huron Street.

Project Goals

The presentation emphasized several long-term objectives:

- Strengthen downtown as a destination for residents and visitors.
- Increase pedestrian activity and business visibility.
- Create attractive gathering spaces for community events.
- Improve traffic circulation and pedestrian safety.
- Encourage private investment and redevelopment.
- Position the City to pursue future grant funding.

The consultants noted that the plan is intended to serve as a visioning document rather than a final engineering design. It provides concepts that can be implemented incrementally as funding becomes available.

Major Planning Concepts Presented

The conceptual downtown plan included recommendations such as:

- Enhanced streetscape improvements along South Webster Avenue.
- Wider sidewalks to encourage outdoor dining and pedestrian activity.
- Additional landscaping, trees, decorative lighting, and street furnishings.
- Improved pedestrian connections between the downtown and the Fox River.
- Creation of flexible public gathering spaces for festivals and community events.
- Redevelopment opportunities for underutilized and vacant properties.
- Additional residential development to increase downtown activity.
- Future redevelopment of the former Dollar General property.
- Long-term relocation of Public Works facilities to free additional redevelopment opportunities.

Discussion Highlights

Following the presentation, attendees engaged in an informal discussion regarding the concepts.

Topics discussed included:

Parking

Discussion centered on balancing redevelopment with maintaining adequate downtown parking.

Comments included:

- Importance of preserving convenient parking for existing businesses.
- Opportunities to reorganize parking more efficiently.
- Possibility of replacing surface parking with mixed-use redevelopment.
- Need to consider ADA accessibility requirements.
- Importance of ensuring parking remains convenient for downtown visitors and businesses.

Downtown Events

Attendees expressed strong support for creating more flexible public gathering areas that could accommodate:

- Farmers Markets
- Festivals
- Community celebrations
- Outdoor dining
- Live entertainment
- Seasonal events

Participants felt these improvements could significantly increase pedestrian traffic and business activity downtown.

Streetscape Improvements

Discussion included:

- Decorative lighting
- Street trees
- Landscaping
- Public art
- Wayfinding signage
- Gateway features at the entrance to downtown
- Enhanced pedestrian connections to the Fox River

Attendees agreed these improvements would improve the overall appearance and identity of downtown Omro.

Economic Development

Discussion emphasized:

- Redevelopment of vacant or underutilized properties.
- Attracting additional retail, restaurants, and housing.
- Creating an environment that encourages private investment.
- Using the conceptual plan as a marketing tool for prospective developers.

Several participants noted that a coordinated long-term vision gives developers greater confidence in future investment opportunities.

Funding Opportunities

Representatives reviewed numerous potential grant programs that could assist implementation of the downtown vision, including:

- Wisconsin Economic Development Corporation (WEDC)
 - Idle Sites Redevelopment
 - Community Development Investment (CDI)
 - Vibrant Spaces
 - Small Business Development Grants
- T-Mobile Hometown Grants
- Alliant Energy Community Grants
- AARP Livable Communities Grants
- Wisconsin Arts Board
- National Endowment for the Arts
- USDA Community Development Programs
- WHEDA financing opportunities
- Oshkosh Area Community Foundation grants

It was noted that many projects could be phased over several years while leveraging multiple grant opportunities.

Future Planning

Discussion also included:

- Incorporating downtown projects into future City capital improvement planning.
 - Identifying projects that could be implemented incrementally.
 - Continuing collaboration between the City, BID, ECWRPC, and redevelopment partners.
 - Developing priorities for grant applications over the next several budget cycles.
 - Considering wayfinding signage and branding initiatives as early implementation projects.
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General Consensus

Those present expressed appreciation for the conceptual planning work and agreed the vision provides a strong foundation for future downtown redevelopment. Participants recognized that implementation will require continued collaboration, strategic prioritization, and pursuit of outside funding over multiple years.

No formal recommendations were made, and no votes were taken due to the lack of a quorum.

Presentation

Documents

Marketing of Facade Improvement Grant Program

Marketing Documents

Adjournment

There was no formal motion to adjourn as the presentation was the only item on the agenda to be completed due to lack of quorum.