



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:	August 6, 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. General Reports and Updates
 - A. Treasurer Report
 - B. City Staff Updates
 - C. Downtown Manager Report
 - D. Board Chair Report
4. Work Group Reports
 - A. Promotion Work Group Lead - Tara
 - B. Design Work Group Lead - Brian
 - C. Economic Vitality Work Group Lead - Rosalind
Vacancy Sub-Group: Marc, Mike, and Chloe
 - D. Organization Work Group Lead - Hana/Bob

Discussion and Possible Action on:

1. Approve Meeting Minutes from July 2, 2024
2. 2025 Budget
3. Downtown Second Fund Name and Creating Line Items
4. Review of Town Hall Slides and Agenda
5. Hotel Approval for Placemaking WEDC Workshop in Racine
6. Policy Item: Work Groups, Sub Groups, and Task Forces
7. Review Marketing MOU for Possible Adoption.
 - A. Request for BID to Take Ownership of Two Domains
8. Mission, Vision, Values: Facilitation Request
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.

Promotions Work Group

Meeting Date: July 12, 2024

Attendees: Connie Buchanan, Tracie Schweder, Hannah Dee, Tara Manzke, Craig Shulfer

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:

The team has identified a large list of categories for the experience mapping projects and we plan to hone in on the top 5 for Fall-related activities that we can produce deliverables for yet this calendar year.

We are working in parallel to this with John Hartman to identify intentional photography opportunities for all promotional avenues. John and I have met twice to discuss the plan for photos and he has already begun working on capturing Downtown pictures. Our next step is to plan a couple of days of photo shoots with locals for a variety of real-life photos in the Downtown area.

Next Work Group Meeting: August 7 @ 5:00 PM

BID Work Group Report

Work Group: Economic Vitality

Meeting Date: 7/23/24

Length of Meeting: 1 Hour

Attendees:

Vacancy sub-work group for economic vitality; Marc Christianson, Mike Beacom, Chloe Kreuser

2024 Work Group Priorities:

1. Write Grant for Vacant Storefronts
2. Publish Grant
3. Get Grant approved by BID BOD
4. Award Grant (Probably looking into 2025)

Please provide progress from this month for your 2024 priorities:

We went over the grant we wrote and altered some wording.

Will the BID Board need to consider any action items?

Not yet, we will be more than likely voting on in September BID BOD. We are finalizing some additions!

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

No.

BID Work Group Report

Work Group: Organization

Meeting Date: 7/11/24

Length of Meeting: 1 Hour

Attendees:

Hana Cutler, Mindy McCord, Chloe Kreuser

2024 Work Group Priorities:

1. Alley Identification and Naming
2. Alley Activation Pop-up Event
- 3.
- 4.

Please provide progress from this month for your 2024 priorities:

Names of Alley's: Library Alley, Artisan Alley, Love Brick Alley, Movement Alley, Big Alley or Sculpture Alley

Goal is to have pop-up event on July 30th. Meeting again on July 25th, 2024.

Will the BID Board need to consider any action items?

No.

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

No.

07/02/24 2:30pm

Roll Call:

Tara Manzke
Hana Cutler
Mike Beacom
Bob Butt
Brian Cummins
Rosalind Kealiher
Aldersperson Christianson

Downtown Manager: Chloe Kreuser

City:

Corey Ladick
Ryan Kernosky
Dean Shuda

No comments from the public.

Guest Speaker: Corey Ladick

Answering questions about our fund.

Q-Wondering if we can collect donations to go into the city fund with different names on checks. "Friends of Stevens Point" would work. Memo of what check is for would be extremely important. Tax implications? Would be tax deductible as usual.

Regarding bookkeeping: The fund would be a reserve within the BID account, or we would have a separate fund for BID Donations. For reporting we would see separate reports for main fund, and separate account for donations.

Expenditures: Would go through the city, they would cut a check charged to the correct account number.

Investing: Could take idle cash and put it into a local gov't account investment pool. Could transfer as needed for liquidation. At the moment, interest is 5.38%, fluctuating based on interest rates.

No range limits on donations. No fees from the city.

Process for establishing: The go ahead from us and how we want to do it. Deciding if we want a separate fund for BID donations. Necessary account numbers. Question about cash (for example from a raffle) would require good documentation. We would have a main contact person that would then fill out proper forms and do the drop. Chloe would also issue tax purpose receipts to get to the proper people.

General Updates:

City staff updates: Interior work at Shopko nearing completion. Now working with Public service to remove electrical with no disruption to the rest of downtown. Wayfinding signage is complete.

Treasurer report: Will have more of a report in August

Downtown Manager Report: Board photos will be taken between now and August 6.

Dark colors along a white background. Information will be in her recap email.

Lights on the corners of the square are now up.

Website updates: We will have to look at our options as we move forward.

Fall Cleanup: Labor of Love team from UWSP was looking for clean up sites, they will be volunteering for us on August 31st from 1-4pm. Hoping to have more volunteer strategies in place by then. 1,058 hours of donated hours.

Starry night cat cafe opened as well as Siegel Studio.

YPEN and WEDA have an event on August 8th downtown.

Board Chair report: Working with SPA and an attorney.

Encourage people to connect and invite other business owners for town hall.

Work Group Reports:

Promotion work group: Meeting with John Hartman, and Sara Ketterhenry to work together on projects. In this group: Tara, Connie, Tracie, Craig Schuler, Patrick from SBDC.

Design group: Met last Thursday and kicked off what their responsibilities would be. Branding is now on the table for them as well.

Economic Vitality: Planning next social, July 30th, at Caravan/Process.

Want to work with connecting businesses, helping them feel like they are a part of things.

Vacancy sub group: working to develop a pitch for the board for a grant program for vacant properties and new businesses. Encourages filling vacant storefronts, and new businesses. Working on an inventory.

Organization: meeting next Thursday. Looked over other town's info for ideas for from what others are doing. Helping with website stuff.

Discussion/possible action:

Past Meeting Minutes: Brian Motions to approve meeting minutes from June meeting. Tara seconds. Motion passes.

Special meeting minutes from June 25th. Tara makes motion to approve, second from Brian. Motion passes.

Special projects fund: Shared Community foundation policies, procedures, and fees.

Brian moves that we set up a special projects fund with the city of Stevens Point for charitable donations for the bid. Tara seconds. Motion passes.

Downtown BID 2024 completed real estate assessment and BID recommendations for 2025 tax levy. Almost \$5,000,000 net increase in BID area property taxes. Upcoming, few new projects in the works that could bring change in upcoming years.

At 0.75 per thousand, our revenue is approx \$70,000

Started at 0.60, last year had \$70,000 and had four years of \$35,000

2024 budget, \$103,000 will eventually need to get to \$1.20 to run at an even budget. Would like us to go from 0.60, to 0.75, to 0.90, 1.05, at year five sustainable budget at \$1.20 in year six.

Public Space Enhancement:

Ideas between all of us:

Hana-alley ways-wants to add lights, creative ideas.

Rosalind-Sculpture at Main St entrance to downtown

Brian-Trash canvas style decoration for utility covers.

Mike-contract with an artist for semi permanent paint on replaced sidewalk blocks.

Mark-More clear cut connection between the riverfront art center and the downtown. Possible arch.

Bob-Dumpster corral/dumpster decoration/fenced in.

Tara-hidden messages-fun messages appearing on sidewalk. Water activated paintings.

Chloe- Colorful crosswalks

flag program/banner project

lighting-city is planning to do more lights that are night sky friendly/pedestrian friendly.

Installation would be approx \$4,000

grant program for parklets-to activate Main St.

Point Sculpture/Selfie stand-applying for grant for the future.

For the Town Hall we select:

Crosswalk and sidewalk painting.

Open flag program

Power box

Ally campaign

Selfie stand

Hidden message sidewalk paint

Review agreement between SPA and BID

After this meeting to send an email and including the SPA document

The group for the second BID is now comfortable with the 35% and supporting the downtown along with getting their needs met.

SPA has to continue through the last event of the year.

Brian Makes a motion to adopt a resolution and the exhibits and move forward with presenting this document to the Stevens Point Alliance. Rosalind seconds. Motion passes.

4:21pm Meeting adjourned

Account Number	Account Title	2021	2022	2023	01/24-06/24	2024	2025	Next Year
		Pri Year 3 Actual	Pri Year 2 Actual	Pri Year Actual	Cur YTD Actual	Cur Year Budget	Fut Year Budget	
BUSINESS IMPROV DISTRICT (BID)								
TAXES								
254.41.00120.56	BID ASSESSMENTS	.00	.00	.00	53,738	53,174	.00	
Total TAXES:		.00	.00	.00	53,738	53,174	.00	
MISCELLANEOUS REVENUE								
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00	.00	.00	.00	
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00	500	.00	.00	
Total MISCELLANEOUS REVENUE:		.00	.00	.00	500	.00	.00	
OTHER FINANCING SOURCES								
254.49.19310.59	GENERAL FUND BALANCE USAGE	.00	.00	.00	.00	14,823	.00	
254.49.19420.59	TRANSFER FROM TID 10	.00	.00	77,000	35,000	35,000	.00	
Total OTHER FINANCING SOURCES:		.00	.00	77,000	35,000	49,823	.00	
BUSINESS IMPROV DISTRICT								
BUSINESS IMPROV DISTRICT								
254.56.00700.2203	TELEPHONE UTILITY CHARGES	.00	.00	.00	214	540	.00	
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	.00	.00	.00	.00	2,700	.00	
254.56.00700.3001	GENERAL OFFICE SUPPLIES	.00	.00	.00	21	680	.00	
254.56.00700.3005	PARKING CHARGES	.00	.00	.00	.00	150	.00	
254.56.00700.3202	MEMBERSHIP DUES	.00	.00	.00	.00	1,000	.00	
254.56.00700.3301	MILEAGE REIMBURSEMENT	.00	.00	.00	301	.00	.00	
254.56.00700.5000	MISCELLANEOUS EXPENSES	.00	.00	771	79	500	.00	
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	.00	.00	.00	.00	5,000	.00	
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	.00	.00	.00	292	1,200	.00	
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	.00	.00	.00	.00	10,000	.00	
254.56.00700.7910	GRANT DISBURSEMENTS	.00	.00	.00	.00	5,000	.00	
254.56.00700.8011	SOFTWARE PURCHASES	.00	.00	.00	.00	810	.00	
Total BUSINESS IMPROV DISTRICT:		.00	.00	771	907	27,580	.00	
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		.00	.00	77,000	89,238	102,997	.00	
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		.00	.00	771	907	27,580	.00	
Net Total BUSINESS IMPROV DISTRICT (BID):		.00	.00	76,229	88,331	75,417	.00	
Net Grand Totals:		.00	.00	76,229	88,331	75,417	.00	

Downtown Stevens Point Business Improvement District
August 2024 Policy Adoption

Work Groups, Subgroups and Task Forces

Work Groups

The Board may approve the creation of Work Groups to carry out the objectives established in the BID's Annual Operating Plan (and more detailed Annual Work Plan). Work Groups are permanent and require a two-thirds Board vote to create or abolish.

Each Work Group is directed by a Lead, who is responsible for shaping agendas, running meetings and reporting activities to the Board. Leads must be a member of the Board and elected during the first BID meeting of each calendar year.

The Lead is responsible for recruiting Work Group members, however each Work Group must include at least two downtown stakeholders not serving on the Board, as well as one community member considered an expert in a field pertinent to planned Work Group activities. The BID Chair may appoint one member to any Work Group. No more than one Board member can serve on a Work Group. Each Work Group will be staffed by either the Downtown Manager or Marketing and Communications Coordinator.

Each Work Group is expected to meet at least once a month. The Lead is expected to provide a progress report to the Downtown Manager prior to each Board meeting. All Work Group action items or events must be approved by the Board.

Sub Groups

Any Work Group Lead may petition the Board to establish a Sub Group to work on a specific task assigned to the Work Group in the Annual Work Plan. Sub Groups can take action within the scope set by the Work Group, with oversight from the BID Board.

The Work Group Lead is responsible for recruiting Sub Group members, however each Sub Group must include at least one downtown stakeholder not serving on the Board. The BID Chair may appoint one member to any Sub Group.

Each Sub Group must be directed by the Work Group Lead, BID Chair or BID Alder. That individual is responsible for shaping agendas, running meetings and reporting activities to the Board. All Sub Groups must be staffed by either the Downtown Manager or Marketing and Communications Coordinator.

Task Forces

The BID Chair may establish a Task Force at anytime to explore a topic relevant to downtown Stevens Point. Task Forces are limited in authority and term; they are intended to provide ideas and guidance to the Board. A Task Force expires once it submits recommendations to the Board.

The Chair may appoint anyone to the Task Force, but each Task Force must include at least one Board member, in addition to the Chair, and at least two downtown stakeholders not serving on the Board. Excluding the Chair, no Board member may serve on more than one Task Force simultaneously.

The BID Chair is responsible for shaping agendas, running meetings and reporting activities to the Board, but may delegate to the Board member, as needed.

July 31st, 2024

TO: Chair of the Stevens Point Business Improvement District (BID)
1105 Main Street
Suite A
Stevens Point WI

FROM: Wildcard Corp.
1300 College Ct.
Stevens Point, WI 54481

RE: Memorandum of Understanding

To the Chair of the Stevens Point BID,

This Memorandum of Understanding (MOU) sets forth the agreement for certain services in exchange for the BID to take ownership of Wildcard Corp. domains and social media accounts. The MOU is put in place to ensure that conditions for the BID taking ownership are established and agreed upon by both parties prior to assumption of the domains and administrative social media accounts.

Wildcard Corp. will facilitate admin for the Owners/Staff Downtown Facebook group, the Downtown Stevens Point Facebook page and Instagram account of which they or their employees are admins for. Further, Wildcard Corp. owns six (6) domains that it has been the sole Registrar for ten (10) plus years. The domains are as listed;

downtownstevenspoint.com
downtownstevenspoint.org
downtownstevenspoint.net
downtownstevenspoint.us
downtownpoint.org
downtownpoint.us

Once the MOU is signed, Wildcard Corp. will facilitate the transfer of ownership (and full control) of the Facebook pages and the Instagram account to the Stevens Point BID with written instructions and phone support if required. Wildcard Corp., as a Domain Registrar, will work with the Stevens Point BID to transfer ownership of the domains as previously listed in this document.

In consideration for the BID taking ownership of the Downtown Stevens Point Facebook pages and Instagram account, plus the six (6) previously listed domains, Wildcard Corp. requests the following:

- Assurances that if at any point the Business Improvement District is dissolved, all listed domains or managed social accounts are returned to Wildcard Corp. or its successors.
- That for a period of three (3) years Wildcard Corp. or one of its designated subordinate companies are listed as a sponsor of the highest level offered on all non-exclusive BID marketing activities in compliance with the BID's marketing guidelines for such Advertising.

- That for a period of three (3) years a banner Ad for Wildcard Corp. or one of its designated subordinate companies be placed on the BID's primary marketing website in compliance with the BID's marketing guidelines for such Advertising. Wildcard Corp. will waive this clause should the BID share a website with another entity (ex. CVB or City of Stevens Point).

All time periods as listed in this MOU should be in alignment with the BID's marketing calendar starting with the 2025 calendar year. This MOU shall go into effect as soon as all parties have signed the document.

This agreement will be governed by and construed in accordance with the laws of the State of Wisconsin and both parties hereby consent to the exclusive jurisdiction and venue of a court of jurisdiction in Portage County, Wisconsin.

Signature - Wildcard Corp

Date

Signature - BID Chair

Date

BOARD TRAININGS, RETREATS, & VISIONING WORKSHOPS



DOES THIS SOUND FAMILIAR?

You know that your board is full of committed individuals who love your mission. But you don't always feel like they're moving in the same direction. Several have told you that they aren't sure how they can best serve the organization.

Some of your board members have a lot of board experience, while others don't really understand the difference between a board member and a super volunteer. You know there's some conflict between people who want to be a "working board" and others who want to serve as a "strategic advisor" but you don't know how to bridge the gap.

You want both. Board members who think strategically about the big picture and who continue taking action to help move the organization forward day after day.

You're looking for a way to reinvigorate them around your mission and empower them to take ownership of their governance role.

SERVICE OVERVIEW

For organizations who aren't ready to go through a robust strategic planning process, we offer retreats and workshops to help reenergize your board and provide clarity for how to move forward. We operate from a place of abundance and know that your board already has everything it needs to be successful... they just need the extra push to lead successfully. That's why we partner with your executive director and board representatives to develop day-long retreats or short trainings that get your leaders thinking differently about their service and best meet the needs of your organization.

SAMPLE WORKSHOP OFFERINGS

Each of these modules can be presented in 90-minute individual sessions. Combine three or four topics to create an interactive, day-long retreat. For all retreats, we'll start with a one-hour phone call 2-4 weeks ahead of time to discuss the specific needs of your organization and put together an interactive plan for the day. For some sessions, we'll send pre-assessments or information to prepare your board.

Why am I here?: Understanding your motivation

- Walk through a framework for exploring volunteer motivation
- Identify ways that you can turn your personal motivation into action

What's my job?: Understanding board expectations & clarifying roles

- Review the legal duties and responsibilities of board members, while clarifying what it means to be a board member in your organization
- Complete assessments to help board members reflect on their own performance, the gifts they bring to the table, and the best way they can serve the organization

What are we doing here?: Exploring vision, mission & values

- Discuss the vision for the future and get reenergized about what we can accomplish
- Review the mission and understand how to articulate what we do
- Explore how organizational values can be used in the decision-making process

Who are we missing?: Crafting a plan for recruiting new board members

- Review current board makeup and identify who is not in the room
- Identify strategies for recruiting new board members - and making sure the people you recruit are the right fit for the organization

What do you want me to do?: Creating the right structure for getting things done

- Discuss committee structures and responsibilities
- Create an action plan for moving key projects forward in the next 90 days

You want me to ask for money?: Fundraising 101 for volunteers

- Understand that fundraising is about much more than asking for money
- Explore the fundraising cycle and how board members can be involved

What do I say?: Sharing the story of your organization

- Craft your own story about what your organization does and why it matters
- Practice an elevator pitch that gets others excited to get involved