



AMENDED

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:	June 11, 2024 2:30 PM	Location:	Prairie Room Portage County Public Library 1001 Main Street 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
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 May 7, 2024.
2. Business Improvement District Treasurer
3. ***Adjourn into closed session pursuant to Wis. Stats. 19.85(1)(e) (deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session) for consideration of an agreement between the Stevens Point Alliance and the Business Improvement District.
4. Reconvene for Possible Action on the above-referenced closed session.
5. Shawn Williams Creative Proposal
6. Annual Report and Resource Guide
7. Town Hall August 7th - Approval for Date
8. Public Space Enhancement Fund
9. Fund Discussion with Possible Action
10. 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 Strongs 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 Strongs 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.

Account Number	Account Title	2024 Current year Budget	2024 Current year Actual	2024 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
TAXES				
254.41.00120.56	BID ASSESSMENTS	53,174	.00	.00
Total TAXES:		53,174	.00	.00
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	.00	.00
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	14,823	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
Total OTHER FINANCING SOURCES:		49,823	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	50,000	22,281	4,077
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,450	1,537	281
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,825	1,691	309
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	48	5	1
254.56.00700.1930	WORKERS COMPENSATION PREM	50	399	73
254.56.00700.1950	MEDICAL INSURANCE PREM	18,044	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	540	167	.00
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	2,700	.00	.00
254.56.00700.3001	GENERAL OFFICE SUPPLIES	680	21	.00
254.56.00700.3005	PARKING CHARGES	150	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	1,000	.00	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	.00	205	.00
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	79	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,200	292	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	810	.00	.00
Total BUSINESS IMPROV DISTRICT:		102,997	26,677	4,741
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		102,997	.00	.00
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		102,997	26,677	4,741
Net Total BUSINESS IMPROV DISTRICT (BID):		.00	26,677-	4,741-

Promotions Work Group

Meeting Date: May 4, 2024

Attendees: Connie Buchanan, Tracie Schweder, Hannah Dee, Tara Manzke, (Rubina Martini)
(Patrick Gatterman)

2024 Work Group Priorities:

1. Identify Target Audience Groups
2. Create Downtown Directory/Deliverables
3. Experience Mapping
4. Local Representation and Asset Development
5. Streamline social media outlets and webpages to provide one source of Downtown Stevens Point promotions.

Progress from this month:

We are working with Shawn Williams to create promotional video of Downtown and John Hartman to identify intentional photography opportunities for all promotional avenues.

Next Group Meeting: June 18, 4:30pm

BID Work Group Report

Work Group: Economic Vitality

Meeting Date: 05/15 & 05/29

Attendees: 05/15- Jordan Hornung, Michelle Venette, Rosalind
05/29- Jordan Hornung, Rosalind, Chloe

2024 Work Group Priorities

1. Grow the business owners connections
2. Bring excitement to downtown, energy, ease
- 3.
- 4.

Please provide progress from this month for your 2024 priorities: Recapped our event & how
it went, discussed where to host it next, creating a
template for hosts.

Went over ideas for our groups next steps

Will the BID Board need to consider any action items? not @ this time

Anything the Downtown Manager (or BID) can do to assist your Work Group? not @ this time

BID Work Group Report

Work Group: Organization

Meeting Date: June

Attendees: Hana Cutler, Mindy McCord, Allie Rogocheski

2024 Work Group Priorities

1. Alley vitalization
2. Ambassador, welcoming group
3. Umbrella of organization/ stakeholders with website
4. Property owners?

Please provide progress from this month for your 2024 priorities: Taken picture of alleyway with a walk through downtown.

Will the BID Board need to consider any action items? Not at this time. Will remeet next week.

Anything the Downtown Manager (or BID) can do to assist your Work Group?

05/07/24 2:30pm

1-Roll Call

Chair Mike Beacom

Brian Cummins-not present

Rosalind Kealiher

Bob Butt

Tara Manzke

Hana Cutler

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. Peak times will be from Tues-Thurs 7am-6pm. With most working from home Monday and Friday.

Being 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. 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 businesses 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 Mid-State Technical College.

The city did open bids for raising the 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-WDAC 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. The 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 Tuesday June 4th. Time TBD

Branding tech is Coalesce, 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 conscious 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-WEDC is providing a grant, Northside Yard is matching the grant. Tara makes a motion to accept John Hartman'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 paired from SPACVB logo and wayfinding signage. They include a 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.

ESTIMATE

Video Spotlights - Stevens Point businesses



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Stevens Point, Wisconsin

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BUSINESS SPOTLIGHTS

DELIVERABLES AND SERVICES:

PHOTO DELIVERABLES

- Photo shoot (location, product, customers, events, owner headshot, signage, etc.)
- Approximately 20+ edited photos per location.

VIDEO DELIVERABLES

- 1 Edited feature video (2-4 minute minimum)
- 3+ Facebook and Instagram Story/Reels (15 second, vertical videos).

GRAPHIC DESIGN

- Design on-screen graphics, lower 3rds, social media thumbnail, etc.

ON-SITE VIDEO/PHOTO SHOOT - HALF DAY

- 1-2 hour - Sit-down interview with 1 to 3, owner/manager/employees.
- 1-2 hour - Capture b-roll video of the location. (Tour the space with an opportunity to capture what we talk about in the interviews).

NOTE: All video/photo content could be shared on any BID social media formats, and be digitally handed over to the actual businesses for their promotional purposes as well.

HALF DAY SHOOT VIDEO/PHOTO EDITING

4 HOURS SHOOTING - \$125 HOUR
6-8 HOURS EDITING - \$65 EDITING
\$390—\$520

2-3 WEEKS DELIVERY

PACKAGE \$900.00—\$1,000.00

Thank you for your interest working with
Shawn Williams Creative.