

## Downtown Business Improvement District Board Meeting

March 7th, 2023

BID board meeting at City of Stevens Point Conference Room, 1515 Strongs Ave, Stevens Point WI 54481

Call to order by Jeanna at 2:36

### 1. Roll

#### **Present:**

Hannah Cutler

Mike Beacom

Jeanna Trzbiatowski

Brian Cummins

Rosalind Kealiher

Chris Kleismith

Mark Christianson (04/14 birthday)

### 2. Members of the public to address the board of directors: No public comments

### 3. Follow-up from Main Street Pre-Application Visit and Main Street Application Update

Biggest takeaways: Timeline to hire a staff person is not fluid, we have 6 mos., if not hired, definitely need to have job description and preparation to hire.

Need to develop strategic plan

We are already a "Connected Community" and have resources

Must decide if we do the application this year or next year

No more than 50% of finances can come from one funding source

Most successful programs have a non profit arm

Regarding Main Street Program- we may be ineligible

Mark sees this as challenging, Hannah also left the meeting believing it's not a possibility this year. Brian-No loss if we apply and get rejected. Mike's concern-don't want to feel pressure to make decisions based on program requirements. We would like to meet with Erin from the program to decide if it's worth us submitting the application. If we don't apply, Plan B- we would take time to hire on our own, work on our relationship with the SPA, and get additional funding. Plan C- to consider hiring with a community partner to work for all of us.

Jeanna moves that next week Tuesday from 4:15-5:00 we meet at City Hall to discuss further.

Hannah will see if Erin is available during that time to answer questions to determine if we should apply. Mike and Chris will meet and discuss CVB with Sarah to discuss hiring a joint employee possibility.

Chris-regarding Main St application-other cities have different nuances to their organizational structure

### 4. Update from Downtown Partnership Committee (Stevens Point Alliance, Business Improvement District, City of Stevens Point)

Mark shared about discussion of meeting with SPA-very supportive of hiring staff

Chris shares general tone was that we have a shared capacity in desire of growing/managing downtown. Currently SPA doesn't have volunteer capacity and would like to reduce the strain on business owners. Intended format to coordinate a joint strategic plan to maintain downtown without grant funding. SPA acknowledge may need to change their format (change to 501c3). Discussion on asking for room tax funds. Need to have a specific asks. Funds are available but come with work.

Mike expressed need to work in partnership with SPA,

Downtown partnership committee-city needs to remain committed if they see success. Chris 2022 downtown funding sources. Ideal- to hire a part time downtown manager by Summer/Fall 2023 -Joint strategic Plan for downtown-average full pay \$57,000/part time \$25,366 typical budget \$500,000. Mark-if we don't apply this year-would the MSP be willing to still provide consulting support as we strategize and move forward?

Should we approach the SPA about us joining the MSP and if they should get 501c3? Tabling that discussion so that Tara can share input

**5. Assignment of Downtown Surveying-**

Hannah makes motion we send our survey through SPA and then we move forward to attain more info. Brian Second that.

**6. New business-**Mike shared desire to connect our staff with Waupaca staff-they have an ambitious program, sees a great opportunity for idea sharing.

Farmers Market-also looking to hire a coordinator. Do bring a lot to the downtown.  
Business Summary of what is available in our downtown.

**7. Mike Motions for adjournment Hannah Seconds 3:45pm**