

1987 Assembly Bill 427

Date of enactment: **November 25, 1987**  
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## 1987 Wisconsin Act 109

AN ACT to create 15.157 (7), 20.143 (1) (dr), 560.081 and 560.082 of the statutes, relating to establishing a state main street program, creating a council on main street programs and making an appropriation.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

SECTION 1. 15.157 (7) of the statutes is created to read:

15.157 (7) COUNCIL ON MAIN STREET PROGRAMS. (a) There is created in the department of development a council on main street programs, consisting of the following 11 members appointed for 3-year terms:

1. The secretary of development or his or her designee.
2. The director of the historical society or his or her designee.
3. One member representing the Wisconsin downtown action council or a similar organization.
4. One member representing a local chamber of commerce or similar organization.
5. One member representing the Wisconsin trust for historic preservation or a similar organization.
6. One member representing a city, village or town.
7. One member representing the planning profession.

8. One member representing the architectural profession.

9. One member representing the financial community.

10. Two members representing the business community.

(b) 1. At least 3 of the members appointed under par. (a) 3 to 10 shall own or operate a business in a business area, as defined in s. 560.081 (1) (a).

2. At least 5 of the members appointed under par. (a) 3 to 10 shall have experience in business area revitalization, as defined in s. 560.081 (1) (a) and (c).

3. The members appointed under par. (a) 3 to 10 shall be appointed to provide geographic diversity to the council.

(c) The secretary of development shall designate an employe of the department of development to serve as nonvoting secretary for the council.

SECTION 2. 20.005 (3) (schedule) of the statutes: at the appropriate place, insert the following amounts for the purposes indicated:

		<u>1987-88</u>	<u>1988-89</u>
<b>20.143</b>	<b>Development, department of</b>		
(1 )	ECONOMIC AND COMMUNITY DEVELOPMENT		
(dr)	Main street program	GPR A 37,500	170,000

SECTION 3. 20.143 (1) (dr) of the statutes is created to read:

20.143 (1) (dr) *Main street program.* The amounts in the schedule to establish and operate the state main street program, created under s. 560.081.

SECTION 4. 560.081 of the statutes is created to read:

**560.081 State main street program.** (1) In this section:

(a) "Business area" means a commercial area existing at the time services under the state main street program are requested and having historic significance.

(b) "Municipality" means a city, village or town.

(c) "Revitalization" means the process of engaging in activities to increase economic activity, while preserving and building upon a location's historically significant characteristics.

(2) The department shall establish and administer a state main street program to coordinate state and local participation in programs offered by the national main street center, created by the national trust for historic preservation, to assist municipalities in planning, managing and implementing programs for the revitalization of business areas. The department shall do all of the following:

(a) Enter into contracts to obtain business area revitalization services provided by the national main street center.

(b) Employ, in the state classified service, staff for the state main street program.

(c) With help from the council on main street programs and from interested individuals and organizations, develop a plan describing the objectives of the state main street program and the methods by which the department shall:

1. Coordinate the activities of that program with private and public sector revitalization of business areas.

2. Solicit and use private sector funding for revitalization of business areas.

3. Help municipalities engage in revitalization of business areas.

(d) Coordinate with other state and local public and private entities which provide services to municipalities undertaking projects for the revitalization of business areas.

(e) Select, upon application by the municipality, 15 municipalities to participate in a state main street pilot program. The department shall commence the pilot program for 5 of those municipalities in each of 3 consecutive years. The pilot program for each municipality shall conclude after 3 years. The department shall select pilot program participants representing various geographical regions and populations.

(f) For use in selecting the participants in the state main street pilot program under par. (e), develop

objective criteria relating to at least the following issues:

1. Private and public sector interest in and commitment to revitalization of a business area selected by the municipality.

2. Potential private sector investment in a business area selected by the municipality.

3. Local organizational and financial commitment to employ a pilot program manager for not less than 3 years.

4. Local assistance in paying for the services of a design consultant recommended by the council on main street programs.

5. Local commitment to assist in training persons to direct activities related to business areas in municipalities which do not participate in the state main street pilot program.

(g) After the end of the 36th month commencing after the department begins the state main street pilot program described in par. (e), expand the state main street program to include, upon application, other municipalities demonstrating a commitment to participate in the program.

(h) Provide training, technical assistance and information on the revitalization of business areas to municipalities which do not participate in the state main street program.

(i) Provide the following to the governor and to the presiding officer of each house of the legislature:

1. An annual report on the effects of the state main street program.

2. No later than January 1, 1991, a comprehensive evaluation of the state main street pilot program.

SECTION 5. 560.082 of the statutes is created to read:

**560.082 Council on main street programs.** The council on main street programs shall do all of the following:

(1) Help the secretary develop a plan to operate the state main street program, and review the effectiveness of and recommend to the secretary procedures to improve that program.

(2) Recommend to the secretary municipalities to participate in the state main street pilot program under s. 560.081 (2) (e).

SECTION 6. **Nonstatutory provisions.** (1) APPOINTMENTS. The first members of the council on main street programs, created under section 15.157 of the statutes by this act, shall be appointed as follows:

(a) Three members listed under section 15.157 (7) (a) 3 to 10 shall be appointed for terms ending July 1, 1989.

(b) Three members listed under section 15.157 (7) (a) 3 to 10 shall be appointed for terms ending July 1, 1990.

(c) Three members listed under section 15.157 (7) (a) 3 to 10 shall be appointed for terms ending July 1, 1991.

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(2) POSITION AUTHORIZATION. The authorized FTE positions for the department of development are increased by 1.5 FTE GPR positions on April 1, 1988, for the purpose of administering the state main street program created by this act.

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