



The Downtown Business Improvement District (BID) is established to help support the residents, business owners, organizations, and owners of property within Downtown Stevens Point. The BID boundaries and operating documents may be found at: <https://stevenspoint.com/1296/Business-Improvement-Districts>. Downtown BID meetings are scheduled for the first Tuesday of each month but moved for special circumstances. Additional ad hoc meetings are held as needed. All board meetings of the board are hosted in-person and virtually and are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- Jeanna Trzebiatowski
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time	August 1, 2023 2:30 PM	Location:	City Conference Room 1515 Strongs Avenue, Stevens Point, WI
			<u>OR</u>

[Zoom Teleconferencing](#)

Meeting ID: 878 4320 5467 | Passcode: 105175

By

Computer: <https://us02web.zoom.us/j/87843205467?pwd=Z0NNTWJSdmF2WnBlZWtucnJCeWl5UT09>

By Phone: +1-312-626-6799 (US Chicago)

Opening Section

1. Roll Call.
2. Comments from the public on non-agenda items.
3. Workgroup & Committee Reports
 - A. Downtown MOU Workgroup (Chris K., Hana C., Marc C., Tara M.)
 - B. Main 5:
 - Bathrooms (Mike B., Tara M., Chris K.)
 - Branding (Brian C., Hana C., Rosalind K.)
 - Lighting (Mike B., Chris K.)
 - Outdoor Support (Vacant)
 - Volunteer Database (Tara)

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

C. Community Foundation Special Projects Fund (Jeanna T., Chris K.)

D. City Staff Updates

Discussion and Possible Action

1. Approve meeting minutes from July 11, 2023
2. Main Street Announcement

2:31 pm July 11, 2023 called to order

Roll call:

Jeanna Trzebiatowski

Rosalind Kealiher

Marc Christianson

Hana Cutler

Chris Kliesmith

2:32 Mike Beacom

2:34 Tara Mazke

No public comment

MOU Group-draft awaiting signatures from the group

Update on non profit- received paperwork to get the special project funds started.

At next meeting we need to vote on dollar amount from our budget to start the fund and vote to sign this agreement. See page 7-11 of agenda packet.

Update on our big 5 plans: Lighting plans: need trees in certain areas-there are funding opportunities, Mike and Chris chose high priority areas...trees would require city workers, and trees. BID would financially contribute to lighting itself. Priority to extend markings of downtown. Next steps: More info from Public Works, and the cost.

Bathrooms: locations where bathrooms could be constructed. South East corner and North west corners of the square.

Near bus stop: Long term plan to redo transit transfer center which would include a bathroom facility. Thus we are not considering that location at this time.

Recommendation on decision included scale of buildings downtown as well as brick facade.

Need to consider initial cost as well as long term stocking/cleaning products.

Could we consider working with the parks department to maintain bathrooms? They are currently feeling understaffed, to add managing another bathroom would be a lot.

South west corner of square for drinking fountain.

Next steps: 2 private bids, more discussion with city and shared costs, list of why this would be helpful for the downtown.

Is there a temporary bathroom solution? Not at this time.

Branding-conversation with Nikki, before branding and then set up workgroup discussion to go over branding.

Volunteer data base: Tara, update as new vp of SPA-working with Shawn to have space on current website to volunteer and capture essential info. In upcoming events fliers during "Discover downtown" will have volunteer request forms.

Approve past meeting minutes: Jeanna moved to approve, Hannah seconds, no discussion. Unanimous vote to approve.

Branding workgroup-Brian, Jeanna, Rosalind

Motion by Hana to establish a workgroup, Mike seconds, motion carried with unanimous voting.

Mainstreet resource team, 5th specialist? WEDC comes and visit community and provide support through 4 point approach, economic vitality (operating at full capacity as a district), branding (how we are advertised), design(Appearance, way they are filled), organization (How we leverage volunteers-impact), we have a request for a 5th professional to support us all.

Suggestions: nonprofit and fundraising, streetscape design/wayfinding, parking, traffic flow, Branding, Expansion/cohesive messaging of downtown.

Jeanna motions we request a parking/commuting expert. Mike seconded.

Unanimous vote in favor so motion carries.

Partnership with farmers market:

They are looking at hiring an executive director. Currently an opportunity for growth. Taylor Christianson-coordinates with several markets of the area and has great understanding.

Discussion of St Pt not able to take credits under SNAP. She is here under a grant and ending in September. Winter's farmers market-ideally would be downtown.

Tara-also had a conversation with Taylor and sensed frustration. used to have more of a market during the week, relationships haven't been as strong so this is good.

Mike's goal is to create awareness of the need for partnership, and that they are worth keeping in mind.

3:46 Meeting adjourned.