

Guiding Principles and Operational Guidelines for the City of Sheboygan Redevelopment Authority (RDA)

Mission Statement

The Sheboygan Redevelopment Authority (RDA) is dedicated to fostering sustainable economic growth, revitalizing blighted areas, and enhancing community welfare through transparent, ethical, and inclusive redevelopment practices in accordance with Wisconsin Statutes, Chapter 66.1333.

Guiding Principles

1. Community-Centered Development

- Prioritize projects that enhance the quality of life for Sheboygan residents, promote access to opportunities, and preserve the city's cultural and historical identity.
- Engage stakeholders, including residents, businesses, and community organizations, to ensure redevelopment reflects community needs and aspirations.

2. High Ethical Standards

- Uphold the highest standards of ethics, ensuring all actions are conducted with fairness, impartiality, and accountability.
- Adhere to Wisconsin's Code of Ethics for Public Officials (Wis. Stat. § 19.41 et seq.), prioritizing public interest over personal gain.
- Review and sign the code of ethics for the RDA annually.

3. Transparency and Accountability

- Maintain open communication with the public by providing accessible information on projects, decisions, and financial activities.
- Ensure all meetings and records comply with Wisconsin's Open Meetings Law (Wis. Stat. § 19.81–19.98) and Public Records Law (Wis. Stat. § 19.31–19.39).

4. Fiscal Responsibility

- Manage public funds and resources prudently, ensuring cost-effective and sustainable redevelopment initiatives.
- Provide financial reports to the public to maintain trust and accountability.

Operational Guidelines

1. Governance and Structure

- **Composition:** The Authority shall consist of 7 members (as per Wis. Stat. § 66.1333(3)) appointed by the Mayor and approved by the Common Council, including representatives with expertise in urban planning, economic development, banking, law, accounting, real estate, and community engagement.
- **Meetings:** Regular meetings shall be held the first and third Wednesday of the month typically at 7:45 am, with special meetings as needed, in compliance with Wisconsin's Open Meetings Law. Agendas and minutes shall be publicly posted in advance.

2. Ethical Considerations

a. Confidentiality

- **Protection of Sensitive Information:** Members and staff shall safeguard confidential information, including proprietary business data, personal resident information, and preliminary project details, in accordance with Wisconsin's Public Records Law exemptions (Wis. Stat. § 19.35).
- **Disclosure Protocols:** Confidential information may only be shared with authorized personnel and only when necessary for project execution. Unauthorized disclosure is prohibited and may result in disciplinary action.

b. Conflict of Interest

- **Disclosure Requirements:** Members and staff must disclose any financial or personal interests that may influence or appear to influence their decisions, as required by Wis. Stat. § 19.46.
- **Recusal:** Any member with a conflict of interest shall recuse themselves from discussions, deliberations, and votes on related matters. A conflict exists when a member, their immediate family, or associated business stands to gain financially or otherwise from a decision.
- **Members or family member:** Members of the RDA and their family members shall be ineligible for loans and/or grants under any program the RDA has purview over.

c. Transparency

- **Public Access:** All non-confidential documents, including project plans, budgets, and contracts, shall be made available to the public via the City's website and upon request.

3. Project Development and Implementation

- **Project Selection:** Projects shall be selected based on alignment with the city's comprehensive plan, economic impact, and community benefit. A scoring matrix provided by staff shall be used to evaluate proposals objectively.
- **Partnerships:** Collaborate with private developers, business owners, nonprofits, and government agencies to leverage resources while maintaining public oversight.
- **Compliance:** Ensure all projects comply with Wisconsin Statutes (e.g., Wis. Stat. § 66.1333 for redevelopment authorities) and local ordinances.

4. Monitoring and Evaluation

- **Performance Metrics:** Establish clear metrics for project success, including economic impact, job creation, and community benefits.
- **Regular Reviews:** Conduct quarterly reviews of ongoing projects to assess progress, address challenges, and ensure alignment with Authority goals.

Implementation

- **Adoption:** These guidelines shall be formally adopted by the Sheboygan Redevelopment Authority and reviewed annually to ensure relevance and compliance with state laws.
- **Training:** All members and staff shall receive annual training on ethics, Wisconsin's Open Meetings and Public Records Laws, and redevelopment best practices.
- **Enforcement:** Violations of these guidelines, particularly ethical standards, shall be investigated by an independent ethics committee appointed by the Common Council, with appropriate disciplinary measures applied.

Contact Information

For inquiries or to access records, contact the Director of Development, Taylor Zeinert, at TZ1388@sheboyganwi.gov or 920-459-3383.