



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 and Time:	May 7, 2024 2:30 PM	Location:	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
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Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda and agenda items
3. Guest Speaker: Sentry Insurance
4. General Reports and Updates
 - A. City Staff Updates
 - B. Treasurer Report
 - C. Downtown Manager Report
 - D. Board Chair Report
5. Work Group Reports
 - A. Promotion Work Group Lead - Tara
 - B. Design Work Group Lead - Brian
 - C. Economic Vitality Work Group Lead - Rosalind
 - D. Organization Work Group Lead - Hana/Bob

Discussion and Possible Action on:

1. Approve Meeting Minutes from 4/2/24.
2. Approve Special Meeting Minutes from 4/3/24
3. Downtown Photographer
4. Policy and Guidelines for Work Groups
5. Financial Policy
6. Special Projects Fund
7. Parklet and Sidewalk Café Updates - Review Requested
8. Brand Kit for Business Improvement District
9. Adjournment.

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.

Stevens Point First Impressions Workshop – Wednesday, June 5th

Location: Mid-State Technical College. LEAD Center. 1001 Centerpoint Drive, Stevens Point, WI.

Parking available in on-site lot.

Hotel Information:

Downtown option: Cobblestone Hotel, 1117 Centerpoint Drive, Stevens Point, WI

Country Inn & Suites is the next closest option, though there are lots of hotels in town, including The Inn at Sentry World, which is the luxury offering.

Agenda

Pre-Visit: Complete required pre-workshop homework (separate document)

8:30 am: Doors Open

9:00 am: Kickoff, Introductions & Agenda

9:15-10:15 am: Pre-Visit Homework Recap

10:15 am: Break

10:30am-noon: On Site Research/Homework

1:15 Return from Lunch

1:30 am: Influencer Panel – 4 Wisconsin-based influencers from various genres (family, food, travel) discuss their experiences in traveling to new communities, how they identify things to cover, what communities can do to improve first impressions for visitors, how to work effectively with influencers.

2:30-3:30 pm: Debrief from morning research

3:30-4:30 pm: Interactive Small Group Marketing Audit

Evening activities:

Chloe has arranged for some time for us in their downtown community sauna, which is something fun and unique in town. The session starts at 6:15 on June 5th. Through the link below, people will be able to sign up and pay for themselves.

<https://fareharbor.com/embeds/book/nordicnightsauna/items/457254/availability/1445696430/book/?full-items=yes> If they want to see the Nordic Night Sauna's site and do some research before, [HERE](#) is that link. We'll also work on coordinating some dinner plans for those interested.

Thursday, June 6th – Main Street Directors/Attendees only (others welcome but not required)

8:30 am: Networking & State Updates

9:15 am: Q&A, Director-Led Discussion

10:00 am: Stevens Point BID Program Introduction & Overview

10:30 am: Walking Tour of the District

12:00 pm: Adjourn

June 2024 Workshop: Main Street First Impressions Workshop Pre-Visit Homework
(complete in advance and bring with you to the session)

Previous Knowledge:

What is your previous experience with Stevens Point? When is the last time you traveled there? What is the typical reason you visit? How do you perceive Stevens Point relative to your own city/village?

Pre-Workshop Homework: Community Tourism Research

First, imagine that you are planning a weekend visit to Stevens Point. Using whatever sources you would regularly access for this type of activity (short of calling your fellow directors), answer the following questions:

- 1) What are three things that you would look forward to doing/seeing in the community?
- 2) Were you able to envision your entire trip? What limitations do you think this trip would have (i.e. limited lodging, limited dining options, lack of shopping/activities, etc).
- 3) What three websites/resources did you find useful in researching this visit?
- 4) What did you wish you could find/learn but were unable to figure out?
- 5) What activities/amenities could be added to this community that would make your visit more enjoyable for a multi-day visit?
- 6) Based on your research, who do you feel is being targeted by their marketing? What type of individual is most likely to respond to the information/look/feel of the information available?

Pre-Workshop Homework: Business Research

Imagine you are a business owner seeking a downtown storefront in the community.

What type of business are you considering: _____

Respond to the following questions:

- 1) Did there appear to be any suitable spaces available for your business in downtown?
- 2) Were you able to determine if the community would be a good fit for your business? Why or why not?
- 3) What concerns would you have about the downtown as a suitable location for your business?
- 4) What questions do you still have about the downtown as a business location?
- 5) What websites or resources did you find to be useful?
- 6) What individuals or business owners in the community would you be likely to contact for more information based on your research?

Pre-Workshop Homework: Organization/Marketing

Using your knowledge of Main Street/downtown revitalization, take a look at the website and social media feeds for the host community. Based on the information you find, respond to the following questions:

- 1) What organizations are sharing stories about downtown?
- 2) What is an area of potential weakness for the district? What information was not available?
- 3) What marketing did you find to be most compelling or informative?
- 4) If you were interested in donating to/volunteering for downtown initiatives, could you easily determine how to do that?
- 5) Does it appear that the organization/community supports a comprehensive and balanced approach to incorporating the four points of main street (organization, design, promotions, economic vitality/development)?

Arrival & Navigation – During your trip to Stevens Point for the workshop, try and use wayfinding or directional signage to travel to the downtown if possible.

- 1) How easy was it for you to find the downtown district?
- 2) What is the visual experience of entering the downtown district? Is it clear when you have arrived? Does it provide an attractive gateway?
- 3) Was it easy to find the meeting location?
- 4) Were you able to identify a logical place to park near your destination?

2:30 Called to order**Roll call**

Tara Manzke-not present

Hana Cutler

Mike Beacom

Bob Butt

Brian Cummins

Rosalind Kealiher

Alderperson Christianson

Downtown Manager

Chloe Kreuser

City:

Ryan Kernosky

Logan Beveridge

Public:

Andrea Olson

Dean Shuda

Comments from Public

Andrea Olson, shares desire for us to consider smart lighting. Dark sky friendly. Urges us to discuss lower rent concerns with city, county, and school district properties. Would like to discuss with city to ensure pop up shops are allowed. Also expressed concerns over street safety.

Guest speaker-Attorney Beveridge refresher on open meetings and records.

BID fiscal policy discussion

Should we set some type of standard for future requests? Consider the idea of having a dollar amount that Chloe can automatically go ahead and say yes to, or at the nod of approval of just the chair. Requests for finances should include what line item the funding is coming from. Also, see a difference between Chloe traveling to a training vs. board members traveling for training.

Downtown vacancy list for marketing:

Chloe has taken steps to create a list. City is working on putting everything in one area, easy to find.

General Reports and updates:

City staff updates-no updates today.

Treasurer reports-will be printing monthly general reports

Downtown manager report-shared a WEDC report, and how it can help us. Focus with one identity: Ex: Downtown as an Experience, how are we doing that? Is what we are doing an

experience...etc. Viroqua volunteer recruitment recap-an incredible meeting, filled with valuable information.

Wins this quarter-started the year with 486 survey responses, WDEC being here for three days. We are over 500 donated hours, this is amazing! Business resource packets are in the works, Chloe would love feedback.

Someone reached out with interest to do a cover project (example-umbrellas). They are willing to do it, want to make it happen. How would we direct them? Brian suggests we bring it to the appropriate workgroup and move forward from there.

WDEC-is willing to provide funds to service a photographer for the downtown.

Board chair report-Encourage board members to let Chloe know if there are business owners whom she should reach out to. Meeting tomorrow-important meeting for what we are trying to accomplish downtown. Goal of meeting to have alliance and BID board to have discussion and alignment.

Workgroup reports:

a-Promotion report (Tara)-

b-Design group (Brian)-lost a member, actively recruiting members. Planning to meet next Tuesday.

c-Economic Vitality (Rosalind)-still planning the event for April 30

d-Organization (Hana and Bob), still working on recruiting members. Meeting with Mike Wiza to discuss other organizations who may be doing similar things.

Discussion and Possible action on:

Minutes-Motion by Christianson, second by Brian. Motion passes.

Consideration of work group to provide support for vacancy efforts. Mike Beacom would like to volunteer for this, could acquire for BID to subscription to loopnet, to share/post real estate opportunities. Hana makes a motion to make a small workgroup on providing solutions for vacancies. Brian seconds.

WDAC Summit conference fee-Registration is \$210. They will do a BOGO if Mike and Chloe would like to attend. Request from Chloe for BID to pay for registration, transportation, and meal. Brian moves we provide registration, travel, and meal for Chloe to attend. Rosalind seconds.

Secret Shopper Program-WEDC-implementing a \$500 stipend to go do an event/audit/secret shopper. We would get paid to do it on July 26. Christianson moves approval on this event. Hana seconds.

4:22 Meeting adjourned

04/03/24 2:30pm

Roll call:

Business Improvement District Members

Hana Cutler

Mike Beacom

Bob Butt

Brian Cummins

Rosalind Kealiher

Alderperson Christianson

Tara Manzke arrived at 3:18m

Stevens Point Visitors Bureau

Sarah Brisch

Stevens Point Alliance

John Ciulla

Derek Ertel

Nikki Kaiser

(Rosalind Kealiher)

City

Chris Klesmith

Business Improvement District Manager

Chloe Kreuser

Chloe shared a summary of our partnership.

Chair Beacom shared a summary of our goals in working together. We are at a point where we are ready for action and would like to make sure we are all in alignment.

BID is conscious of all stakeholders, where the SPA is focused on business and events. Feels strongly that we are in a place where we can move.

President of SPA Nikki Kaiser: Would like to see a plan of action that she can share with our members, this will take time and trust.

Discussion and possible action:

Identify obstacles to alignment:

- time: something we all struggle with.
- roles and boundaries
- confusing messaging, lack of clarity. Branding
- ideas that the BID would replace SPA is a concern.
- question how other communities do this and how can we mimic them?
- trust
- Confusion with the community fund

Hana requests clarification from SPA regarding what they would like to see the BID do?

-Nikki-wants to continue to hold on to events that we have been doing over the years. How do we get the assistance of the BID without taking over?

-Derek-Lack of visibility of things happening with the BID, SPA members are looking for visible action from the BID. BID Members agree that there is not a lot of visible action, but foundations are coming along.

We all see a need for communication of each organization as well as what is actually happening in the downtown, considering solutions. Discussed a website for all to share.

The BID is public with public \$\$, none of this belongs to anyone specific. Absolutely doesn't want to see us adding any separation.

Obstacles of "Joint Branding"?

Answering questions and making sure we are in alignment.

Funding and control over content or duties

Challenge of promoting just SPA and BID promoting the broader downtown

Time-we are busy and time is valuable. We would like to get things moving, how do we do that as a joint group? Recruiting volunteers. Clear actions steps. Making decisions, making sure we are collaborating. Look for gaps and redundancies.

Naysayers-overcoming the naysayers and obstacles of trust, misinformation, the way it spreads. How do we deal with it? Increase awareness of the organizations.

Need to build the brand and be more visible to create some excitement.

Community fund challenges-one downtown for marketing? Can we accept funds within the fund? Getting the right information from the right person? How can we segregate the fund? How does the SPA collect funds? Marc suggests we need to track our funds separately.

What are we protective of? SPA is protective of events

Internal and external communication-

Defining our roles-

Solutions piece-brand/umbrella

Do we want one brand? The downtown is it's own identity whether we want it or not.

Conclusion, we need to discuss with WEDC and the branding coordinator. For how we can align on media.

Must determine our brand voice.

How do we want to take the next steps?

Want to take this to the WEDC for branding.

Brian makes a motion to engage with WEDC to use our fifth category as branding. Hana seconds. Motion passes unanimously.

Community funds-is this it's own thing? C3 wing? Tax deductible donation vehicle-Sounds like the Stevens Point Alliance may not need to be a part of this at the moment. How do we advance the fund at this moment? BID has already voted to establish the fund.

Can the SPA ask the BID for funding for events? A: the BID can create grants that are offered to all, the SPA can apply for them.

4:33 meeting adjourned

These are the notes that were taken on the screen during the session

Downtown Organizations Alignment Session

April 3rd, 2024

Identify Obstacles to Alignment

- a. Time
- b. Roles/Boundaries/Organizational Clarity
- c. The concern of City's role
- d. Structure Approach/Branding/Messaging
- e. Fund
- f. Trust

Provide Details for Each Obstacle

- a. Time
 - The general assumption is everyone is busy.
 - How do get things moving while we are busy?
 - Struggles to “multiply” engagements.
 - Coming up with volunteer recruitment strategies.
- b. Roles/Boundaries/Organizational Clarity
 - History shared during meeting: SPA started as support for Crazy Days, expanded to more events; support for retail within the mall
 - Fear of stepping on others' previous efforts
 - Environment changed as the board changed
 - Initial thought was that SPA wanted BID to take over items. Questions that came up; How can BID support SPA? Where do they want our involvement?
 - SPA wants to hold onto their events, and thoughts on how to get BID involved to help but not take over.
 - SPA members' concern: lack of visibility of things happening within the BID, they want to see the beautification/changes DT/visual changes. The response was that it takes a while to set up a BID and get the planning started; Economic Development/revitalization takes time.
- c. The concern of the City taking over SPA
 - BID is value-added, not a replacement of current efforts.
- d. Structure Approach /Branding/Messaging
 - BID's goal was to get organized in the first year or so.
 - What is redundant among organizations?
 - What do we do well?
 - Core competencies: how to uplift what we are good at individually
 - Appleton structure
 - Three different names of organizations for the general same goal
 - Website
 - Obstacles with “Joint Branding” as Downtown
 - Answering questions that SPA or BID is doing and

These are the notes that were taken on the screen during the session

- Funding
- Control over content
- Control over duties
- Fundraising
- The Credit
- SPA members pay- does what is best for their members
- BID represents all businesses/property owners
- Covering/Marketing Costs (Shawn)
- External and Internal Information
 - How do we streamline the “wins”
 - Website to clarify information.
- e. Fund**
 - Challenge (BID): Structure of Charitable fund and different objectives.
 - BID – larger sums/endowment/public fund improvement.
 - SPA – events
 - Problematic if we have the same fund, the same shared brand, but different goals
 - Concerns about tracking funds
 - SPA can't be tax deductible
 - Barrier: Brands want to see their names on the event,
 - If we combine marketing efforts, who pays Shawn?
 - Find alignment in asks, and messaging has to be consistent
- f. Trust**
 - People can get stuck in previous behaviors/actions
 - Misinformation being shared; how do we deal with this?
 - Be each other's ally's and share what other organizations are doing.
 - Willingness to be advocates of Downtown
 - “Downtown is dead; no shops I'd visit”
 - BID can help promote properties, fill storefronts.

Explore Ways to Resolve Obstacles

- a. Time**
 - Volunteer Recruitment
 - Coming up with “job descriptions” for volunteers = clear action requested
- b. Roles/Boundaries/Organizational Clarity**
 - Making a list of who's doing what, by when.
 - Core competency of each group
 - MOU Clarification
 - Add details
 - List the Mission/Vision of each organization on plan
- c. Structure Approach/Branding/Messaging**

These are the notes that were taken on the screen during the session

- “Wins” of each organization
- One person from each organization to communicate within the organizations – Rosalind is the liaison for this.
- Mike- Will reach out to Talin on “ownership” of downtown.
- Fun video to promote DT
- Build a brand (commercial identity)

d. Fund

- Getting mentorship from a CPA and how to do
- Learning details about SPA and how they collect funds/ask for funds
- Making sure the “asks” are from different folks
- If shared Fund; Both organizations share a document of what was taken out of the fund
- City option – Could explore.
- Special Projects Fund: Created as a vehicle to allow large-scale donations. Important to ask: Are our visions different for the fund? Are we trying to fix an issue that doesn’t exist?
- SPA Comment– People don’t bring up tax deductions when donating.
- Financial Capacity: Develop donor strategies for SPA/BID
- Oshkosh set-up works well for them
- Hypothetical situation with grant - Brian

e. Trust

- Assume the best in the other groups & celebrate the wins!

NEXT STEPS

Step 1 **Build Downtown Brand** (Commercial Identity) - Reach out to Errin for Tech to use 5th Tech

Once we develop this, we can meet as a social strategy meeting.

Rosalind – Liaison of communication between both organizations as this develops.

Step 2 **Fund**

Ask Corey and Carrie for more information on the City account for donations; do we make interest? How would donations work for events?

Connect with the Fund committee after and decide how to move forward.

Vision for Project:

BID Vision: Capturing the livelihood of our Downtown to market the district to residents/visitors. Also creating an opportunity for some businesses to receive professional photography. Local businesses in action, busy event day, glamour shots of people enjoying the district, etc.

North Side Yard Vision: Farmer's Market, Main Street, the riverfront trail, and lifestyle photography including people if possible. Capturing some of the retailers, bars, and restaurants where NSY residents will enjoy walking.

WEDC Budget: \$1,000
Photography Match by North Side Yard: \$1,000
Total Budget: \$2,000

Photographer 1: Dynamic Imagery By Travis

Website/Portfolio: <https://www.dynamicimagerybytravis.com/>

I do have the ability to capture images of the downtown district, some limited event photography and I also maintain an FAA part 107 certification for drone photography as well. This certification is required anytime a drone images or video is used in any business capacity.

OPTION 1: \$1000

- 30 images highlighting the downtown area overall
- 10 Images of specific downtown businesses of your choice
- 10 drone images highlighting the downtown

OPTION 2: \$2000

- 40 images highlighting the downtown area overall
- 20 Images of specific downtown businesses of your choice (additional businesses can be added at \$20 each)
- 15 drone images highlighting the downtown
- Drone video clips of the downtown area that can be used on website
- Social media package (a mix of photos and video shot in 9x16 vertical format (ideal for facebook/instagram Reels, Tik Tok)
- Photo coverage of one downtown event (ie wine walk) that shows businesses, crowds, and some candid shots of the participants

Photographer 2: Contemporary Photography, Inc. (John Hartman)

Website/Portfolio: <https://www.johnhartmanlightpainting.com/page14/page-5/>

Photography of downtown area businesses, including area pullbacks, individual storefronts, interiors, product close ups and portraits of business owners. Subject matter will be decided as a collaborative effort between all stakeholders as seen as appropriate for the project's mission and goals. In addition to photography of the actual businesses, additional images can be made showing the vibrancy and diversity of the downtown, i.e., the farmers' market, arts and musical events, parades, etc. Crowd photography at events can also be provided, but photos of individual people will be required to sign a publication release.

While at this early stage, it is not possible to provide an exact number of deliverables, I foresee the number of finished images presented to be in the hundreds.

FINANCIAL QUOTE

\$2000, with \$1000 being immediately gifted back to the BID for use in future photography projects.

Photographer 3: Chelsea May Photography

Website: <https://www.chelseamayphotography.com/my-work>

- District images - 15-20 images
- Glamour shots - 15-20 images (I'm thinking a mix of models enjoying local businesses, making purchases, etc and a handful from events)
- Businesses - 5-7 businesses, 3-5 images per business

The photography, the images edited and delivered in high resolution, big enough for billboard size. Image rights will be for commercial advertising.

FINANCIAL QUOTE: \$1,250 plus tax. If you're looking for more photos (or less!) please let me know and I'd be happy to adjust the quote for you!

Photographer 4: Desiray Rockweit Photography

Website: <https://www.desirayrockweitphotography.com/family/>

- 10 business photography and aerial drone photography, I'm guessing about 5-10 fully edited images per business and some additional images of the downtown, water fountain, and farmers market.
- 100+ fully edited images and multiple dates to set up with businesses.

FINANCIAL QUOTE: \$2,000.

Recommended Branding



Accent Color Codes and Design Patterns

D: ea5c30
L: f2762d

D: 0da9c5
L: 3bc2df

D: 5caf48
L: 79c057

D: 917fbb
L: b19dcb

Dark (D)
Light (L)



Primary Navy Color:
043E6E

Comparable Free Canva Fonts

Red Hat Display
AaBbCcDdEeFfGgHh

Red Hat Display
AaBbCcDdEeFfGgHh

Oswald
AaBbCcDdEeFfGgHh1234567890

Fonts

Stevens Point/DT Signage Use these:

Montserrat Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNn1234567890

Montserrat Extra Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn1234567890

Highway Gothic Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNn1234567890