



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:	October 1, 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. City Staff Updates
 - B. Treasurer Report
 - 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-Work Group
 - D. Organization Work Group Lead - Hana/Bob

Discussion and Possible Action on:

1. Approve Meeting Minutes from 9-3-2024.
2. Approve Meeting Minutes from 9-17-2024
3. Website
4. Mission, Vision, Values Recap & Finalization
5. Logo Designer Approval
6. Policy: Roles and Responsibility
7. Policy: Fiscal
8. Communication Tools: Social Media and Next Steps
9. Event Dates 2025
10. Event Metrics
11. Consider and Approve 2025 Operating Plan Before Common Council Submittal
12. November Milwaukee Fundraising Workshop Approval
13. 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.



2023

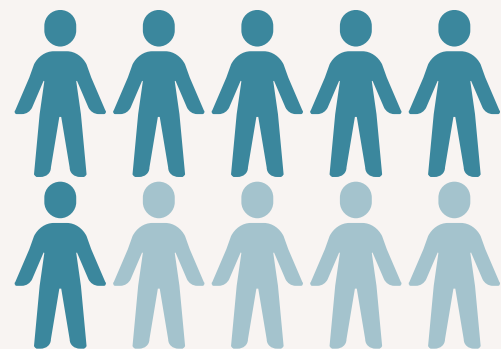
YEAR IN REVIEW

Stevens Point Downtown BID 715-496-0823

7
New businesses recruited to
Main Street

3
Community events
Attracted 143 attendees

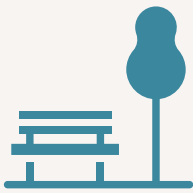
OUR GROWING NETWORK



VOLUNTEER HOURS
1,419
Dedicated to district
projects and events

FAST FACTS

- 37 Blocks
- 2034 Downtown employees
- 315 Businesses
- 23 Restaurants
- 54 Retailers
- 206 Residential Units
- 5108 Average Daily Foot Traffic



-  MAJOR ACCOMPLISHMENTS
- FORMED KIVA LENDER COHORT
 - HIRED DOWNTOWN MANAGER
 - CITY INSTALLED WAYFINDING

RECOGNITIONS & AWARDS



STATE AWARDS
Accepted into Wisconsin
Main Street



\$22,550
In services & training

5
Businesses assisted
via Wisconsin Main Street



**Guild Designs
New Business**

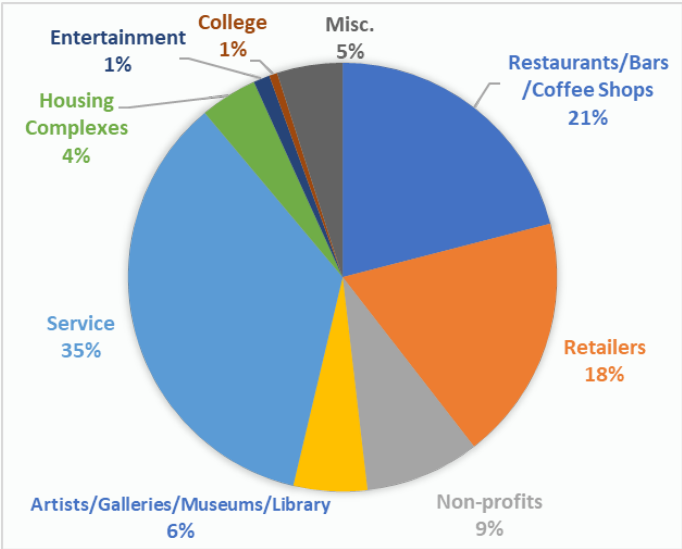
Guild Designs is a charming building that was beautifully renovated on Main Street of Downtown. The first floor features Sojourn Booksellers, Posy Floral, and Centralia Stationery, while the second floor is anchored by Daisy Lounge, a mixology bar. With meticulous attention to detail, Guild Designs and the other merchants add to the vibrant culture and fabric of Downtown Stevens Point.

**REINVESTMENT
STATS 2023**

7 New Businesses
34 Properties Improved
\$4,632,273 Private \$ Invested

**\$42,527
Volunteer
Hours
Value**

**Properties
BREAKDOWN**



ShopKo

The building has sat vacant since 2019 and the city was able to acquire it for future developments, which are in alignment with the Target Area Master Plan of Downtown Stevens Point. This is a monument for Downtown Stevens Point and they look forward to developing spaces there to further the excitability of the downtown



**Hiring Downtown
Manager**

Chloe Kreuser was hired with the purpose of having a dedicated staff member to ensure the success of the Business Improvement District. This was a critical move moving forward. Chloe maintains the Main Street designation, establishes the vacant storefront reinvestment program, and continues support and communication with various stakeholders downtown.

GEOFENCING DATA



TOTAL ANNUAL VISITORS
1,823,817

% CHANGE FROM 2022
12% DECREASE

% DESTINATION VISITORS
(OVER 50 MILES)
10%

SUMMER FOOT TRAFFIC
524,036



BID Work Group Report

Work Group: Economic Vitality

Meeting Date: 9/19/24

Length of Meeting: 30 min

Attendees:

Sub-Work Group: Vacancy

Marc Christianson, Mike Beacom, Chris Klesmith, Chloe Kreuser

2024 Work Group Priorities:

1. BOOMS Tracker - Receiving Access
2. Planning for Vacant Storefront Programing to use funds
- 3.
- 4.

Please provide progress from this month for your 2024 priorities:

This month, Chris and Chloe were working on a plan for a applying to a grant to establish a incubator program in downtown Stevens Point. We laid out what the program could look like and Chris did outreach to specific partners; SBDC, developers, various staff, financial partners, etc.

We met as a work group to discuss next steps and share awareness of this possible project.

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

2:30 09/03/24

Roll:

Tara Manzke

Hana Cutler

Mike Beacom

Bob Butt

Brian Cummins-not present

Rosalind Kealiher

Alderperson Christianson

Manager- Chloe Kreuser

City-Chris Kleismith

No comments from the public

General Reports:

Treasurer Report: Miscellaneous expense with legal fees regarding Wildcard \$1268

City Staff Updates: Shopko demolition proceeding as planned, Downtown master plan, published and available online. Currently negotiating development agreements, in different parking lots, shopko, etc...staffing-presently in process of hiring electrical inspector, and director of Community development position is open.

Downtown Manager Report-working on finalizing dates for next year event dates. Photography is in process for planning and will be photographing before Fall. Working with city to add a "Colorful crosswalk", but discussions are ongoing.

Labor of love, super successful, 10 college students, several who had never been downtown.

Working on SPA transition.

Sept 17th, from 2:00-3:30 mission vision and value meeting.

Recommends workgroups have regular meetings so it's easy for others to get engaged.

Board Chair Report-in the next month or so, Mayor will call for applications for this board, if interested, Chloe needs to know. Hana, Bob, Brian, up on term.

Live music task force-Brian is the board member with Mike on this.

Will be discussing more regarding Policy next October, need to build guidance for future boards.

Work Groups-

Promotions-Tara, met with CVB to make sure we are working together. All are on the same page. Put together ideas, and will be bringing things to the board for approval next month.

Design-Brian, not present

Economic Vitality-Rosalind-group is primarily on hold.

Vacancy sub group-on hold.

Organization-Hana, need to meet to discuss volunteers.

Discussion and possible actions:

August 6 minutes: Hana makes motion to approve, second by Tara

August 7 minutes: Rosalind makes motion to approve, second by Tara

August 27th minutes: Christianson approves, second by Tara

2025 Tax Levy-2024 was at \$0.60 discussion to go up \$0.15 per year to reach necessary goals when we are no longer receiving additional assistance. Based on current assessed values and Motion to go up to \$0.75 in 2025 Hana makes motion to set levy for 2025 to \$0.75, second by Alderperson Christianson. Motion passes.

2025 Budget-Tara makes motion to approve the budget as presented. Second by Hana. Motion passes.

2025 Operating plan-needs to go through council. Will update 2024 plan with tax levy etc. Goals will be added to plan. Will be edited and added to October meeting. Bylaw review will be planned for October meeting.

Marketing and event coordinator role review and hiring timeline: Need to indicate total number of hours instead of 13 hours per week. Remote job. \$25-\$30 based on experience, 700 hours. Adding a note regarding social. Tara makes a motion to move forward with marketing and events coordinator job description with discussed changes. Hana seconds. Motion passes.

Tech visit: Logo and branding-considering the idea of using a downtown stevens point logo-Main St willing to contribute a few hundred dollars. Hana makes a motion to engage WEDC regarding our logo and trying to find out a timeline with them as well as an opinion. Second by Tara. Motion passes.

Approval for adjustment workshop in Racine, counts for next year's workshops. Motion for Chloe to stay a second night at the workshop in Racine at an additional \$210. Christianson makes motion, Tara seconds. Motion passes.

RainWorks: Public Arts Purchase, the spray is \$119, Stencils \$215. Hana Makes motions to purchase, Tara seconds. Motion passes.

Approval for marketing in CVB visitor guide. \$540 for 1/3 page. Christianson makes a motion to move forward with 1/3 page. Tara seconds. Motion passes.

BID website proposal-introduction of potential options, will discuss further in October.

Alley and space activation approval-Golden sands conservation group-would like to revitalize this space. Conversation lead to us having a process when funds are requested for different things such as this.

On Point Music Festival discussion and insurance policy request-looking for provision of insurance for this program if he moves forward.

Tara motions to provide insurance up to \$300 with the contingency that alternative location would still remain within the BID. Second by Bob.

Approval for requested time off and past considerations: Chloe had time over from town hall week. Has 17.5 hours over her current time. Mike would like to give her 17.5 hours flex time will be coordinated with the chair. Hana makes motion, Tara seconds. Motion carries.

Adjournment

2:00 Mission Vision Values with LEAP Non-Profit Consulting

Roll Call

Board Members: Mike Beacom
Bob Butt
Brian Cummins
Alderson Christianson
Hana Cutler
Rosalind Kealiher

Public: Troy Chojnacki

Downtown Manager: Chloe Kreuser

Guest Speaker: Consultant Ricki Harry

Mission: What you do, who it's for, where, the intended outcomes. Set the boundaries for what we don't do.

Vision: Our WHY. Describes what the future would look like.

Values: The HOW. provides guidelines for decision making, ethics, and how you generally do business.

Words that we associate with us as it related to a **mission**:

- Good stewards
- Make plans
- Curate resources
- Organize events
- Design spaces and experiences
- Work groups
 - Get people involved, move faster
- Promote
- Business Owners
- Property Owners
- Shoppers, Eaters, Drinkers
- Employees, Residents, Visitors,
- Geographically bonded
- Collaborative
- Responsible
- Accessible
- Historic
- Collect and share info

Words that we associate with us as it related to a **vision**:

- Driving Change
- Control of Taxes
- Benefit
- Diverse choices
- Incentives
- Strong partnerships
- Full spaces + low vacancy
- Revenue- investment not expenditure
- Cohesiveness
- Inclusivity
- Consensus/collaboration
- Increase food traffic

- Vibrant spaces, more people, more activity
- Preservation
- Neighborhood and experience
- Identity
- Appeals to a wide range of people
- Stronger connection between areas; riverfront
- Draw more families
- Places for locals + visitors
- Pride
- Want others to want to get involved - active volunteers
- Joy
- Profitable downtown businesses
 - Waiting List
 - Incubators

Words that we associate with us as it related to a **value**:

- Vibrant
- Vitalization
- Sustainable
- Empowering
- Change
- Community
- Collaboration
- Informed
- Accountable
- Fair
- Accessible
- Reasonable
- Responsive
- Visionary
- Organized
- Creative
- Innovative
- Dynamic
- Impactful Supportive
- Strategic Community Catalyst
- Responsible
- Experience
- Business Minded
- Diverse
- Historic
- Improvement
- Teamwork
- Volunteers
- Thriving
- Transparent
- Worthwhile

Starting MVV Outlines that derived from this session:

Mission

We are a strategic community catalyst that enhances downtown Stevens Point by designing spaces and experiences, fostering shared identity, curating information, and leveraging resources to support and connect businesses, property owners, residents, and visitors.

Vision

We envision a thriving business improvement district where tax revenue is seen as an investment that fuels growth and opportunity. We will create a dynamic and interconnected downtown, that offers diverse choices and activities that engage more people and enrich our region for residents and visitors alike. By fostering a strong identity, we will create a downtown where businesses flourish and collaboration is celebrated.

Values

- Accountable – We are held accountable by everyone in the downtown business district through public meetings, town halls, and transparent goals and finances.
- Thriving – We leverage opportunities for growth and success that build and maintain a thriving, dynamic downtown.
- Collaboration – We create the future of downtown by encouraging partnerships, building community, and fostering collaboration.
- Supportive – We support downtown businesses by curating resources, sharing information, facilitating incentives, and actively engaging with our community.
- Innovative – We seek innovative and creative solutions to enhance our district, improve experiences, and drive progress.

Downtown Stevens Point Business Improvement District

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Proposed Event Dates 2025

1. **Discover Downtown**

July 19th, 2025

2. **Wine Walk**

August 15th, 2025

3. **Notes @ Night**

Wednesdays, June 4th – September 24th, 5:30-8:30pm.

15 dates, two rain dates (Sept 17th and 24th)

4. **Downtown Halloween Trick-or-Treating**

October 25th, 2025

5. **Shop Small Week**

Important Dates: Thanksgiving= Nov. 27th Black Friday 2025 = Nov. 28th, Hunting Weekend Nov. 15th ("Widow's Weekend")

Shop Small Week Option 1: November 23rd -29th

Shop Small Week Option 2: November 29th – December 5th (Possibly Missing Black Friday Shoppers, but more shops are open)

****National Small Business Saturday, November 29th, 2025**

6. **Holiday Parade**

Friday, December 5th (if placed on the same day as 2024)

If parade would be used to kick off Shop Small Week – November 22nd and end on Shop Small Saturday

7. **Downtown Christmas**

December 13th

“Building a Solid Fundraising Foundation”

Wednesday, November 13, 2024

Agenda

9:00 AM Welcome/Ice Breaker

Participants answer a series of professional and playful ice breakers to get to know each other.

9:15 AM How to Write a Winning Fundraising Plan

We'll kick things off showing you:

- The winning ingredients (and eye-candy examples) of successful fundraising plans
- The simple three-step process to building your fundraising plan
- How to set realistic measurable goals and ensure they are followed
- Examples and templates to follow

10:00 AM Craft Your Own Fundraising Plan

Participants will split into groups to craft their own fundraising plan with plenty of approaches and formats to choose from.

10:20 AM Creating Magic Moments

Discover the science behind how humans remember and get eye candy inspirational examples of creating “moments that matter” for donors and staff.

10:35 AM Break

10:50 AM The Joy of Giving and the Unique Power of Board Members

They say money can't buy happiness. It can however, if you spend it on others. Donors are 43% more likely to say they are “very happy” than non-donors. Discover the motivations that drive donor's generosity, how giving feels to a donor (compared to how we feel asking!), and the unique power of board members in dramatically influencing donor gift amounts and retention.

11:30 AM How to Get Board Members to Fundraise

Recruiting, building, managing and engaging a leadership team made up solely of volunteers is an ambitious, delicate and daunting responsibility. Discover why board members fear fundraising and how to transform them into fundraising superheroes without ever making an ask.

12:15 PM Lunch

12:45 PM Activity: Quickly Build Rapport with Great Discovery Questions

Participants enjoy a fun timed speed round asking best of rapport-building discovery questions of their peers to help them master how to do great donor discovery.

1:00 PM How to Get the Visit

Most people are afraid of making the ask but if you can just get the visit, you've got an 85% chance of getting the gift. Master the art and science of a successful ask with tips to get the appointment

1:15 PM Activity: Shall we meet? Overcoming objections to the visit.

Together we will brainstorm reasons a person might give why they cannot take our appointment for the ask. Participants will go around the room where these objections are posted on flip chart paper posted on the wall writing a response to each.

1:30 PM The Art of the Ask

The myth of soliciting a gift is that we are taking something away from someone, “hitting them up” or “targeting them”. The truth is people like to give. We'll explore motivations for giving and how to frame fundraising to set yourself up for success. Sharpen your skills to make the ask, “listen for the gift”, ask questions to reveal a donor's interests, know when your donor is ready for the ask, determine ask

amounts, translate body language, and handle objections. We'll walk through solicitation scenarios as a group determining ask amount and approach.

2:00 PM Break

2:15 PM Ask Improvisation on a Donor Visit

Participants take turns portraying a donor couple being solicited. Two very different solicitation scenarios ensue. Participants playing the role of gift officers line up and approach the couple one by one. Each gift officer begins the conversation until the clock is stopped and the next gift officer moves in to pick up the conversation where their predecessor left and continue the visit. In the first scenario gift officers act out common mistakes made on an ask; in the second they execute a model ask.

2:30 PM Using Stewardship to Win Your Donors Hearts, Minds & Wallets

See through your donor's eyes in this thought-provoking workshop loaded with tips for better donor communication year-round through stewardship.

Discover...

- The virtuous circle and how to use it to delight your donors with simple, meaningful, and memorable stewardship
- Thank you and reporting back templates to delight donors
- Eye candy examples of reporting back and stewardship
- Before and after thank you makeovers
- Timesaving tips and tools to put it all into practice

3:00 PM Activity: Craft a Stewardship Plan

Participants brainstorm stewardship touches they could put into place and for which segments. Next, they'll use a printed stewardship template to build their own stewardship plan.

3:15 PM Tips to Win at Event Sponsorship

Master prospecting strategies to find new corporate sponsors, how to develop sponsorship assets and create sponsor benefits and packages and what to ask prospective sponsors to ensure a great partnership.

3:45 PM Wrap up activity: Debrief and 3 Month Map

Participants share what they want to move ahead with in 1 week, 1 month and 3 months.

4:00 PM Adjourn