



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 are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- BJ Welling
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	February 4, 2025 2:30 PM	Location:	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
-----------------------	-----------------------------	------------------	---

Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda items
3. General Reports and Updates
 - A. City Staff Updates
 - B. Treasurer Report
 - C. Downtown Executive Director Report
 - D. Board Chair Report
4. Work Group Reports
 - A. Promotion Work Group Lead
 - B. Design Work Group Lead
 - C. Economic Vitality Work Group Lead
 - D. Organization Work Group Lead

Discussion and Possible Action on:

1. Approve Meeting Minutes from January 7, 2025.

2. Work Group Reporting Discussion
3. Alley Activation Planning
4. WEDC Evaluation - Main Street America Framework for Accreditation
5. 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.

Downtown BID meeting
01/07/2025

Roll Call

Tara Manzke
Hana Cutler
Mike Beacom
BJ Welling
Brian Cummins
Rosalind Kealiher
Aldersperson Christianson

City Liaison

Jarod Kivela

1. **City staff updates**-Still evaluating City Hall options. EPA Brownfield options will not have an update until Spring. Roadway designs and things like that will not be discussed until after Brownfield discussions in late July.
2. **Treasurer Report**-attached in agenda packet are the Nov & Dec treasurer reports. Events will operate as a separate line item so we can manage them appropriately.
3. **Executive Director Report**-New promotional materials are in and displays for 2025 events. Sponsorship guide is completed. Our Marketing and Events coordinator started onboarding for the job today. Reporting for 2024 is about to be submitted and annual numbers will be reported by early Feb.
Introduced downtown reporter: Emmy from the MetroWire.
4. **Board Chair Report**- Introduced new BID Member, BJ Welling, retired owner of Welling Kitchen, Bath & Floor, and owns a building on Main St. (Lily Vine & Floral and Kindred Spirits Books).

Discussion and Possible action on:

1. **Approval of special meeting minutes from Dec 3-**
Motion by Aldersperson Christianson to approve the meeting minutes with the amendment that Hana Cutler was present, second by Brian Cummins, motion passes.
2. **Approval of meeting minutes from Dec 3-** Motion to approve by Brian Cummins, second by Tara Manzke, motion passes.
3. **Approval of meeting minutes for Dec 17-** Hana Cutler makes motion to accept minutes, second by Brian Cummins. Motion passes.
4. **Rollover PTO request-** requesting rollover of PTO for executive director. Board decided mid-November on benefit policies, they were unclear and Director was unable to use up the full amount before end of the year. Brian Cummins makes a motion to carry the 42.5 hours of PTO over to be used this year, second by Tara Manzke, motion passes.
5. **2025 Elections-**
Chair-Brian Cummins-Tara makes a motion to appoint Brian Cummins as Chair, second by aldersperson Christianson, motion passes. Brian resumes the meeting.

Vice Chair-Takes the role of fulfilling a meeting if the chair is unavailable. Runs the meetings when the chair is not available. Alderperson Christianson makes a motion for Tara Manzke to become vice chair, second by BJ Welling, motion passes.
Treasurer-Responsible for overseeing financial responsibilities. Rosalind makes a motion to approve Mike Beacom as treasurer, second by Hana Cutler, motion passes.
Secretary-Mike Beacom makes a motion for Rosalind Kealiher to continue as secretary, Hana Cutler seconds, motion passes.

Four workgroup assignments-

Promotion-Mike Beacom nominates Tara to continue as the lead of the promotions workgroup, Alderperson Christianson seconds, motion passes.

Design-Rosalind Kealiher volunteers to be the lead of the Design group.

Economic Vitality-BJ Welling volunteers to be the lead of the Economic Vitality group.

Organization-Hana Cutler volunteers to continue as the lead of the Organization group. Hana Cutler makes motion for these workgroups to operate under the lead of the chair members as listed, and BJ Welling seconds, motion passes.

Subgroup lead allocation-

Working with Kris in regards to 2025 downtown events, one board member is committing to attend the volunteer meetings, assist to keep the volunteers accountable, and act as a liaison between the event groups and the DBID.

Make music day-Hana Cutler and Mike Beacom

Discover Downtown-Rosalind Kealiher

Wine Walk-BJ Welling

Notes at Night-Hana Cutler and Mike Beacom

Trick or treating-Hana Cutler and Mike Beacom

Shop Small week-Tara Manzke

Holiday Parade-Brian Cummins

Downtown Christmas-Alderperson [Christianson] and Tara Manzke.

Alderperson Christianson moves that we go forward with the subgroup heads as listed. Tara Manzke seconds, motion passes.

6. **Change of policy for Public comment-** that we would allow for public comment on non agenda at the beginning of the meeting, and public comment on agenda action items following presentation of the action item, before board discussions on possible action. Chair would have discretion if there needs to be additional comment from the public during board discussion. Mike Beacom makes a motion, second by BJ Welling, motion passes.
7. **Accreditation Board Engagement**-sharing info to create awareness for us. WI Main St will be here to share where we are at in February.

Work Group Reporting Discussion

- Monthly reporting
- Monthly meeting with work group
- Focusing on:
 - Being action and project based
 - Laying out a strategic plan for your goal(s)
 - S.M.A.R.T. goals / Transformational Strategies

Alleyway Project TRANSFORMATION STRATEGY PLAN

Transformation Strategy #1: Alleyway Activation					
Organization Name: Downtown Stevens Point Main Street			Date: 01/30/2025		
Town, State: Stevens Point, WI			Completed by: BID Board and Executive Director		
Goal: Activate a downtown alleyway to engage new audiences by creating a third-space to hang out/walk through.			Define Success: Finalizing the installation of the alleyway by end of 2025.		
Partners: City of Stevens Point, Downtown Stevens Point BID, Community, Downtown Friends, SPACVB.					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify alley and receive written permission from owner.			February 18th	In progress	\$0
2. Identify and communicate with City on what permits need to be pulled.			March 5th	Not started	\$0
3. Choose the theme and purpose of alleyway.			April 1st	In Progress	\$0
4. Develop a design with WEDC and research how other Main Street’s have designed other alleyway projects.			April 23rd	Not started	\$0
5. Approve the design and have figures on how much it’ll be to build.			May 6 th (BID BOD Mtg.)	Not started	\$0
6. If above \$10,000, seek out financial partnerships.			May 21st	Not Started	\$0
7. Order items to activate space.			June 18th	Not Started	\$9,500
8. Plan the community activation day and campaign for awareness of the cool project.			August	Not Started	\$500
9. Complete project.			September	Not started	
				Total	\$10,000

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY ASSESSMENT WORKSHEET

Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America*

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

After reviewing the Community Self-Assessment Tool document, use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

	LP	CP	MSA
1 A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
2 Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
3 Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
4 Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes ☐ No ☒ ^{x?}	Yes ☐ No ☐	Yes ☐ No ☐
5 A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
6 Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
7 Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
8 Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes ☒ No ☐	Yes ☐ No ☐	Yes ☐ No ☐

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator.	Outstanding achievement. One that other programs could replicate.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA	Notes
Partnerships and Collaboration				
Indicator I:	<u>4</u>	—	—	- SPA, City, BID doc 2024, listening sessions
Indicator II:	<u>3</u>	—	—	- promotion limited YTD; 2025 will be better w/ website
District and Community Outreach				
Indicator I:	<u>5</u>	—	—	- no formalized comm. plan. ^{Town Hall} - no work plan but networking quarterly, near wkly emails, work group develop.
Communications and Public Relations				
Indicator I:	<u>3</u>	—	—	- Getting better now that we have socials
Indicator II:	<u>5</u>	—	—	- Every board mtg. (w. city REP), Town Hall
Indicator III:	<u>5</u>	—	—	-
Standard I Average:	<u>4.1</u>	0.0	0.0	

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	Notes
Inclusive Organizational Culture and Diverse Volunteer Engagement				
Indicator I:	<u>5</u>	—	—	- Training & working on plan to recruit
Indicator II:	<u>5</u>	—	—	
Indicator III:	<u>0.5</u>	—	—	no ^{ethnic} diversity on board / age
Indicator IV:	<u>2</u>	—	—	↙
Active Board Leadership and Supporting Volunteer Base				
Indicator I: <i>Required</i>	<u>5</u>	—	—	
Indicator II:	<u>5</u>	—	—	Tax base / time commit., developing plan
Indicator III:	<u>5</u>	—	—	
Professional Staff Management				
Indicator I: <i>Required</i>	<u>5</u>	—	—	
Indicator II:	<u>5</u>	—	—	
Effective Operational Structure				
Indicator I: <i>Required</i>	<u>5</u>	—	—	
	0.0	0.0	0.0	
Standard II Average:	<u>4.7</u>	—	—	

STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	Notes
Balanced Funding Structure				
Indicator I:	<u>4</u>	—	—	no grants or memberships (event income in 2025)
Indicator II:	<u>3</u>	—	—	BID, yes - working on sponsors
Indicator III:	<u>3</u>	—	—	
Strategic Revenue Development and Fundraising				
Indicator I:	<u>4</u>	—	—	working on it actively
Budget and Work Plan Alignment				
Indicator I:	<u>5</u>	—	—	
Indicator II:	<u>5</u>	—	—	
Financial Management and Best Practices				
Indicator I:	<u>5</u>	—	—	
Indicator II:	<u>5</u>	—	—	
	0.0	0.0	0.0	
Standard III Average:	<u>4.25</u>	—	—	

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

LP CP MSA

Planning Guided by Inclusive Community and Market-Informed Inputs

Notes

Indicator I:

3 — — BOOMS Tracker undemag!

Defining Direction through Transformation Strategy Identification and Development

Indicator I:

4 — —

Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points

Indicator I:

2 — — work plans developing for each work group
3 — —

Standard IV Average:

0.0 0.0

STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

LP CP MSA

Preservation Ethics and Education on Historic and Cultural Assets

Notes

Indicator I:

5 — —

Indicator II:

5 — —

Standards and Best Practices for Place-based, People-focused Design

Indicator I:

5 — —

Promotion of Historic, Heritage, and Cultural Assets

Indicator I:

5 — —

Standard V Average:

0.0 0.0

STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

LP CP MSA

Demonstrating the Value of Main Street

Notes

Indicator I:

5 — —

Measuring and Packaging Quantitative and Qualitative Outcomes

Indicator I:

4 — —

Indicator II:

5 — —

Promoting Progress and Demonstrating Impact and Results

Indicator I:

2 — —

Standard VI Average:

4.75 0.0 0.0

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

CUMULATIVE AVERAGE SCORES		LP	CP	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION	4.01	0.0	0.0
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY	4.9	0.0	0.0
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS	4.25	0.0	0.0
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING	3	0.0	0.0
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT	5	0.0	0.0
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS	4.75	0.0	0.0

LOCAL PROGRAM

Program Name: Downtown Stevens Point BID

Reviewer: Chloe Kreuser Title: Executive Director Date: 1/27/25

COORDINATING PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

MAIN STREET AMERICA

Reviewer: _____ Title: _____ Date: _____

COMMUNITY ASSESSMENT WORKSHEET

Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

After reviewing the Community Self-Assessment Tool document, use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

		LP		CP		MSA	
1	A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
2	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
4	Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐
8	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes ☐	No ☐	Yes ☐	No ☐	Yes ☐	No ☐

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level