



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:	April 1, 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. 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
 - E. Downtown Event Coordinator Report

Discussion and Possible Action on:

1. Approve Meeting Minutes from March 4, 2025.
2. Zoning Code Public Meeting Collaboration and Support as it relates to Business Retention and Recruitment Downtown Stevens Point
3. Approval for Purchase of Event Magnets
4. Santa - Approval for Real Santa
5. Event Enhancement Discussion
6. Discussion of Graphic Design Services for Event Marketing
7. 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.

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
FRIENDS OF DOWNTOWN				
MISCELLANEOUS REVENUE				
258.48.00550.55	EVENT SPONSORSHIPS	.00	.00	.00
258.48.00551.55	MISCELLANEOUS DONATIONS	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	.00	.00
MISCELLANEOUS EXPENSES				
258.55.19850.5000	NOTES AT NIGHT	.00	.00	.00
258.55.19850.5001	MAKE MUSIC DAY	.00	.00	.00
258.55.19850.5002	DISCOVER DOWNTOWN	.00	.00	.00
258.55.19850.5003	WINE WALK	.00	.00	.00
258.55.19850.5004	TRICK OR TREATING	.00	.00	.00
258.55.19850.5005	SHOP SMALL WEEK	.00	.00	.00
258.55.19850.5006	HOLIDAY PARADE	.00	.00	.00
258.55.19850.5007	SMALL BUSINESS SATURDAY	.00	.00	.00
258.55.19850.5008	DOWNTOWN CHRISTMAS	.00	.00	.00
Total MISCELLANEOUS EXPENSES:		.00	.00	.00
FRIENDS OF DOWNTOWN Revenue Total:		.00	.00	.00
FRIENDS OF DOWNTOWN Expenditure Total:		.00	.00	.00
Net Total FRIENDS OF DOWNTOWN:		.00	.00	.00

Report Criteria:
 Suppress employee name and number
Selected pay codes: 5-00
 Employee.Employee number = 6023
 Employee.Termination date = Is NULL

Employee Number	Name	Pay Code	Hours Beg Bal	Hours Accrued	Hours Used	Hours Remain
6023	KREUSER, CHLOE	5-00	142.50	.00	48.00	94.50
Total:			142.50	.00	48.00	94.50

Grand Totals:	142.50	.00	48.00	94.50
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Report Criteria:
Suppress employee name and number
Selected pay codes: 5-00 (VACATION PAY)
Employee.Employee number = 6023
Employee.Termination date = Is NULL

Promotions Work Group

Meeting: Friday, March 21st 2025

Attendees: Kris Carne, Troy Hojnacki, Tracie Schweder, Connie Buchanan, Tara Manzke, Kristin Hubbard-Dostal, Chloe Kreuser, Brian Cummins.

Discussion

- PA- speaker system. An option may be to rent, Troy checking with Laabs. Troy believes to buy a good system would be in the \$1,200 range. This may be an expenditure that goes to the board and/or we may see a sponsor in the future.
- Sponsorships for events: Currently Chloe, Brian and Tara are working on sponsorships. Please share anyone, company or agency with us at any meeting.
- Discussion about possible future events such as: 2 Wine Walks or a Wine and Beer Walk, a Window Walk.
- Please continue to bring ideas to the meetings for the future and also ideas to add to the Notes at Night aside from the music and 50/50 raffle.

Next meeting: April 4th at 9am at the Wooden Chair.

BID Economic Vitality Workgroup – Meeting Agenda

Date: March 3, 2025

Time: 10:00 AM – 11:00 AM

Location: Rotary Room, Portage County Public Library

1. Welcome & Review of Previous Meeting (5 min)

- Recap of February 18 meeting outcomes:
 - Decision to use Boom Tracker for property inventory & vacancy tracking
 - Agreement to develop business and property owner surveys
 - Summary of progress made since the last meeting
 - NEW: Discuss whether there are additional priorities the workgroup should focus on initially

2. Discussion on Boom Tracker Implementation (15 min)

- Review how the Boom Tracker tool will be used
- Determine:
 - Who will gather property data?
 - How frequently updates will be made?
 - How we will report and use the findings?

3. Business & Property Owner Surveys (25 min)

- Review of survey examples
 - Discuss key takeaways from business and property owner survey examples
 - Identify questions that best fit our community's needs
- Finalizing survey approach
 - Decide on format: Online? In-person? Mailed?
 - Determine who will conduct surveys and timeline for distribution

4. Assigning Tasks & Next Steps (10 min)

- Task delegation: Who will do what, by when?
- Set deadlines for:
 - Initial property inventory entry in Boom Tracker
 - Finalizing and distributing surveys
 - Next check-in date before the next meeting

5. Wrap-Up & Next Meeting Date (5 min)

- Open discussion: Any concerns or additional ideas?
- Confirm next meeting date and goals

Expected Outcomes of the Meeting:

- Assigned roles for Boom Tracker data collection
- Agreed-upon business and property owner survey format and distribution plan
- Clear deadlines and responsibilities for next steps

Agenda Items for April 1, 2025

Events Coordinator

-Santa for November 26th parade. \$300 fee. Has own sleigh float and Mrs. Claus also can join. Would need a driver for the parade. Not available on December 13th for Downtown Christmas.

Move forward with the \$300 for parade or seek another option for Santa for both dates?
Any other Santa options the board may have?

-Raffle license. Kris looking into getting a raffle license and complete list of documents needed as a municipality along with the application and if we can expediate if needed.

- Entertainment Contract sent to Andrew to take a look at prior to sending. This contract would ensure we obtain W9 for City to have check payment ready for each entertainer at the event and also a good understanding between the two parties.

- Make Music Day. Fee to Make Music Day will be paid in part by CREATE \$250 and \$100 by the Downtown.

- Notes at Night. Rail locations. Kris will get a schedule together and check with venues that can accommodate to see if dates are available so they can have staff and plan ahead to be open if needed.

- Kris will be contacting BJ and Rosalind first part of April to discuss and begin more in depth planning for Discover Downtown and Wine Walk. Special Event Permits and Maps to accompany are done will just need to look at together and with Chloe to be turned into the City in May.

03/04/25

1. Roll-

Tara Manzke- not present
Hana Cutler
Mike Beacom
BJ Welling
Brian Cummins
Rosalind Kealiher
Alderperson Christianson

2. No comments from the public on non-agenda items.

3. General reports and updates:

- a. **City updates:** Chris-Changes to master plan. Do to utility needs. Doing the best to open the doors to businesses who are hoping to own their own buildings. CWEDF-start up funds,changed in interest. Funds weren't getting out into the community enough. Body voted to reduce interest rate to 3-5% interest.
- b. **Treasurer report:** see PTO being used. Will be in next month's packet. Not a lot has been spent, especially on bottom items.
- c. **Downtown exec. Director report:** We are accredited now! Possible collaboration in talks with PCHS for a collaboration in the downtown. Quarterly event hosted by CVB on April 29th. Social media consultant-25 businesses that came. 1 on 1's, went smooth. Positive feedback. Mascots on main st. UWSP had "Stevie Pointer" come downtown, fun videos that came out of it. Appreciate Chancellor Thomas Gibson and his desire to connect the community. Did not receive the science discovery on Main St grant. Going to find out why and grow from this. Main focus this month-to hone in on fundraising. Have a blueprint for the website, will be adding information soon. Social media numbers-for month of Feb: 92,000 views on Facebook alone, whoa!
- d. **Board chair report:** swap in leadership of design and organization workgroups. Change in workshops Chloe planned to attend due to costs going up, appreciate Chloe being mindful of the budget.
- e. **Event coordinator report:** line up for notes at night is complete. Now discussing what more we will want to do at the concerts to boost attendance. Things like face painting...etc. Make music day (06/21) is coming along. Also discussing the mass guitar incident, in communication with key partners. Picking up barrels from Green thumb to store them at the SPVB in near future. In communication of ways to get more people and traffic downtown. Almost all special event permits are done, and maps for each event are also being planned.

4. Workgroup Reports:

- a. Promotion workgroup-not present
- b. Design workgroup-team will meet soon, things are in process. Wheels are turning.

- c. Economic Vitality-two meetings-5 members, Chris, Michael Moore, Jordan H. and Michelle V. Focusing on foundational work, fleshing out the boomstracker and filling that in as well as conducting a business and property survey. Next meeting 10 am Mon 03/31
- d. Organization-social and downtown meeting planning, recruiting a team.

Discussion and possible action:

1. Meeting minutes from 02/04-BJ makes a motion to approve, second by Hana. Alley activation strategic planning-need written permission, requesting Jim Laabs to sign off on allowing us to remove the current mural, and how to move forward. Can talk to Joe for a rendering.

2. Event support with board member lead:
Reminder of what they are leading. How we are moving forward, working with Kris and at what time. Considering the idea of rain locations. Also, large sponsors and micro sponsors.

3:28 meeting adjourned.

Zoning Code Support Inquiry

Adam Kuhn is working on a Zoning Code rewrite, and is planning to hold about a dozen PIMs disbursed throughout the city. One of these will be focused on the Downtown area, closely resembling the BID boundary. This wouldn't be until August, but his goal is to publish the dates and locations of all PIMs in the new couple of weeks.

He is asking if the BID Board wants to collaborate with this PIM. I'm envisioning that this PIM is going to focus more on business retention/recruitment, open space, landscaping, and some façade discussions.

Adam Kuhn, AICP

DOWNTOWN STEVENS POINT 2025 EVENTS

Arts Walk*

Friday, May 23rd, July 18th, Sept. 19th

**Event by Riverfront Arts Center*

Farmers Market*

May- October

All week, Saturday is most popular.

**Stevens Point Farmers Market Association*

Levitt AMP Concert Series*

Thursday, June - August

6:00 - 8:30pm

**Event by CREATE Portage County*

Notes @ Night

Wednesday, June 4th – September 10th

5:30-8:30pm

Riverfront Rendezvous

July 3rd, 4th, 5th

Fourth of July Parade

Friday, July 4th

Discover Downtown

Saturday, July 19th

Wine Walk

Friday, August 15th

Dozynki Downtown*

Saturday, September 20th

**Event by Polish Heritage Awareness Society*

Halloween Trick-or-Treating

Saturday, October 25th

Shop Small Week

November 23rd -29th

Holiday Parade

Wednesday, November 26th

Small Business Saturday

Saturday, November 29th

Downtown Christmas

Saturday, December 13th

Christmas Crawl*

Saturday, December 20th

**Hosted by Downtown Taverns*

Santa for Christmas Parade Discussion

Santa for November 26th parade. \$300 fee. Has own sleigh float and Mrs. Claus also can join. Would need a driver for the parade. Not available on December 13th for Downtown Christmas.

Event Enhancement Purchase Options for Discussion

- Stage
- Sound System

For use at most of our events, this would allow a new level of professionalism to be brought into our events. The sound system would create consistent sound among the musicians for Notes @ Night, Make Music Day, and all events that need a sound system.

Graphic Design Services for Event Marketing

Discussion on sourcing out support for events as it relates to:

- Posters
- Yard Signs
- Physical Promotional Materials