



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	January 2, 2024	Location:	City Hall Conference Room 1515 Strongs Avenue, Stevens Point, WI
Time:	2:30 PM		<u>OR</u> Zoom Teleconferencing
Meeting ID: 886 0119 0191 Passcode: 388128			
By			
Computer: https://us02web.zoom.us/j/88601190191?pwd=UDEzVXNmTVFyYUdrVG9RRnRzeGIYdz09			
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. Election of Officers
 - Chairperson
 - Vice Chairperson
 - Treasurer
 - Secretary
4. BID procedural reminders:
 - Agenda & Quorum
 - Contact & Background Information
 - Downtown BID and SPA Officer Overlap

5. Downtown Manager report.
6. City staff report.

Discussion and Possible Action on:

1. Approval of Meeting Minutes from December 5, 2023.
2. Approval of the 2024 Annual Work Plan and Memorandum of Understanding between the Downtown Business Improvement District, Stevens Point Alliance, City of Stevens Point, and Stevens Point Area Convention and Visitor's Bureau.
3. Downtown Stevens Point Survey.

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.

Business Improvement District
12/05/23 2:33

Roll Call:

Tara Manzke
Hana Cutler
Mike Beacom-online
Bob Butt
Brian Cummins
Rosalind Kealiher
Marc Christianson

Staff Present:

Chris Kleismith

Members of the Public:

None present

No public comment

Work group and committee reports

Community foundation: Will wait to finalize the fund until hire starts, and SPA elections.

City Staff updates: Chloe has accepted and will begin 01/02/2024

-Will meet with CVB Staff next week to make sure we cover all needs for orientation.

-Elections for this body will take place 2024

-Downtown target area master planning-Planning meeting 12/14/23

-City Staff met last week with hundan partners for feasibility study regarding conference center being placed downtown.

-Wisconsin Main St Program: resource team visit for 02/05-02/07, 2:30-4:30 group meeting on 02/06. Final presentation, Wednesday 02/07 in the evening.

-From Main St program "First impressions" event-prepare expectations for Stevens Point, and then brings them here to see if expectations are met. Will add this in January as an action item for us to set up a date next June to have this happen.

-Mike appreciates our rolls for the hiring process. And will need to discuss next steps in the near future.

Downtown MOU-Waiting for alliance to give everything a look.

Main 5- no updates outside of lighting: Public works will be purchasing lights after Christmas, and install soon after.

Volunteer database/map is being established and will bring some follow up.

Q from Mike regarding email lists: Is there crossover and protection to the lists between lists with BID, SPA, CVB. Contact with individuals on the list will be intentional and specified for volunteer basis only. Volunteer policy training for Main St. program in January, Chris will send info if we would like to participate.

Discussion and Possible action:

Approval of November minutes: Hana makes motion to approve Nov meeting minutes.

Second by Brian. Motion passes unanimously.

Resource team pre-visit survey: Looking for help in drafting survey with WDEC team, looking for a BID director to volunteer. 3 to 4 hours per week for the rest of the year. Marc is willing to volunteer, Hana and Rosalind willing to help.

Question: regarding things that are currently in process and if they should be a part of the survey, Answer: follow WDEC guidelines and only add those things if needed.

Public sand and salt bins: brought up recently that these could be added to the downtown for 2024/2025 winter. Discussion of the placement. Will need to discuss further with Mark Kordus.

Bob Butt motions we proceed with making that happen. Tara seconds motion. Passes unanimously. Chris will follow up.

3:02 meeting adjourned.



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 27th, 2023
Subject: Notice of Final 2024 Annual Work Plan and Memorandum of Understanding

Board of Directors,

During the December meeting of the Stevens Point Alliance, a request to submit final amendments to the 2024 Annual Work Plan and Memorandum of Understanding for Downtown Stevens Point were made by members of the Stevens Point Alliance. These requests were submitted digitally.

The requests made included removal of the Stevens Point Area Convention and Visitor's Bureau from many items, a few clarifying points on the overarching goals of the partnership between the organizations, and a reference to a local meeting place rather than specifically identifying Mid-State Technical College as a meeting place.

The requests were reviewed, and slight alterations were made. One large addition was included to identify the incoming Downtown Enhancement Fund so that the tool is utilized appropriately. Not all comments or requests were incorporated, and are likely to be a topic of larger conversation when this document is revised for the following year.

It is staff recommendation to approve the Memorandum of Understanding and 2024 Annual Work Plan as drafted and pursue a more formal meeting arrangement between the leadership of both organizations to improve the efficiency of working together. Furthermore, it is staff recommendation that the newly elected officers meet quarterly with the Stevens Point Alliance Board of Directors quarterly in 2024, and those meetings get established immediately after the Stevens Point Alliance Annual Meeting on January 18, 2024.

Cheers,

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

Downtown Stevens Point - Annual Work Plan

The parties identified in the Downtown Stevens Point Memorandum of Understanding agree that community and economic development of the downtown relies on the health and occupancy of real estate, high quality public spaces, a diversity of retail and entertainment options, and community-oriented events and programming. This annual work plan is designed to address these factors by achieving the following 5 goals:

- Measure the attendance, community economic impact, and number of community events hosted within Downtown, and increase these statistics year-over-year.
- Increase the occupancy rate of commercial and residential properties within downtown to at least 75% (74% as of Q2 2023).
- Diversify the types of businesses present in downtown.
- Enhance public spaces identified in the City of Stevens Point's planning documents for Downtown Stevens Point, including, but not limited to, the City's Comprehensive Plan and Downtown Targeted Area Master Plan.
- Enhance the redevelopment process for downtown properties.

Additionally, all parties plan to increase the financial capacity of all organizations to execute this work. Within 5 years, the parties expect to generate at least \$75,000 annually for staff and operational budget to execute the work outlined in this agreement.

Expenses & Shared Resources

Given the financial capacity and separation of the downtown organizations, expenses will need to be assigned and discussed explicitly. The following expense agreements have been made:

- Hiring of a Downtown Manager – 100% by Downtown Business Improvement District; supported by Stevens Point Area Convention & Visitor's Bureau in-kind
 - The Downtown Manager will be employed by the Downtown Business Improvement District and hosted at the Stevens Point Visitor's Center downtown. The position will be paid directly by the Downtown Business Improvement District, and subject to applicable Human Resource Policies at the City of Stevens Point. Since the position will be hosted by the Stevens Point Area Convention and Visitor's Bureau, etiquette standards of the Convention and Visitor's Bureau may also apply and the Bureau will provide meeting space and office furniture; all other equipment provided to the Downtown Manager will be the responsibility of the Downtown Business Improvement District. This position is intended to coordinate effective use of this Annual Work Plan and improve the financial capacity of Downtown Stevens Point through the following: proper volunteer recruitment and management; increased event revenues; high quality service to Downtown business owners, property owners, and community members; and planning and execution of additional public space enhancements.
- Downtown Enhancement Fund
 - The Stevens Point Alliance and Downtown Business Improvement jointly utilize a special projects fund to increase private donations to the improvements in Downtown Stevens Point. Funds to be utilized by each organization shall be kept separate within this account. The strategy to increase available funds will be coordinated with both organizations to limit overlap of donation requests.

Improvement Targets

#1 – Events and Community Engagement	Responsible Entity, Descending Order
Establish a “presenting partner” option to facilitate more volunteer-led events downtown and recruit one partnership for downtown events.	SPA / BID
Generate a tracking system for downtown event impact, including number of events, event attendance, revenue generated, labor required, and attendee satisfaction.	SPA / BID
Generate a volunteer recruitment and retention program for downtown events.	SPA / BID
Manage the Downtown Stevens Point website and social media accounts.	SPA/BID
Establish a volunteer recruitment page on https://www.downtownpointwi.com/ .	SPA / BID
Host and expand annual events: Notes @ Night, Discover Downtown, Wine Walk, Holiday Parade, Shop Small Week, Downtown Christmas, with support from the BID and CVB.	SPA
Establish a path to decrease insurance costs for community events in the Downtown	City
Grant website management access to the new Downtown Manager.	SPA

#2 – Commercial Real Estate and Business Retention	Responsible Entity, Descending Order
Establish a commercial vacancy page to be hosted on https://www.downtownpointwi.com/ .	BID / City / SPA
Design and launch a ‘vacant storefront’ program to increase new business attraction.	BID / City
Establish a property redevelopment policy to standardize requests for proposals and city-owned development opportunities.	City

#3 – Residential Real Estate and Neighborhood Connectivity	Responsible Entity, Descending Order
Establish a residential vacancy page to be hosted on https://www.downtownpointwi.com/ .	BID / SPA
Generate a downtown resident survey and deployment strategy to evaluate the condition of downtown living satisfaction.	City / BID
Execute housing recommendations from city planning documents.	City

#4 – Appearance, Urban Form, and Public Spaces	Responsible Entity, Descending Order
Maintain the filling of public planters and flower beds.	City
Invest in a temporary market strategy that connects the Riverfront to the Square.	City / BID
Update wayfinding signage in and around downtown.	City
Maintain lighting of downtown trees.	City
Launch a Public Space Enhancement program, which invests in banners, lighting, streetscape improvements, and other public amenities.	BID

#5 – Downtown Management	Responsible Entity, Descending Order
Manage the agreement between the City, SPA, BID, and CVB.	City / SPA / BID / CVB
Evaluate the membership structure of the SPA and expand to increase the investment of other local and regional businesses (Central Wisconsin).	SPA
Update the position description for the Downtown Manager.	City / SPA / BID / CVB
Hire a part-time / full-time staff member to increase capacity of downtown organizations.	BID
Manage cleaning contracts to oversee general cleanliness of the downtown.	City / BID
Generate a sponsor / member recruitment strategy to increase investment in downtown organizations.	BID / SPA / CVB
Retain one social media identity for Downtown Stevens Point that markets events, business promotions, and public features of Downtown Stevens Point.	SPA
Promote City grant programs to SPA business members through https://www.downtownpointwi.com/ and email list.	City / SPA
Partner with the Stevens Point Farmers Market to promote the market.	SPA / BID
Share downtown photos and video between Downtown Stevens Point and Stevens Point Area Convention and Visitors Bureau to improve downtown marketing efforts.	SPA / CVB
Apply to become a Main Street community and jointly uphold program requirements.	BID / SPA / City

Annual Statistics
Grant and sponsorship funds acquired for Downtown Stevens Point.
Grant funds leveraged by downtown business and property owners.
Marketing reach and social media following, tracked quarterly.
Business breakdown by industry within the BID.
Event statistics.
Occupancy of commercial units.
Occupancy of residential units.

Reporting and Updating

All organizations shall report progress on the above work plan quarterly at a public location. Date and time for these reports are yet to be determined. As a collaborative work plan, reporting sessions are intended to be supportive of program changes as needed. Updating of this work plan shall happen annually and Presented in September at the Downtown Town Hall hosted by the Downtown Business Improvement District.

Downtown Stevens Point Memorandum of Understanding

The City of Stevens Point Community Development Department, Stevens Point Alliance (SPA)*, Downtown Business Improvement District (BID), and Stevens Point Area Convention and Visitor's Bureau (CVB), collectively known as "the parties," recognize the mutual social and economic benefit of a vibrant downtown for the residents of, and visitors to, Stevens Point and its neighboring communities. The parties agree to convene annually in October to create and amend a work plan that identifies goals that lead to a vibrant Downtown Stevens Point, identify which parties have the ability to execute actions to achieve those goals, and build capacity to further enhance the work of the organizations.

By signing this document, all parties agree to fulfill responsibilities listed in an annual work plan to the best of their ability. If at any point one of the parties is unable to execute an action, ownership of that action may be reassigned, or the action may be delayed or removed from the annual work plan. Any work occurring in Downtown Stevens Point not identified in this plan should be communicated to all parties before executing such work, and the annual work plan shall be amended.

Stevens Point Alliance President – Nikki Kaiser

Date

Downtown Business Improvement District Chair – Mike Beacom

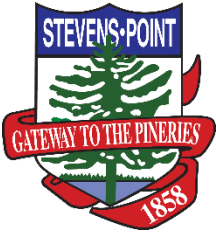
Date

Stevens Point Area Convention and Visitors Bureau Executive Director – Sara Brish

Date

City of Stevens Point Community Development Staff – Ryan Kernosky

Date



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 28th, 2023
Subject: Downtown Stevens Point Survey

Board of Directors,

At our December meeting, Alder Christianson and I were assigned to author a survey to prepare for the resource team visit. We took the direction that the survey should be open to business owners, property owners, and residents of Stevens Point to best understand how incoming projects and programs can benefit all parties since the benefit is not mutually exclusive.

Included in your agenda packets is a preview of the survey. Please take the time to review the survey prior to our January meeting and bring comments and considerations. If no comments or considerations are made at this time, the survey should be ready for distribution, and I will coordinate the distribution with the Downtown Manager.

Cheers,

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

Downtown Stevens Point Public Survey

Survey Introduction

This survey is designed to collect information from Downtown property owners, Downtown business owners, Downtown business and property owners, and residents of Stevens Point. Information gathered will be used to make strategic programmatic decisions for Downtown Stevens Point that support Stevens Point residents, visitors, business owners, and property owners.

* 1. To which group do you most identify?

- ☐ Downtown Property Owner (commercial or mixed use)
- ☐ Downtown Business Owner
- ☐ Resident of Stevens Point

Downtown Stevens Point Public Survey

Business Owner Follow Up

* 2. Do you also own business property in Downtown Stevens Point?

☐ Yes

☐ No

Downtown Stevens Point Public Survey

Property Owner Follow Up

* 3. How many properties do you own in Downtown Stevens Point?

* 4. Please rate how useful the following tools would be for you as a property owner:

	Not useful	Somewhat useful	Very useful	Unknown
Façade design assistance	☐	☐	☐	☐
Grant dollars for façade improvements	☐	☐	☐	☐
Downtown-specific property listing service (residential and commercial)	☐	☐	☐	☐
Zoning code informational session(s)	☐	☐	☐	☐
Building code informational session(s)	☐	☐	☐	☐
Business consultation services for tenants	☐	☐	☐	☐
Business consultation services for self	☐	☐	☐	☐

Are there any other tools that would be helpful for you?

* 5. Do you also operate a business in Downtown Stevens Point?

- ☐ Yes
☐ No

Downtown Stevens Point Public Survey

Business & Property Owner Questions

* 6. How many properties do you own in Downtown Stevens Point?

* 7. Please rate how useful the following tools would be for you as a property owner:

	Not useful	Somewhat useful	Very useful	Unknown
Façade design assistance	☐	☐	☐	☐
Grant dollars for façade improvements	☐	☐	☐	☐
Downtown-specific property listing service (residential and commercial)	☐	☐	☐	☐
Zoning code informational session(s)	☐	☐	☐	☐
Building code informational session(s)	☐	☐	☐	☐
Business consultation services for tenants	☐	☐	☐	☐
Business consultation services for self	☐	☐	☐	☐

Are there any other tools that would be helpful for you?

Downtown Stevens Point Public Survey

Business Owner Questions

* 8. What best describes your business?

- ☐ Retail
- ☐ Professional Services
- ☐ Personal Services
- ☐ Restaurant, Bar, Pub, or Cafe
- ☐ Entertainment

* 9. How long has your business been in operation?

- ☐ 5 years or less
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ 21 or more years

* 10. Including yourself, how many full time employees does your business have?

* 11. How many part-time employees does your business have?

* 12. How many seasonal employees does your business have?

* 13. In the past 3 years, have you gained or lost any employees? If yes, how many?

* 14. In the past 3 years, have your business revenues increased, decreased, or remained steady?

- ☐ Increased
- ☐ Remained steady
- ☐ Decreased

* 15. Please provide your typical hours of operation.

Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

* 16. Please rank the following months by sales (1 = best sales month, 12 = worst sales month).

		January
		February
		March
		April
		May
		June
		July
		August
		September
		October
		November
		December

* 17. On a typical day, what time of day is your business busiest?

- ☐ Morning (6am-11am)
- ☐ Lunchtime (11am-1pm)
- ☐ Afternoon (1pm-6pm)
- ☐ Evening (6pm or later)

* 18. What about your business are you most proud of?

- ☐ Longevity / Ability to withstand the economy
- ☐ Financial success and business growth
- ☐ Ability to provide high quality products and/or services
- ☐ The improvements I've made to the property
- ☐ My positive reputation and relationship with the community

Other (please specify)

* 19. How satisfied are you with the following local services:

	Satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Dissatisfied
Fire protection	☐	☐	☐	☐	☐
Police protection	☐	☐	☐	☐	☐
Utilities (water, gas, electric)	☐	☐	☐	☐	☐
Waste management	☐	☐	☐	☐	☐

* 20. How much of a challenge do the following present to your business?

	No challenge	A small challenge	A moderate challenge	A significant challenge
Ability to recruit and retain employees	☐	☐	☐	☐
Access to business management consulting or training	☐	☐	☐	☐
Wage and benefit expenses	☐	☐	☐	☐
Rent expenses	☐	☐	☐	☐
Available space for my business	☐	☐	☐	☐
Conflict with local leaders or businesses	☐	☐	☐	☐
Parking	☐	☐	☐	☐
Financing or capital	☐	☐	☐	☐
In-town competition	☐	☐	☐	☐
External competition	☐	☐	☐	☐
Shoplifting / vandalism	☐	☐	☐	☐
Language barriers	☐	☐	☐	☐
Unavailable products or services	☐	☐	☐	☐
Expensive / limited utilities	☐	☐	☐	☐
Business regulations	☐	☐	☐	☐
Shipping or transportation	☐	☐	☐	☐

If you would like to comment on any of these challenges, please provide comments below:

* 21. What changes do you expect your business to experience over the next 5 years?

- ☐ Adding staff
- ☐ Expanding business hours
- ☐ Reducing staff
- ☐ Reducing business hours
- ☐ Changing location
- ☐ Opening an additional location
- ☐ Expanding products, services, or square footage
- ☐ Reducing products, services, or square footage
- ☐ Close or transition the business
- ☐ Purchase property
- ☐ Renew my lease
- ☐ I do not anticipate any changes in the next 5 years

Other (please specify)

* 22. What do you appreciate most about operating your business downtown?

* 23. At this point in time, how much do you believe the following benefit your business?

	No benefit	Some benefit	Large benefit	Unknown
Stevens Point Farmer's Market (summer)	☐	☐	☐	☐
Events at Piffner Park	☐	☐	☐	☐
Notes @ Night (Wednesday Night Concerts)	☐	☐	☐	☐
4th of July Parade	☐	☐	☐	☐
Christmas Parade	☐	☐	☐	☐
Shop Small Week	☐	☐	☐	☐
Downtown Christmas	☐	☐	☐	☐
Wine Walk	☐	☐	☐	☐
Public Art (murals + trash canvas)	☐	☐	☐	☐
ArtsWalk	☐	☐	☐	☐
The CobbleStone Hotel	☐	☐	☐	☐
Dozynki Downtown	☐	☐	☐	☐
Portage County Public Library	☐	☐	☐	☐
Nearby large employers (City, County, Sentry Insurance, Associated Bank)	☐	☐	☐	☐
Other downtown events hosted by Downtown Stevens Point (the Stevens Point Alliance)	☐	☐	☐	☐

* 24. What disadvantages exist to your business existing downtown?

* 25. Which of the following would be beneficial for your business?

	Not beneficial	Somewhat beneficial	Very beneficial	Unknown
Building Improvement Assistance (design)	☐	☐	☐	☐
Building Improvement Assistance (financial)	☐	☐	☐	☐
Business Transition/Expansion Planning	☐	☐	☐	☐
Business Market Analysis	☐	☐	☐	☐
Window Display & Merchandising Knowledge	☐	☐	☐	☐
Business Strategic Planning	☐	☐	☐	☐
Financial Management	☐	☐	☐	☐
Employee Hiring & Training	☐	☐	☐	☐
E-Commerce Training	☐	☐	☐	☐

* 26. Which businesses would complement yours, or bring additional customers to the area?

- ☐ Retail shops
- ☐ Restaurants
- ☐ Hotels
- ☐ Entertainment
- ☐ Amenities/Services
- ☐ Events
- ☐ Personal services

Please add additional detail to your selections above.

Downtown Stevens Point Public Survey

General Questions

* 27. What do you most appreciate about Downtown Stevens Point?

* 28. What are your biggest concerns for Downtown Stevens Point?

* 29. What would attract you to Downtown Stevens Point more often, or encourage you to stay for longer? Select all that apply.

- ☐ Retail shops
- ☐ Restaurants
- ☐ Hotels
- ☐ Entertainment
- ☐ Improved public spaces
- ☐ Events
- ☐ Personal services
- ☐ Necessary businesses (hardware, grocery, etc)

Please add additional detail to your selections above, or add something that is missing.

* 30. How much do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Downtown is pedestrian friendly	☐	☐	☐	☐	☐
Downtown is bike friendly	☐	☐	☐	☐	☐
Businesses have appropriate and adequate store hours	☐	☐	☐	☐	☐
Downtown is safe, day and night	☐	☐	☐	☐	☐
The businesses I need or enjoy visiting are downtown	☐	☐	☐	☐	☐
Businesses have attractive storefronts	☐	☐	☐	☐	☐
Downtown presents a positive image to visitors	☐	☐	☐	☐	☐

* 31. Please rank your top priorities for Downtown Stevens Point

	Cleaner and more beautiful Downtown
	More restaurants
	More shopping
	More jobs and businesses
	More nightlife and entertainment
	Improved parking
	More arts and culture
	Improved public transportation to/from Downtown
	Availability of public restrooms
	Higher quality green or public spaces

* 32. Please provide more information about the top 3 priorities you selected:

Priority 1	
Priority 2	
Priority 3	

* 33. Do you live in Downtown or within a half mile of Downtown?

☐ Yes

☐ No

* 34. What is your age?

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+