

Meeting began at 2:30

Roll call

Present:

Jeanna Trzebiatowski

Brian Cummins

Mike Beacom

Alderson Christianson

Chris Kleismith

Rosalind Kealiher arrived at 2:34pm

Hannah Cutler arrived at 2:45

Tara Manzke arrived at 2:52

1-Roll call

2-No public comment

3-Main Street Program-we are being recommended, but we won't know till after June 22nd if we are approved.

4-MOU workgroup report, shared annual work plan, hasn't changed since initially shared.

Working on position draft, will be refined as soon as the CVB and city have opportunity to meet.

MOU is just one paragraph that we all agree on, between SPA, BID, SPVB, City

Jeanna-Q-When are we hoping to have this MOU executed? Suggestion posed to sign MOU, and then revisit and refine living Annual Work Plan.

Mike-Q-timeline for hiring and process? Proposing a subcommittee for the hiring process, BID taking initiative. Where do we post the job? A public position, would not be required to have city/state employee obligations. 32 hours dedicated to downtown.

Sarah and Chris meeting Thursday to refine position description

5-Vision update, Jeanna shared what the 5/16 group had sorted out as our priorities.

1-CREATE UMBRELLA BRANDING:

2-Create a volunteer database-goes with email list development and getting residents involved.

3-Extend Lighting beyond main street, also along Clark st.
And use color to extend downtown-painting curbs, sidewalks...etc.

4-Outdoor support-more accessible for DT Businesses to utilize outdoor seating, utilizing sidewalk space and alleys. Boosting sound system and music.

5-Include public restrooms and water in planning development, ID for a timeframe, consider paying for toilet?

*=Difficulty

Tara-Would like to see an ongoing list for brainstorming.

Chris-Will check with Logan if we can share and have a view only "Google Doc"

Regarding Branding:

Quote from Runge Designs, Branding package quote: \$300 to include logo, letterhead, hex values. Brian would like to see portfolio before we make a decision. Are there set colors or downtown?

Historic color palette may be applicable? Are there specific colors used with wayfinding?

Brian will reach out with Leslie Worth, Rosalind will reach out to Elbongurk by next Tuesday?

Branding subcommittee-Brian, Rosalind, Jeanna.

Mark is wondering about public space design and expertise per email from Errin Welty.

Mike and Chris will discuss lighting and restrooms with the city.

Volunteer Database: Tara and Jeanna are going to reach out about SPA and volunteer lists.

Downtown business databases: Tara will be emailing us current business owners of downtown business by next Thursday.

Facebook groups we can tap into? Downtown business and staff page?

6-New Business- Mike would like to see a "Town Hall" type things for business owners and stakeholders. Especially those who are paying taxes to see this happen. An opportunity to log ideas and an open forum. Propose meeting in Fall. Before annual work plan.

Mike-Waupaca has a growing downtown, Mike would like to share what we are doing with them sees them needing a BID.

Jeanna-asking Mark about an update regarding homeless population downtown. Mark-concrete steps of things that are being looked at and considered. There is a private group taking initiative that is still at a place where they need anonymity. Goal of this group is to bring together smaller entities to concentrate efforts to help the situation. Regardless of what the group is, Mike requests that a downtown business owner be a part of the group.

Chris-"Wisconsin Balance of state continuum of care" is a state effort that we can get involved with and may be worth looking into.

Mike-Is there any county plan for homelessness?

Agenda exhausted-meeting adjourned.