

10/17/23 2:30 pm Business Improvement District Meeting

Roll Call:

Tara Manzke
Hana Cutler
Mike Beacom
Rosalind Kealiher
Alderperson Christianson
Brian Cummins
Bob Butt-newly elected/Absent

Staff Present:

Ryan Kernosky
Chris Kleismith

Public Guests:

Trevor Roark
Kathy Johnson

Temporary chair election to be chair from now through January

Marc Christianson nominates Mike Beacom, seconded by Hana. Motion passes unanimously.

Comments from Public on agenda and non agenda items

Kathy Johnson-Requesting "UP TO" \$10,000 for SPA to be changed in the letter written by SPA present Nikki Kaiser. Also requesting the money be for promotion and marketing of downtown, regardless of what is stated in the letter.

Trevor Roark-regarding agenda item #4, the 5th consultant. Concern of hiring SEH as a result of past experience. Feels strongly more sampling needs to take place regarding the WGDl consultant. Hopes we don't move forward with these proposals.

Letter requesting funds from Stevens Point Alliance

Hana -in partnering with the same goals, the financials we are using will be for their use as well. Marc -would like to see the budget for marketing and events go from \$2,500 to \$5,000. Ryan-this letter is for discussion at this point, will soon come into action.

Mike pledges that he will meet with SPA and build some consensus and assure the MOU is up and going. Brian-respects this request, but sees other budget areas will be an assistance to SPA and their needs as well.

Workgroup and committee reports

Town hall meeting 10/30-staff will send a letter to stakeholders, we all are to spread the word.

City staff updates-recently there has been approval for a convention center to go up in the old dunham sports building. Parking study will be a thing to consider seeing this happen.

City in process of engaging with mandewall and assoc as the acquire the possession of the old shopko building.

Opportunities are coming from WEDC-restaurant technical assistance for site visits.-Chris is sharing all this information as part of the BID Staff.

MOU Workgroups

Community Foundation updates-tax deduction updates. If we receive donations not tied to any events-this is tax deductible, if we receive donations for a specific event they are taxed.

Will need to meet with SPA board, have emailed to make that happen and be sure communication is current and clear.

Main 5

Bathrooms-may get a quote in the near future from Alchemy concrete. Spigot has been installed on the square.

Branding-no update at this time.

Lighting-updated map of zones and where lighting can be expected.

Outdoor support- vacant

Volunteer database-no update

Discussion and Possible action

Approval of Sept and October meeting minutes:

Brian makes motion that we adopt Sept and oct meeting minutes-second by Tara. Motion passes unanimously.

Approval of 2024 BID operating plan.

Marc moves we adopt this plan with the addition of Brian's recommended changes regarding mentioning vice chair that are overlooked in several areas, second by Brian.

Ryan has noticed that the northern parcel was inadvertently excluded. If we need to assess that parcel we will make appropriate changes. Motion passes unanimously.

Approval of Main St resource team visit dates- possibly 02/05-02/07 or 02/19-02/21

Tara motions we meet the 5th-7th, second by Hana, approved unanimously.

Review and possible of Main St resource team 5th consultants.

In 2017 SGH did a full study in regards to parking in the downtown. Ryan advises to wait on considering parking. In light of major upcoming changes it might be best to wait in regards to parking. Resource team visit is part of the first year introduction. 5th consultant is designed to be someone that is valuable to our downtown. Hana makes motion that the project for 5th consultant will not be parking. Tara seconds.

Motion carries unanimously.

Marc makes motion to defer 5th consultant to a later date. Rosalind seconds.

Motion carries unanimously.

Approval of downtown director position description revisions

Chris highlighted changes. Needs to verify that this may need to go through personnel council. Waiting on baker tilly's assessment. This employee will not fall within city's pay plan.

Tara makes a motion to accept this description and second by Hana. Passes unanimously.

Meeting adjourned at 3:53

