05/07/24 2:30pm
1-Roll Call
Chair Mike Beacom
Brian Cummins-not present
Rosalind Kealiher
Bob Butt
Tara Manzke (2:37pm)
Hana Cutler (2:35 pm)
Alderperson Christianson

City
Ryan Kernosky

Downtown Manager
Chloe Kreuser

2-No comments from the public.
3-Guest speaker: Sentry-315 associates moving down to Strongs Ave in mid June.
All coming at once. Will be at work Tues-Thurs 7am-6pm. Most work from home Mon & Fri
Downtown will be an adjustment for them, specific concerns are security and safety. Sentry will piggyback on what we are doing to enhance safety. Between now and mid June they are doing updates for Sentry, will have an open house for Sentry associates only. There will be a full service cafeteria in house. Looking for ways to partner with downtown. Welcome baskets will be a part of transition. If businessese want to add to the baskets, they need 315 items, submitted to the SPVCB by June 1. Marc Christianson emphasized the boost in security at the library and the positive impact that has been added to downtown. Long term vision for the downtown Sentry building is undecided at this time.

4-General reports:

City-Ryan, May 14th 6pm-reintroduction to finalize targeted area master plan at MSTC. The city did open bids for raising shopko building and received a favorable bid. Intention to start demolition after July 4th. Edgewater lot will be remaining vacant at the time. This helps the capital budget and tax roll of the city and levy. Gearing up for Riverfront Rendezvous. Foundations for Wayfinding will be installed next week.

Treasurer report-Shared report. Chloe and Tara will meet before June to go over this and organize a more detailed report for June.

Downtown Manager update-WDEC conference in 2 weeks. Mike and Chloe will both attend. Mike is attending the historic building portion, Chloe is attending activating riverfronts. See packet for info about upcoming impressions workshop. Annual MOU meeting is tomorrow. Next BID meeting change: our BID meeting will be June 11 instead of June 4th. Following first impressions visit. Will have a clean up day on Monday June 3rd. Time TBD
Branding tech is Coalese, they are looking at our current branding and meeting May 9th to tell us their first impressions and beginning suggestions.

Board Chair update- made contact with Farmers Market, wants to make sure we value the Summer market. Plan for us to discuss policy monthly along with us having a regular guest speaker. Created a template for our workgroups.
Reminder and encourage to BID board to be conscience of what we are doing to encourage and grow the downtown.

Workgroups-
Promotion-will have a meeting later this week.
Design-no update at the moment.
Economic vitality-update post social. For June meeting we will look into quorum regulations and if BID can participate with next social. Will lock in dates ahead of time so we can involve the entire BID.
Organization workgroup-has had two meetings. Main focus for the group-volunteer, welcoming group, putting together a map. Connecting with other organizations to get involved.

Discussion and Possible action:
Approval of Minutes-Hana makes motion to accept April 2, 2024 minutes. Second by Tara. Rosalind motions accept April 3rd minutes, Tara seconds.

Photographer grant-WDEC is providing a grant, Northside Yard is matching the grant. Tara makes a motion to accept John Hartmen's proposal as stated, Hana Cutler Seconds. Motion passes unanimously.

Policy guidelines for workgroups-Chair appoints leads for workgroups-workgroups assemble their own teams. BID needs to contain some control over activities. Workgroups are working within the boards strategic plan. Hana makes a motion to adopt policies and guidelines with the workgroups with slight changes. Second by Mike. Motion passes.

Financial policy-Chloe recommends-anything $75 and under does not require full board approval only chair approval, as it is listed general admin discretion. Anything over the suggested amount must go through board at the monthly meeting. In non occurring cases where an opportunity comes up over $75, it is up to the board's chair's discretion if in between BID board meetings. No request can exceed the allocated budget. Hana makes motion to accept this stated financial policy. Alderperson Christianson seconds. Motion passes.

Special Projects fund-city will take less from us in fees, community foundation will have more fees. Question-who is the check written to? Is it written to the "City of Stevens Point"? Chloe will find out. Overall, more information will come in June and July. Decision to not include SPA in the fund, SPA is in agreement.

Parklet and Sidewalk Cafe updates-Review requested. Can there be more clarification on what private, public, and hybrid parklets mean.

Brand kit for BID-recommendation for packets, vision, look. Design concepts stolen from SCVB logo, includes representing river, sun, state flower, trees…etc. Request from BID that we are comfortable with colors, fonts. Motion by Christianson to pass this, Hana seconds. Motion passes.

Meeting adjourned at 4:29pm.