



PROCEEDINGS OF THE BELOIT CITY COUNCIL

Special Meeting

100 State Street, Beloit, WI 53511

Monday, March 23, 2015

Presiding: Mark Spreitzer

Present: Sheila De Forest, Charles M. Haynes Regina D. Hendrix, Ana Kelly, Chuck Kincaid, and David F. Luebke

Absent: None

1. Councilor Spreitzer called the meeting to order at 6:33 p.m. in the Forum at Beloit City Hall. Councilor Spreitzer indicated that item number 5 would be considered first on the agenda.
5. City Manager Larry Arft presented a resolution approving a First Amendment to the **Intergovernmental Agreement** between the City of Beloit, the County of Rock, and the Ho-Chunk Nation. Mr. Arft indicated that this is a simple extension of agreement for three more years which will allow time for the Department of the Interior to complete the review of the application for a casino in Beloit. Ho-Chunk Nation President John Greendeer thanked the City Council on behalf of the Ho-Chunk Nation for extending the agreement and supporting the casino project. Councilor Luebke made a motion to adopt the resolution, and Councilor Kelly seconded. The motion carried 7-0. File 8525
2. Community Development Director Julie Christensen presented a resolution authorizing the City Manager to apply for **Community Development Block Grant – Emergency Assistance Program Funds** for a Rock River shoreline stabilization project on the west side of the Rock River. Councilor Spreitzer opened and closed the public hearing without participation. Councilor De Forest asked if the City still qualifies for funds from the 2008 floods. Ms. Christensen said that the City was asked to apply again because there were funds left over. She said that this project is the only eligible project in the City. Councilor Haynes made a motion to adopt the resolution, and Councilor Hendrix seconded. The motion carried 7-0. File 8391
3. Economic Development Director and Greater Beloit Economic Development Corporation Executive Director Andrew Janke presented the **City and Vision Partner's Rebranding Program**. He indicated that the Greater Beloit Economic Development Corporation, the Downtown Beloit Association, the Greater Beloit Chamber of Commerce, and Visit Beloit have all deployed this new branding program. Councilor Luebke complimented the organizations for the way they have rebranded their organizations, but he said that he sees an "8" instead of a "B" for Beloit. Councilor De Forest said that she likes the colors in the logo but that she still sees an "8" and that the letterhead looks outdated. Councilor Kelly expressed concerns about how the logo would look in grayscale and shrunk. She said that she sees an "8" as well. Mr. Janke asked the Council if they want to continue with the current "flying B" logo or if they want to start the rebranding process over. Councilor Haynes said that he can see a "B" and an "8" and that the logo is abstract. He suggested the font be changed. Councilor Spreitzer spoke in favor of the new logo, saying that it is no less clear than the current "flying B." He said that there is strength in the unity between the five Vision Partners and suggested that the Council approve implementation of the logo. Councilor Kincaid said that he supports hiring another company to develop a new logo that is compatible with those of the other Vision Partners. Councilor Hendrix said that she likes the colors and that the logo is compatible with the School District's logo. Mr. Janke said that they could attempt to tweak the City's logo but that there are no financial resources available to start over. Mr. Arft said that implementation of the logo would likely be over time as equipment is replaced or repainted. Most of the Councilors indicated that they may be happy with a "tweaked" version of the logo, and Mr. Arft said that staff would try to tweak the logo and bring it back to the Council for review. File 8680

4. Mr. Arft presented a resolution authorizing the City Manager to enter into an **Intergovernmental Agreement** between Rock County and the City of Beloit regarding County Hwy G (Prairie Avenue) between Huebbe Parkway and Philhower Road. Mr. Arft said that portions of the road are in the City and portions are in the Town of Beloit and that the County will pay to rebuild the section to urban standards. Mr. Arft said that the County will maintain jurisdiction and the City will pay to maintain the road. Councilor Haynes made a motion to adopt the resolution, and Councilor Kincaid seconded. The motion carried 7-0. File 8558
6. Mr. Janke presented a resolution approving **Farm Lease Extension** between the City of Beloit and Jason Henschler for 1901 and 2001 Gateway Boulevard and 3611 Clinic Road. Councilor De Forest made a motion to adopt the resolution, and Councilor Haynes seconded. The motion carried 7-0. File 8662
7. At 7:34 p.m., Councilor Hendrix made a motion to adjourn the meeting. Councilor Hendrix seconded, and the motion carried.



Rebecca Houseman LeMire, City Clerk

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Date Approved by Council: April 6, 2015