



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:	March 4, 2025 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 items.
3. Guest Speaker
4. General Reports and Updates
 - A. City Staff Updates
 - B. Treasurer Report
 - C. Downtown Executive Director Report
 - D. Board Chair Report
 - E. Event Coordinator Report
5. 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 February 4th, 2025.
2. Alley Activation Strategic Planning
3. Event Support with Board Member Lead Discussion.
4. 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.

Economic Vitality Workgroup – Initial Meeting Agenda



Date: February 18, 2025



Time: 1:00 PM – 2:00 PM



Location: BID Conference Room. Main St.

1. Welcome & Introductions (5 min)

- Brief introductions of all members
- Overview of the purpose and scope of the workgroup

2. Context & Background (10 min)

- Overview of Main Street's Economic Vitality goals
- Summary of key insights from handout
- Discussion on the role of the workgroup in supporting downtown economic growth

3. Identifying Priorities (20 min)

- Review potential focus areas:
 - Filling vacant storefronts & apartments
 - Strengthening existing businesses & attracting new ones
 - Identifying opportunities for growth
 - Developing financial incentives for business & building improvements
 - Tracking and reporting district economic performance
- Group discussion: Which areas should we prioritize for 2025?

4. Structuring Our Work (15 min)

- Determining subgroups or individual responsibilities
- Identifying immediate next steps & information gathering needs
- Discussing potential partnerships and stakeholder engagement

5. Next Steps & Wrap-Up (10 min)

- Assigning initial tasks and deadlines
- Setting the next meeting date
- Final thoughts & Q&A



Outcome of the Meeting:

- A high-level framework for what the workgroup will accomplish in 2025
- Initial task assignments to move forward

1. Roll Call

Tara Manzke-over the phone only for first half hour of meeting
Hana Cutler
Mike Beacom
BJ Welling
Brian Cummins
Rosalind Kealiher
Alderperson Christianson-until 3:20pm

City Liaison

Chris Kliesmith
Director Kivela

BID Staff

Chloe Kreuser

Public

Kris Carne
Errin Welty.
Emmy Pinzon
Troy Hojnacki
Suzanne Botswick

2. Comments from the public on agenda and non agenda items-

Emmy Pinzon-requesting permission to record portions of the meeting for Metro wire.

3. General Reports and updates:

- a. **City Staff updates**-Chris Klesmith-reminders of what the Downtown Target area master plan is. Current focus on Shopko area block. Lease agreement signed for 20 parking stalls in lot 8.
Jarod Kivela-Planning commission is looking at doing a comprehensive rewrite of our zoning code. Switching direction with neighborhood comprehensive plans and working on full comprehensive plan update.
- b. **Treasurer Report**-see agenda packet
- c. **Downtown Executive Director Report**-completed booklet.
03/03 social media tech visit.
Congratulations to PROCESS for applying and winning a grant, one of 25 in the entire nation. Square account for sales has been activated. Logo has been decided.

- d. **Board Chair Report**-meeting with Chloe weekly to set priorities and be supportive. Resolved PTO policies, form needs...etc. Onboarded Kris this past month. Dubbed this year of "The BID's Year of Action"
Want to do a better job of considering stakeholders in our actions.
For example-the logo, and the Holiday Parade date and who that affects.
Need to get consistent reporting for workgroups, this will be discussed further.

4. Workgroup Reports:

- a. **Promotion work group**-Tara Manzke not able to share, Kris Carne shared, had a few meetings to share what they are envisioning for the downtown and thinking of ways to add a few touches to the events to make them stand out from the past.
- b. **Design work group**-Meeting on the 13th
- c. **Economic vitality**- Put together a few goals-Marc Christianson and Mike Beacom working on boomstracker set up with work group lead, BJ Welling. Chris Klesmith may be able to put some horsepower behind that. Plan for a clearing house for grants. Find or create new financial incentives for benefiting the district.
- d. **Organization**-volunteer recruitment is the key project. Needs to reevaluate who is in her group.

Discussion and Possible Action:

- 1. **Approval of meeting minutes from Jan 7, 2025**-no public comment, no discussion, Motion to approve by Hana Cutler, second by BJ Welling.
- 2. **Work group reporting discussion**-What are the challenges? A shared doc easy to access will help.
- 3. **Alley activation planning**-chosen by the public as a project they wanted to see happen. Will have structure and plan for March.
- 4. **WEDC Evaluation**-Main St America framework for accreditation-see agenda packet for info. Brian-What are the next steps? Chloe will need to upload this with attachments into the national platform. Will receive certificates the first week in April.

Agenda exhausted, meeting adjourned at 3:58pm

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 options and receive written permission from owner(s).	Hana, Rosalind, Chloe	Chloe	March 25th	In progress	\$0
2. Choose the theme and purpose of alleyway.	Chloe	Chloe	March 25th	Not started	\$0
3. Develop a design with WEDC and research how other Main Streets have designed other alleyway projects	Rosalind	Chloe	April 15th	In Progress	\$0
4. Identify and communicate with City on what permits need to be pulled.	Rosalind/Hana	Chloe	April 23rd	Not started	\$0
5. Approve the design and have figures on how much it'll be to build.	Hana	Chloe	May 6 th (BID BOD Mtg.)	Not started	\$0
6. If above \$10,000, seek out financial partnerships.	Chloe	Chloe	May 21st	Not Started	\$0
7. Order items to activate space.	Chloe	Chloe	June 18th	Not Started	\$9,500
8. Plan the community activation day and campaign for awareness of the cool project.	Rosalind and Hana	Chloe	August	Not Started	\$500
9. Complete project.	Community	Chloe	September	Not started	\$0
				Total	\$10,000

2025 Board Member Information

Name	Event Lead
Brian Cummins	Holiday Parade
Tara Manzke	Downtown Christmas and Shop Small Week + Saturday
Mike Beacom	Notes @Night/Make Music Day
BJ Welling	Wine Walk
Hana Cutler	Notes @Night/Make Music Day
Marc Christianson	Downtown Christmas
Rosalind Kealiher	Discover Downtown