



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
- Bob Butt
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date	December 5, 2023	Location:	City Conference Room 1515 Strong's Avenue, Stevens Point, WI
Time:	2:30 PM		<u>OR</u> Zoom Teleconferencing
Meeting ID: 811 0978 5260 Passcode: 589423			
By Computer: https://us02web.zoom.us/j/81109785260?pwd=bmVkSm8vckk4RzNrRWFoNXpGYkk0dz09			
By Phone: +1-312-626-6799 (US Chicago)			

Opening Section:

1. Roll Call.
2. Comments from the public on agenda and non-agenda items.
3. Workgroup & Committee Reports
 - A. Community Foundation Special Projects Fund (Chris K.)
 - B. City Staff Updates
 - C. Downtown MOU Workgroup (Chris K., Hana C., Marc C., Tara M.)
 - D. 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 M.)

Discussion and Possible Action on:

1. Approve Meeting Minutes from November 7th, 2023.
2. Resource Team Pre-visit Survey.
3. Public Sand/Salt Mixture

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 Strong's 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 Strong's 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.



F2F Data Collection Summary Report Summer 2023

Project Title: "Central Wisconsin Farmers Market Food Equity Project:
Improving FoodShare access at farmers markets through community
investment and engagement"

Sponsor: U.S. Department of Agriculture (USDA)

Federal Award Identification Number: 21LFPPWI1025

Report Prepared by:
University of Wisconsin-Madison
Department of Planning & Landscape Architecture
Kaufman Lab for the Study and Design of Food Systems and Marketplace

Principal Investigator: Edna Ely-Ledesma, Ph.D.
Research Assistant: Madeline Vukovich and Abigail Kattre

Purpose:

The mission of Farm2Facts (F2F) is to lend farmers markets a voice in delivering impactful tools for data collection, analysis and visualization. Our research team focuses on empowering markets for community growth, and we do this through community engagement in citizen science, integrity, and innovation. F2F was born of farmers market managers' demonstrated interest in data-driven decision-making, and research showed that those market managers were interested in legitimate and reliable tools that would be easy to execute. The F2F tools are administered at the University of Wisconsin-Madison as part of the public service mission of the University known as the Wisconsin Idea. As a non-profit, the tools and consulting services are billed to members on a cost recovery basis.

Method:

Data collected at the markets during the 2023 season was analyzed and economic impacts were calculated using the Farm 2 Facts (F2F) Toolkit. F2F was developed using USDA metrics to assess economic, social, and ecological impact of markets. Vendor data for this report represents surveyed market vendors from June to October of 2023. Customer data analysis is based on customer surveys and customer counts collected in June, July, August, September, and October of 2023. Vendor data analysis is based on vendor profiles created by market vendors. SNAP data analysis is based on data collected by the market manager.

F2F DATA COLLECTION

Farmers Market of Wausau	Vendor Applications: 37 Survey Counts: 169 6/3/2023: 59 surveys 7/1/2023: 46 surveys 8/5/2023: 58 surveys 9/2/2023: 6 surveys
Rome Farmers Market	Vendor Applications: 94 Survey Counts: 170 5/26/2023: 39 6/30/2023: 42 7/28/2023: 74 9/8/2023: 15
Stevens Point Farmers Market	Vendor Applications: 39 Survey Counts: 195 6/10/2023: 28 7/8/2023: 64 8/12/2023: 65 9/9/2023: 38
Waupaca Farmers Market	Vendor Applications: 37 Survey Counts: 115 6/19/2023: 29 7/25/2023: 31 9/10/2023: 25 9/16/2023: 30
Wisconsin Rapids Downtown Farmers Market	Vendor Applications: 117 Survey Counts: 155 6/22/2023: 32 7/20/2023: 36 8/26/2023: 74 9/23/2023: 13

CUSTOMER SURVEY RESULTS

	Average # of visitors per market day (estimated)	% of customers who were first time visitors (estimated)	Average \$\$ spent per visitor per visit (estimated)	Average \$\$ spent at neighboring businesses (estimated)	% of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top area codes of visitors, % of visitors from the code
Farmers Market of Wausau	2,325	11.24%	\$31.81	\$67.10	10.06%	54401 - 39% 54403 - 25%
Rome Farmers Market	1,861	18.82%	\$41.70	\$50.84	4.71%	54457—25% 54494—14%
Stevens Point Farmers Market	2,360	15.90%	\$24.16	\$37.81	16.41%	54481—57% 54467—10%
Waupaca Farmers Market	1,200	33.91%	\$34.20	\$54.54	12.17%	54981 - 37% 54481 - 8%

Wisconsin Rapids Downtown Farmers Market	1,414	18.71%	\$23.33	\$35.32	9.03%	54494 - 59% 54495 - 13%
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VENDOR APPLICATION RESULTS

	Total # of different food products available for sale	Average distance traveled from product origin to market	Total cultivated and grazed acres by market vendors	# of individuals employed by market businesses (estimated)	Total # of women- owned businesses selling at the market	% of vendor businesses at the market with at least one owner <35 years old	Total # of farm vendors with organic certification selling at the market
Farmers Market of Wausau	94	22.84	499.00	259	29.73	10.81%	5
Rome Farmers Market	77	39.63	210.50	163	55.32	14.89%	0
Stevens Point Farmers Market	99	11.91	249.25	0	28.21	33.33%	5
Waupaca Farmers Market	-	10.48	15.00	-	-	-	-

Wisconsin Rapids Downtown Farmers Market**	78	29.95	315.37	57	11.97	9.40%	1
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CENTRAL TERMINAL TOKEN DATA

	Credit/Debit Sales	EBT Sales	Aspirus Fruit & Veggie Rx	Incentive Matching
Farmers Market of Wausau	-	-	-	-
Waupaca Farmers Market	\$7,897.85	\$535.00	-	645.00
Wisconsin Rapids Downtown Farmers Market	\$9,256.00	\$5,047.00	-	-

** NOTE: Vendor data for Wisconsin Rapids Downtown Farmers Market is only reflective of a small proportion of vendors. Due to time constraints, we were unable to collect all vendor applications.



F2F Data Collection Comparative Summary Report Summer 2022 and 2023

Project Title: "Central Wisconsin Farmers Market Food Equity Project:
Improving FoodShare access at farmers markets through community
investment and engagement"

Sponsor: U.S. Department of Agriculture (USDA)

Federal Award Identification Number: 21LFPPWI1025

Report Prepared by:
University of Wisconsin-Madison
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Kaufman Lab for the Study and Design of Food Systems and Marketplace

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Purpose:

The mission of Farm2Facts (F2F) is to lend farmers markets a voice in delivering impactful tools for data collection, analysis and visualization. Our research team focuses on empowering markets for community growth, and we do this through community engagement in citizen science, integrity, and innovation. F2F was born of farmers market managers' demonstrated interest in data-driven decision-making, and research showed that those market managers were interested in legitimate and reliable tools that would be easy to execute. The F2F tools are administered at the University of Wisconsin-Madison as part of the public service mission of the University known as the Wisconsin Idea. As a non-profit, the tools and consulting services are billed to members on a cost recovery basis.

Method:

Data collected at the markets during the 2023 season was analyzed and economic impacts were calculated using the Farm 2 Facts (F2F) Toolkit. F2F was developed using USDA metrics to assess economic, social, and ecological impact of markets. Vendor data for this report represents surveyed market vendors from June to October of 2023. Customer data analysis is based on customer surveys and customer counts collected in June, July, August, September, and October of 2023. Vendor data analysis is based on vendor profiles created by market vendors. SNAP data analysis is based on data collected by the market manager.

F2F DATA COLLECTION

	2022	2023
Farmers Market of Wausau	Vendor Applications: 37 Survey Counts: 135 6/18/2022: 47 7/16/2022: 36 8/20/2022: 25 9/17/2022: 27	Vendor Applications: 37 Survey Counts: 169 6/3/2023: 59 7/1/2023: 46 8/5/2023: 58 9/2/2023: 6
Rome Farmers Market	Vendor Applications: 78 Survey Counts: 104 6/3/2022: 29 7/1/2022: 44 8/5/2022: 23 9/2/2022: 8	Vendor Applications: 94 Survey Counts: 170 5/26/2023: 39 6/30/2023: 42 7/28/2023: 74 9/8/2023: 15
Stevens Point Farmers Market	Vendor Applications: 40 Survey Counts: 119 6/25/2020: 46 7/23/2022: 39 8/27/2022: 14 9/24/2022: 20	Vendor Applications: 39 Survey Counts: 195 6/10/2023: 28 7/8/2023: 64 8/12/2023: 65 9/9/2023: 38
Waupaca Farmers Market	Vendor Applications: 36 Survey Counts: 0	Vendor Applications: 37 Survey Counts: 115 6/19/2023: 29 7/25/2023: 31 9/10/2023: 25 9/16/2023: 30
Wisconsin Rapids Downtown Farmers Market	Vendor Applications: 108 Survey Counts: 90 8/13/2022: 24 9/3/2022: 32 9/17/2022: 6 10/1/2022: 28	Vendor Applications: 117 Survey Counts: 155 6/22/2023: 32 7/20/2023: 36 8/26/2023: 74 9/23/2023: 13

COMPARATIVE CUSTOMER SURVEY RESULTS:

Farmers Market of Wausau

	Average # of visitors per market day (estimated)	% of customers who were first-time visitors (estimated)	Average \$\$ spent per visitor per visit (estimated)	Average \$\$ spent at neighboring businesses (estimated)	% of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top area codes of visitors, % of visitors from the code
2022	2,906	8.76%	\$30.89	\$59.50	5.11%	54401, 39% 54403, 35%
2023	2,325	11.24%	\$31.81	\$67.10	10.06%	54401, 39% 54403, 25%

Rome Farmers Market

	Average # of visitors per market day (estimated)	% of customers who were first-time visitors (estimated)	Average \$\$ spent per visitor per visit (estimated)	Average \$\$ spent at neighboring businesses (estimated)	% of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top area codes of visitors, % of visitors from the code
2022	1,419	21.15%	\$37.70	\$61.45	0.96%	54457, 38% 54494, 10%
2023	1,861	18.82%	\$41.70	\$50.84	4.71%	54457, 25% 54494, 14%

Stevens Point Farmers Market

	Average # of visitors per market day (estimated)	% of customers who were first-time visitors (estimated)	Average \$\$ spent per visitor per visit (estimated)	Average \$\$ spent at neighboring businesses (estimated)	% of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top area codes of visitors, % of visitors from the code
2022	2,259	14.29%	\$26.70	\$42.90	11.76%	54481, 61% 54482, 9%
2023	2,360	15.90%	\$24.16	\$37.81	16.41%	54481, 57% 54467, 10%

Waupaca Farmers Market

	Average # of visitors per market day (estimated)	% of customers who were first-time visitors (estimated)	Average \$\$ spent per visitor per visit (estimated)	Average \$\$ spent at neighboring businesses (estimated)	% of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top area codes of visitors, % of visitors from the code
2022	979	-	-	-	-	-
2023	1,200	33.91%	\$34.20	\$54.54	12.17%	54981, 37% 54481, 8%

Wisconsin Rapids Downtown Farmers Market

	Average # of visitors per market day (estimated)	% of customers who were first-time visitors (estimated)	Average \$\$ spent per visitor per visit (estimated)	Average \$\$ spent at neighboring businesses (estimated)	% of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top area codes of visitors, % of visitors from the code
2022	2,125	18.89%	\$24.29	\$54.21	10%	54494, 47% 54495, 12%
2023	1,414	18.71%	\$23.33	\$35.32	9.03%	54494, 59% 54495, 13%

COMPARATIVE VENDOR APPLICATION RESULTS:

Farmers Market of Wausau

	Total # of different food products available for sale	Average distance traveled from product origin to market	Total cultivated and grazed acres by market vendors	# of individuals employed by market businesses (estimated)	Total # of women-owned businesses selling at the market	% of vendor businesses at the market with at least one owner <35 years old	Total # of farm vendors with organic certification selling at the market
2022	94	22.82	499.00	259	29.73	10.81%	4
2023	94	22.84	499.00	259	29.73	10.81%	5

Rome Farmers Market

	Total # of different food products available for sale	Average distance traveled from product origin to market	Total cultivated and grazed acres by market vendors	# of individuals employed by market businesses (estimated)	Total # of women-owned businesses selling at the market	% of vendor businesses at the market with at least one owner <35 years old	Total # of farm vendors with organic certification selling at the market
2022	55	42.56	200.00	141	55.13	15.38%	0
2023	77	39.63	210.50	163	55.32	14.89%	0

Stevens Point Farmers Market

	Total # of different food products available for sale	Average distance traveled from product origin to market	Total cultivated and grazed acres by market vendors	# of individuals employed by market businesses (estimated)	Total # of women-owned businesses selling at the market	% of vendor businesses at the market with at least one owner <35 years old	Total # of farm vendors with organic certification selling at the market
2022	99	12.01	249.25	-	27.50	32.50%	3
2023	99	11.91	249.25	0	28.21	33.33%	5

Waupaca Farmers Market

	Total # of different food products available for sale	Average distance traveled from product origin to market	Total cultivated and grazed acres by market vendors	# of individuals employed by market businesses (estimated)	Total # of women-owned businesses selling at the market	% of vendor businesses at the market with at least one owner <35 years old	Total # of farm vendors with organic certification selling at the market
2022	-	10.35	15.25	-	-	-	-
2023	-	10.48	15.00	-	-	-	-

Wisconsin Rapids Downtown Farmers Market

	Total # of different food products available for sale	Average distance traveled from product origin to market	Total cultivated and grazed acres by market vendors	# of individuals employed by market businesses (estimated)	Total # of women-owned businesses selling at the market	% of vendor businesses at the market with at least one owner <35 years old	Total # of farm vendors with organic certification selling at the market
2022	37	21.75	214.00	18	3.70	3.70%	0
2023	78	29.95	315.37	57	11.97	9.40%	1

COMPARATIVE CENTRAL TERMINAL TOKEN DATA:

Farmers Market of Wausau

	Credit/Debit Sales	EBT Sales	Aspirus Fruit & Veggie Rx	Incentive Matching
2022	\$3,135.00	\$15,651.00 (includes incentive matching)	\$1,196.00	-
2023	-	-	-	-

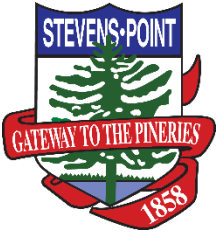
Waupaca Farmers Market

	Credit/Debit Sales	EBT Sales	Aspirus Fruit & Veggie Rx	Incentive Matching
2022	\$11,027.05	\$1,906.00	-	\$1,219.00
2023	\$7,897.85	\$535.00	-	\$645.00

Wisconsin Rapids Downtown Farmers Market

	Credit/Debit Sales	EBT Sales	Aspirus Fruit & Veggie Rx	Incentive Matching
2022	\$4,608.00	\$6,798.00	\$380.00	\$2,363.00
2023	\$9,256.00	\$5,047.00	-	-

** NOTE: Vendor data for Wisconsin Rapids Downtown Farmers Market is only reflective of a small proportion of vendors. Due to time constraints, we were unable to collect all vendor applications.



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481

(715) 341-4171 | cklesmith@stevenspoint.com

To: Downtown Business Improvement District Board of Directors
From: Chris Klesmith
CC: Ryan Kernosky
Date: December 1st, 2023
Subject: Requests for Times & Invitees – Resource Team Visit

Directors,

The Wisconsin Economic Development Corporation Downtown Team has requested additional information to prepare for the Resource Team visit in February, including preferred times for the board to meet on February 6th and to present recommendations and findings on February 7th. Errin Welty has specifically requested your preference of the following times and recommendations on the following:

- Time of day to meet with you all on Tuesday, February 6th
- Window of time to present findings on Wednesday, February 7th – either morning, afternoon, or evening
- Your recommendations of stakeholder groups to meet with during the visit. Staff would recommend including invitations to City staff and key elected officials, Historic Preservation & Design Review Committee, Portage County Historical Society, Stevens Point Alliance leadership, business and property owners less engaged in the district, non-profit partners in the community active in the district or would like to be more engaged in the district (CREATE, Mid-State Technical College, Stevens Point Area Convention & Visitor's Bureau).

Please be prepared to identify times to meet during the visit. If you have additional recommendations on this initial list of invitees, please recommend them to staff at the December 5th meeting, and no later than January 15th, 2024.

Cheers,

Christopher Klesmith
Neighborhood Planner & Economic Development Specialist
City of Stevens Point

Business Improvement District
11/7/23 2:30 pm

Roll Call:

Tara Manzke -not present
Hana Cutler
Mike Beacom-online
Bob Butt
Brian Cummins
Rosalind Kealiher
Marc Christianson

Staff Present:

Ryan Kernosky
Chris Kleismith

Members of the Public:

None present

No public comment

Town hall re-cap-good engagement/questions, went over major themes that were discussed. Rosalind will email notes to the board. Hana-enjoyed that most people commented. Well facilitated. Thank you. Brian-voices were heard, and pointed out this type of meeting as a good volunteer recruiting tool.

Work group and committee reports-

City staff updates -Christmas lights go up today.

Downtown MOU workgroup- the group met to go over revisions to annual work plan and memorandum of understanding. SPA asked this MOU to be presented at the downtown alliance meeting tomorrow. Marc-thought the meeting was good, present were Nikki, Derek, Sheri, Bob Willis, Chris, and Marc.

Main 5:

Bathrooms: The area in front of Elbow room is challenging for bathrooms to be built, near "Polish Hen mural" would be better. Ryan-suggests we consider that bathrooms will be going in transit station near Shopko parking lot.

Branding: Did meet to discuss branding and current brands that are out there for our downtown. Concluded that we don't want to create something new, rather something more cohesive from what is out there. Need to discuss further with SPA and combine things. Hana-concern with us not having a logo, makes us a little more obscure. Erin from Main St program had asked if we would like to work with branding support. Something we can consider. No need to rush this.

Lighting: The city is willing to commit \$2500 for the lighting when it goes on hand, we need to pay the rest, suggest we purchase lighting when it is on sale.

Outdoor support:
Volunteer database:

Discussion and possible action:

Approve minutes from 10/17-Brian makes motion to approve minutes of 10/17 meeting, second by Marc. Motion passes unanimously.

Community foundation special project fund: Identifying when donations are tax deductible. Annual fee is waived for 2023 if we set it up now. Minimum balance of \$250 is required. Minimum of \$2,000 to establish the fund to last through a 4 year start up period.

Marc makes motion that we put \$2,000 into community fund to start up. Seconded by Hana. \$2000 to BID enhancement fund.

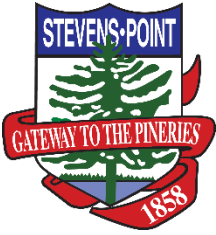
Will want to strategize how we are going to use this funding asap.

Coordinated effort will need to be essential for fundraising. Motion carries.

Lighting project: one to one match requested by mayor, \$2500 contribution to lighting. If we match \$2500 it looks likely that we could take care of lighting this year. Evening lighting going straight across main st. to the river. Brian moves that we allocated a \$2500 match for the city's fund for the lighting program. Hana second. Motion passes.

Meeting adjourned 3:12

Nov 27-Dec 1st for interviews meeting TBD, ideally meeting at SPVCB



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481

(715) 341-4171 | cklesmith@stevenspoint.com

To: Downtown Business Improvement District Board of Directors
From: Chris Klesmith
CC: Ryan Kernosky
Date: December 1st, 2023
Subject: Resource Team Visit – Pre-visit Survey

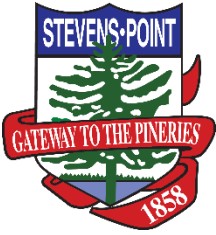
Directors,

The Wisconsin Economic Development Corporation Downtown Team has requested additional information to prepare for the Resource Team visit in February and has offered assistance to design a survey to properly prepare for the visit. Given that the Downtown Business District has significant input from the recent Town Hall, you have ample information to design a very intentional survey for downtown business and property owners and also the community at large. At this point there has been minimal input taken from the community at large, and it would be worth considering whether or not this body would like to acquire input from residents.

Staff recommends assigning one to two board members to a workgroup to meet with Errin Welty and actively design a pre-visit survey over the month of December to be released prior to our January meeting, which may take 2-3 hours per week over the next 3 weeks to craft.

Cheers,

Christopher Klesmith
Neighborhood Planner & Economic Development Specialist
City of Stevens Point



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

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To: Downtown Business Improvement District Board of Directors
From: Chris Klesmith
CC: Ryan Kernosky
Date: December 1st, 2023
Subject: Public Sand/Salt Mixture

Directors,

Neighborhood Improvement Coordinator Mark Kordus had reported that public sand and salt may be available to the Downtown Business Improvement District upon request. The City maintains multiple locations of public sand and salt mixture. The salt and sand container would not be available until the 2024-2025 winter, if at all.

The Neighborhood Improvement Coordinator wanted to inform you all of the potential opportunity, if it may be of need to the Downtown. If you would like, please contact Mark Kordus to handle your request with the streets department, and please notify him of a preferred location. Staff would recommend either nearby the square or at the transit stop, with a preference of the transit stop.

Cheers,

Christopher Klesmith
Neighborhood Planner & Economic Development Specialist
City of Stevens Point