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:	May 6, 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
   E. Event Coordinator 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 April 1, 2025
2. Approval for 2025 Town Hall Date and 2026 Budget Season Planning
3. Website Update
4. Event Enhancement Proposal and Fundraising Converstion Continued
5. Request for Support: Destinations for Families Collaboration with Central Wisconsin Children's Museum.
6. Purchase Approvals Outside Board Meetings: Treasurer, President, and Executive Director.
7. Food Truck Ordinance Discussion
8. Approval to Write Letter of Support for Extension of Parking Allocated Time in the Downtown District
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 Strongs 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 Strongs 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

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	83,651	2,770-
	Total GENERAL OPERATING CASH:	.00	83,651	2,770-
TAXES				
254.41.00120.56	BID ASSESSMENTS	69,700	.00	.00
	Total TAXES:	69,700	.00	.00
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	7,778	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
	Total MISCELLANEOUS REVENUE:	.00	7,778	.00
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	591	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
	Total OTHER FINANCING SOURCES:	35,591	.00	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	.00	.00	.00
	Total EXTERNAL AUDIT SERVICES:	.00	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,441	10,255	1,709
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,089	713	119
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,400	765	127
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	.00	4	.00
254.56.00700.1930	WORKERS COMPENSATION PREM	795	184	31
254.56.00700.1950	MEDICAL INSURANCE PREM	6,399	1,066	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	92	.00
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	21,000	1,657	784
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	79	.00
254.56.00700.3005	PARKING CHARGES	.00	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	.00	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	.00	.00
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	41	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	.00	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	320	.00
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,300	509	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,152	300	.00
	Total BUSINESS IMPROV DISTRICT:	105,291	15,986	2,770
	BUSINESS IMPROV DISTRICT (BID) Revenue Total:	105,291	7,778	.00
	BUSINESS IMPROV DISTRICT (BID) Expenditure Total:	105,291	15,986	2,770

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
	Net Total BUSINESS IMPROV DISTRICT (BID):	.00	8,208-	2,770-

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	68,143	5,433-
	Total GENERAL OPERATING CASH:	.00	68,143	5,433-
TAXES				
254.41.00120.56	BID ASSESSMENTS	69,700	70,791	70,791
	Total TAXES:	69,700	70,791	70,791
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	.00	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
	Total MISCELLANEOUS REVENUE:	.00	.00	.00
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	591	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
	Total OTHER FINANCING SOURCES:	35,591	.00	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	.00	.00	.00
	Total EXTERNAL AUDIT SERVICES:	.00	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,441	15,383	3,418
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,089	1,069	238
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,400	1,146	254
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	.00	8	2
254.56.00700.1930	WORKERS COMPENSATION PREM	795	275	61
254.56.00700.1950	MEDICAL INSURANCE PREM	6,399	2,133	533
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	137	.00
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	21,000	2,434	777
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	79	.00
254.56.00700.3005	PARKING CHARGES	.00	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	100	100
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	50	50
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	41	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	.00	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	320	.00
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,300	220	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,152	320	.00
	Total BUSINESS IMPROV DISTRICT:	105,291	23,716	5,433
	BUSINESS IMPROV DISTRICT (BID) Revenue Total:	105,291	70,791	70,791
	BUSINESS IMPROV DISTRICT (BID) Expenditure Total:	105,291	23,716	5,433

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
	Net Total BUSINESS IMPROV DISTRICT (BID):	.00	47,075	65,358

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	7,778	.00
258.48.00552.55	NOTES AT NIGHT REV	.00	.00	.00
258.48.00553.55	MAKE MUSIC DAY REV	.00	.00	.00
258.48.00554.55	DISCOVER DOWNTOWN REV	.00	.00	.00
258.48.00555.55	WINE WALK REV	.00	.00	.00
258.48.00556.55	TRICK OR TREATING REV	.00	.00	.00
258.48.00557.55	SHOP SMALL WEEK REV	.00	.00	.00
258.48.00558.55	HOLIDAY PARADE REV	.00	.00	.00
258.48.00559.55	SMALL BUSINESS SATURDAY REV	.00	.00	.00
258.48.00560.55	DOWNTOWN CHRISTMAS REV	.00	.00	.00
	Total MISCELLANEOUS REVENUE:	.00	7,778	.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	7,778	.00
	FRIENDS OF DOWNTOWN Expenditure Total:	.00	.00	.00
	Net Total FRIENDS OF DOWNTOWN:	.00	7,778	.00

DOWNTOWN STEVENS POINT

2025 Sponsorship Pledge Form

Total 2025 event sponsorship:______________________

Payment for sponsorship is due within 30 days of receiving this agreement.

Email the pledge form and preferred social media, along with your high resolution logo file to ckreuser@stevenspoint.com.

Mail checks payable to:
Friends of Downtown Stevens Point
1515 Strongs Ave
Stevens Point, WI 54481

By signing this pledge form, you agree to pay the sponsorship in full by the due date.

☐ I agree to the terms and conditions.

Authorizing Signature of Sponsor:______________________

Date: ___________________________

Printed Name: _________________________________

Company Name: _______________________________

Contact Person: _______________________________

Phone: ____

Email:____

For questions, please reach out to Downtown Stevens Point at ckreuser@stevenspoint.com.

2025 Main Street Now Takeaways

Economic Vitality

- Maysville, KY puts their annual report factoids on coasters and distributes at downtown bars/restaurants. https://maysville-online.com/news/211209/maysville-wins-two-state-awards
- One presenter suggested exploring each area or building from a different perspective. It made me think about how a newcomer to the community might see things completely differently from someone like me who's been here forever. This will help when trying to identify under-utilized spaces.
- From Media, PA - the power of restaurants and outdoor dining. They started with a few restaurants adding outdoor dining and its now grown to 25 restaurants doing it every week May - October. They didn't add anything. They took what they had and marketed it differently. Maybe a second bullet point with that is that restaurants and "restaurant week" type events are huge draws and can start very small
- **Beyond Barriers- Innovative Strategies to Strengthen Diverse Main Street Businesses- (Matthew George, Harry Michael, Mariame Tadjiddine Kevin Williams and Joanna Winchester Various orgs Philly based)** Pivot to different support models. Build trust each time, with each business, be mindful of previous negative experiences from small business owners who now have a bias. Reimagine business assessments, in person, onsite make it conversational and less data intensive
- **A Place for Entrepreneurs: Supporting Small Business for Greater Impact (Tia Vice Main Street America, Jason Scheider Civic Possible)** Use local library many have a free research data base on market studies or small businesses TA. LISTEN, LISTEN and LISTEN to the business/area needs. Tap into the trends of the previous existing community trends
- In Media Pennsylvania there is an arcade that is clean, friendly, and has a different model where you pay to play for a certain time period like the trampoline parks. The folks are super friendly and we need children friendly places in Ashland.

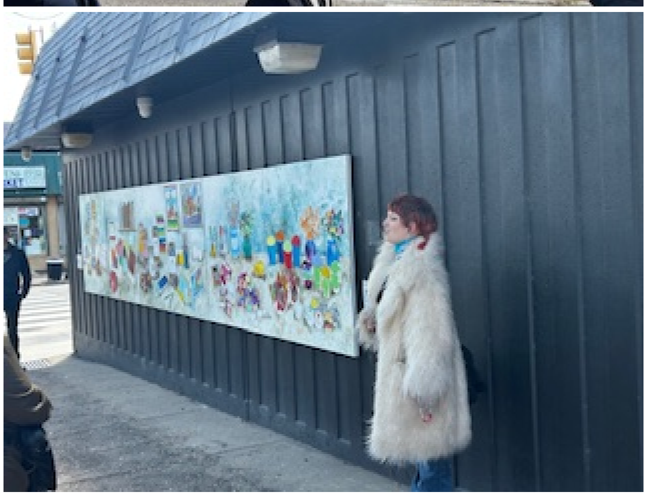
Design

- Wilmington DE – tree lights. Have lights in their trees – are on 24/7 because the timers never worked right. Historically, the lights always burnt out before they needed to be replaced, but they have slow-growing trees. The only other issue has been tall delivery trucks snagging them – in some key areas have to start lights higher on that side or trim trees higher/pull lights tighter there.
- Public art ideas – dumpsters, annual community art pieces on large concrete patches

- Using a forward thinking mindset when it comes to history. It's great to show how parts of history are still relevant today.
- Mural Arts Philadelphia started from getting graffiti artists invested in their community. When you can make people understand and give them the opportunity to buy-in in their own community, everyone is better off.
- I thought these metal banners were unique in Media, PA. They had a local metal company create several different designs that represented their city.

- Very easy selfie idea in Media, PA. EVERYONE stopped for a photo and a wish

- Tacony, PA – they had community members individually paint each triangle. No artistic talent needed! They also had the community participate in several murals around the city. A theme was established for each mural, example – ‘What is your favorite food in downtown Tacony?’ People would then submit drawings, then the painting were decoupaged together into a mural.



- **Using Art to Repair your Downtown- (Michael Bulloch from Gallup Main Street)** Small Solutions can have a big impact. Walk the district like a visitor, use fresh eyes to assess conditions and functionality. Allow creatives to think of solutions when presented an issue, use partners like the city and civic leaders to assist with community planning
-

Promotions

- Grand Haven, MI launched tote bag days to offer discounts in key businesses during the lowest days/season based on geofencing data. North End Detroit identified Sundays post-church and weekday lunches as key times when people were present but few businesses were open. Added food trucks in key locations to fill gaps in geography with no restaurants, started a Sunday event to attract post-church traffic crowds.

- Easy ways to make events more accessible – things like giving away earplugs
- Airbnb will market experiences that are coordinated and offered by non-profits without a commission fee. Main Street Maine community tourism focuses on unique local experiences.
- Downtown Media purchased their own walkie talkies for only $30 each a few years back. They work great according to their event committee. I could recoup the amount I spend on renting them in one event season.

- A reminder to me to do a ribbon cutting after our road construction project is completed this summer.

- We will be creating an event survey for each of our events and have a QR code to that survey available for immediate feedback from attendees.
- Would really like to try using social media more for Volunteers, and Remote Workers.

Organization

- Measuring Impact resources – AARP Livability index, walkscore, CDC's environmental justice index
- Asset mapping can be an interactive experience to uncover local gems around town. We will be completing our first group session in a few weeks to dig deeper in our Science Discovery on Main Street project. (Shullsburg received this grant from national)
- Turning Impact into Insight: We need to recognize that most of us in these roles are not data people but at the end of the day we need to be finding the people who are and create enough of an understanding that we can translate the feel-good work into the impact. The ripple effects with donors, municipalities in huge.
- I was intrigued by NewTown Macon also functioning as a CDFI. More importantly, wanting to know how that positively impacted the main street program if at all. The work that Josh Rogers did reinforces something I've been saying about Main Street programs becoming more involved in developing properties for the sake of preservation and to maintain the right uses. It also creates a financial model that supports their program with a service fee-based revenue stream rather than a handout which is becoming increasingly difficult and competitive.
- MSARP certification is easily attainable.
- ULI offers technical assistance grants! I don't know all the guidelines and requirements but it's good to know….
- In addition to doing a District Survey this year, I'd also see benefit in us hosting a Vision Forum (mentioned in Tuesday's Tune Up Your Board breakout with NC Main Street)
- I'd like to perform a complete audit of our communication channels: owned, earned and paid as well as doing a SWOT specific to communications (Tuesday's branding session)
- Tacony has a tax on Soda that is strictly used for Day Care. Thus, they have four day cares

CITY OF STEVENS POINT

Leave Report - Annual Vacation Accrual - Kreuser PTO

Report Dates: 01/01/2025 - 04/30/2025

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	42.50	120.00	96.00	66.50
Total:			42.50	120.00	96.00	66.50

Downtown BID meeting
04/01/2025

1. **Roll Call**
   Tara Manzke
   Hana Cutler
   Mike Beacom
   BJ Welling
   Brian Cummins
   Rosalind Kealiher
   Alderperson Christianson

   Public Attendance
   Troy Hojnacki
   Craig Cook
   Emmy Pinzon
   Rubina Martini

   City Liaison
   Chris Kleismith

2. **Comments from the public on non-agenda items-**Troy Hojnacki, concern over road closures for Make Music Day; Rubina, and Craig voicing the same concerns.

3. General reports and updates:
   a. **City staff updates**-sharing redevelopment plans for river and shopko lot. Hoping to offer the revolving loan fund before end of the year; goals to establish a $1,000,000 fund.
   b. **Treasurer Report-** Moved $7778 into friends of downtown account, keeps things separate for events. The hope is that this floats us and tracks event funds. We are still learning and will see what the events really cost as we move forward.
   c. **Executive Director Report-**Website update-working through software issues. Working through it and will have an update next month. Three new businesses opened/opening downtown, Retro Central, The Nail Salon, and Sisters Corner Store. Whiting sold and has new owners. Sponsorship-Brainstorm-looking for continued connections and support for fundraising. Announced following the Downtown Collective and Downtown Networking meeting. Social media report, facebook has had 108,000 views in the last month. People are loving the “Meet the Owners” series.
   d. **Board Chair Report-** Continuing to meet weekly with Chloe-Thursdays at 10am. Working through receiving Sponsors, glad that Tara is on board to help, working towards “Consultative Selling”. Craig encourages us to consider “added value”.

4. Workgroup reports:

a. **Promotions**- Mascots on Main. Hoping to partner with UW more. The Promotions team has been meeting and discussing different upcoming events. Along with new ideas- beer walk/window walk. Encouraging BID members to check in with other business owners.
b. **Design-** continuing to pursue library alleyway. William spoke to Jim Laabs and he is on board. Communicating with Sprinter tech regarding lights and sounds. Connected with a woman who has alleyway design experience.
c. **Economic Vitality-** working on flushing out BOOMS tracker, hoping to conduct surveys and have more thorough results for different questions. Recruited an unpaid intern through the city-150 hours-will have a primary task to conduct BOOMS tracker, and surveys. Goal to have a start date of 06/01 and completed data by Labor day with presentation at the annual meeting in August-hoping we push back the annual meeting to September?
d. **Organization-** Decided to meet regularly just before the Friends meeting each month. Started discussing volunteer recruitment. -NOTE-to discuss handing out postcards to business owners.
e. **Event Coordinator Report-** Notes at night and make music day-rain locations.
The Mayor's office has been contacted regarding turning off fountain during Notes at Night. Working on music hosts for Make music day.

Discussion and Possible action on:

1. **Approval of special meeting minutes from March 4, 2025**
Motion by Hana Cutler to approve the meeting minutes.
Second by Tara Manzke, motion passes.

2. **Zoning Code Public meeting collaboration and support as it relates to business retention and recruitment downtown Stevens Point-** meeting likely in August. Board supports this, but wants to confirm date.

3. **Event Magnets-** making new magnets-added more info. Do we want more, and how many more do we want. 1000 magnets is $507 online.
Motion by Mark Christianson to authorize up to $525 spent on Magnets and Chloe and Brian to make that decision based on various quotes looking for sponsorship. Mike suggests that we look at the budget for promotions. Second by BJ Welling, motion passes.

4. **Santa-Approval for real Santa**
Kris came forward requesting professional santa and float for the parade.
No motion made.

5. **Event enhancement Discussion-**
Looking at sound system-JBL $1500, 2600 watts, two speakers/stands, microphones, onboard eq, bluetooth available. Recover $$ by adding vendors at notes at night, and basket raffle tickets? We have time to discuss and look for sponsors. Would like the

promotions group to come up with more concrete proposals on how to fund it for the May meeting.

6. **Discussion and Graphic Designs Services for Event Marketing**
   Looking to bring these dollars to a local provider. Posters, yard signs, etc. $4,000 For design contractor. Would like a list of deliverables. Tara has volunteered to work with Chloe and Hana will assist.

7. Adjournment at 4:22pm

Approval for 2025 Town Hall Date and 2026 Budget Season Planning
May 2025 Downtown BID BOD Meeting

If we set the Town Hall as the "second-to-last Tuesday each year in September" it gives us two weeks to finalize the budget for our October meeting. That should be fine for Council to take action in their October meeting (third Monday).

So, this year's schedule would look like ...

- August BID - Treasurer and Executive Director present a preliminary budget for Board input
- September BID - Treasurer and Executive Director provide a revised budget that the board approves for Town Hall
- September 23 - Town Hall (with budget presentation)
- October BID - the Board finalizes an annual budget, allowing for stakeholder changes (if app)

Our website is LIVE!

https://www.stevenspointarea.com/downtownstevenspoint/

The Downtown board and the Visitor Bureau team have been sent to the site to review it, and we will launch within the first week of May.

Some Exciting Features:

- About Downtown
- Volunteer Form
- Directory
- Resources
- Primary Events (same events that are on the magnets)

Please note:

- We are working on having the alias domain and the forwarding from the old SPA site to the new one.
- This is version one, version two will have:
  - An event calendar that features a link where downtown businesses can add their event. We are working with the CVB on adding a downtown-only event link and feature.
  - Meet the Owners Blog

Other Social Media/Promotion Update:

- We also have a “Link Tree” for our social media/website/volunteer form.

From :
Jasen Kubowski
87 Sunset Blvd
Stevens Point, WI 54481 US
jasenk@precisioncell.com
(715) 343-8000

To :
Tara Manzke
925 Main St.
Stevens Point, WI 54481 US
tara@briabellaco.com
+1 715 544 9656

Quote # QUO-0442
Date: April 23, 2025
Expiration Date: April 23, 2026

1 × **Portable 300-Watt Powered PA with 8-Channel Mixer and Bluetooth®** $849.99

1 × **Tripod Speaker Stands with Carrying Case** $49.99

1 ×	**BLX Wireless Microphone Kit** 	$475.00

Subtotal	$1,374.98
Sales Tax ($1,374.98 @ 5.5%)	$75.62
Total	$1,450.60

Describe the job

Quote status : **Proposed**

Central Wisconsin Children's Museum
1100 Main Street, STE 200
Stevens Point, WI 54481
715-344-2003
cwcm@cwchildrensmuseum.org
April 2025

Stevens Point Business Improvement District (BID)

Dear Members of the Stevens Point BID Board,

We are writing to respectfully request financial support from the Stevens Point Business Improvement District in the amount of **$750 per year for three years** to support the *Destinations for Families* collaboration — a joint effort focused on enhancing Stevens Point as a welcoming, engaging, and inclusive destination for families.

Our aim is to collectively market our museums as key destinations for tourists by articulating our differentiated values and strengths to drive family tourism. This collaboration will attract more visitors and promote Wisconsin as a family travel destination. In this first phase, we are excited to work with KW2 to complete a comprehensive research project to define a shared brand and strategy to accomplish this goal. There are 11 other Wisconsin children's museums involved in this group project, and our financial contribution as well as in-kind contributions are relative to our size scale based on ACM standards for all children's museums across the United States.

This multi-year initiative aims to strengthen destination development and marketing by:

- Creating and distributing family-focused content (print and digital) that highlights local businesses, events, and attractions.
- Collaborating with downtown businesses to create family-friendly programming and promotions.
- Enhancing visibility of BID-area assets through targeted marketing campaigns and collaborative storytelling.
- Supporting events and itineraries tailored to families visiting or living in the area.

Your support will directly contribute to building a stronger, more vibrant destination brand for Stevens Point and align with the BID's goals of increasing foot traffic, supporting business growth, and enhancing the overall visitor experience in the downtown district.

We believe this collaboration holds tremendous potential to elevate our community as a top destination for families in Central Wisconsin. Thank you for considering our request. We would welcome the opportunity to provide additional information or present this proposal at an upcoming board meeting.

Sincerely,
Victoria Neff
Interim Executive Director at CWCM
7154963536 or cwcm@cwchildrensmuseum.org

Memorandum of Understanding

Amongst the Children's Museums of the Wisconsin Children's Museum Alliance

This Memorandum of Understanding (MOU) is entered into amongst the undersigned children's museums, collectively referred to as the "Wisconsin Children's Museum Alliance" ("The Alliance"), to set forth the terms and conditions for their collaboration on a state wide effort to determine the most effective strategy for collectively marketing the children's museums in Wisconsin as compelling destinations for tourism audiences.

Purpose

The purpose of this MOU is to formalize the collaboration among the children's museums to conduct a state-wide comprehensive marketing research project. The outcome of this research will shape a joint marketing strategy and brand to be implemented in the subsequent year, beginning July 1, 2026.

Duration

This MOU will be effective from April 1, 2025, and will continue until December 31, 2025, with an option to renew upon mutual agreement of the parties.

Roles and Responsibilities

Financial Contribution

Each participating museum agrees to contribute annual financial support of based on their size and budget.

In-kind Marketing and Promotion

Each museum additionally pledges to contribute an amount equal to twice their annual financial support for in-kind marketing and promotion, which includes but is not limited to:

- Email campaigns mentioning the shared branding
- Social media promotion and impressions
- Distributing, mailing and displaying informational materials such as; newsletters, brochures, and any other printed collateral
- Related website views, blog or homepage rotator directing to webpage
- Earned media in print and broadcast
- Onsite promotion through signage and digital flyers on LED monitors.
- This contribution will be aspirational and not rigorously tracked and enforced.

In-kind Staff Time

Each museum pledges to actively participate and pledge at least $2,000 in in-kind staff time. This is a pledge and will not be tracked. At the end of the grant period, each museum will confirm that their in-kind staff time spent on the project met or exceeded their pledge.

Project Goals

- Discover the differentiating qualities of children's museums in Wisconsin.
- Define a collective destination brand for the children's museums to collaboratively market in one voice.
- Shape a promotional strategy to increase attendance across all participating museums.
- Encourage tourists to visit multiple children's museums during one trip, showcasing Wisconsin as the ideal destination for family travel tourism.
- Secure baseline data to measure the impact of the resulting marketing campaign on the state's economy.

Research Activities

This first phase of the partnership will include regular meetings and involvement from all participating museums:

- Send a consistent representative to all team planning meetings (target of a max of two participating staff members)
- Participate in subcommittee work as feasible
- Provide selected firm with relevant access to data to support research efforts
- Partner in good faith with "The Alliance" in achieving our shared goals

[signature page to follow]

Signatories

The undersigned represent the children’s museums participating in this MOU and agree to the terms and conditions set forth herein.

Museum Name	’25 Financial Contribution	Representative	Signature
Building for Kids	$1,250	Oliver Zornow	[illegible]
Children’s Museum of Eau Claire	$1,250	Mike Lee	Mike Lee
Central Wisconsin Children's Museum	$750	Tori Neff	Victoria Neff
Betty Brinn Children's Museum	$1,500	Nicole Orlando	Nicole Orlando
Food + Farm Exploration Center	$1,500	JanEl Daul	JanEl Daul
Children's Museum of Fond du Lac	$1,000	Andrea Welsch	Andrea Welsch
Children's Imaginarium	$1,000	Julie Bollmann	Julie Bollmann
Madison Children's Museum	$1,500	Jonathan Zarov	[illegible]
Above and Beyond Children’s Museum	$1,000	Cate Tinker	Cate Tinker
Children’s Museum of La Crosse	$1,000	Ann Christianson	Ann Christianson
Black Earth Children's Museum	$750	Alison Ludt	Alison Ludt
The Children's Museum of Green Bay	$1,000	Whitney Potvin	Whitney J. Potvin
Huey's Hideaway	$750	Monica Spinler	Monica Spinler

March 31, 2025

To Whom It May Concern,

We, the partners of the Wisconsin Children's Museum Alliance (WICM), support the **Destinations for Families Collaboration** and Joint Efforts in Marketing Destination Development Grant request. This initiative will increase the visibility and impact of children's museums across Wisconsin.

Our aim is to collectively market our museums as key destinations for tourists by articulating our differentiated values and strengths to drive family tourism. This collaboration will attract more visitors and promote Wisconsin as a family travel destination.

In this first phase, we are excited to work with KW2 to complete a comprehensive research project to define a shared brand and strategy to accomplish this goal.

The project will benefit our museums and enrich the economic and cultural landscape of the state. We are committed to its success and confident it will result in a successful marketing campaign, fostering growth and engagement.

We look forward to achieving our goals together and positively impacting our communities.

Sincerely,

Oliver Zornow, President/CEO, Building for Kids (Appleton)

Juile Bollmann

Julie Bollmann, Executive Director, Children's Imaginarium (Wausau)

Ann Christianson

Ann Christianson, Executive Director, Children's Museum of La Crosse

Mike Lee

Mike Lee, CEO, Children's Museum of Eau Claire

Jonathan Zarov, Director of Marketing and Communications, Madison Children's Museum

Alison Ludt

Alison Ludt
Black Earth Children's Museum

Victoria Neff

Tori Neff, Interim Executive Director, Central Wisconsin Children's Museum (Stevens Point)

Cate Tinker, Executive Director, Above and Beyond Children's Museum (Sheboygan)

JanEl Daul

JanEl Daul, Marketing & Communications Director, Food + Farm Exploration Center (Plover)

Andrea Welsch, Executive Director, Children's Museum of Fond du Lac

Nicole Orlando

Nicole Orlando, Director of Marketing and Communications, Betty Brinn Children's Museum (Milwaukee)

Whitney J. Potvin

Whitney Potvin
Director of Education, The Children's Museum of Green Bay

Monica Spinler

Monica Spinler, CEO

Huey's Hideaway (Medford)

Purchase Approvals Outside Board Meetings: Treasurer, President, and Executive Director.
May 2025 Downtown BID BOD

Purpose:
To ensure smooth and efficient execution of events throughout the year, especially as this is our first year organizing them, we recognize that unanticipated expenses may arise outside the regular board meeting schedule. This policy provides a streamlined process for approving intended to support timely decision-making and minimize delays, ensuring board meetings remain focused and efficient.

Policy:
The Treasurer, President, and Executive Director are jointly authorized to approve event-related expenditures of up to $750.00 without requiring full board approval. Must include all three persons' approvals to make a purchase above the Executive Director's discretionary expenditure of $75.00. This policy must cover budget-approved items that fit under specific line items.

(d) Permit exceptions:

a. The Common Council may designate specific exceptions to the requirements of this subsection as to locations, dates and/or individual events.

b. No permit is required for food peddlers operating exclusively upon private property with the permission of the owner or possessor of such property.

(e) Display of permit. Permit holders shall display or be prepared to show their permit during all times they are operating within the City of Stevens Point.

(3) **Food Peddlers Operating at Special Events**: No food peddler may operate within one-quarter mile of any special event for which a permit has been issued under RMC Section 12.28, except that food peddlers may operate within such distance of a special event if the holder of the special event permit has given permission to the food peddler and the food peddler possesses a permit issued under this Section.

(4) **Food Peddlers Operating Within City Parks**: No food peddler may operate within any City park unless they have been issued a permit under this Section and secured permission from the Parks Director, operate in compliance with any rules applied by the Parks Department, and pay any fees required by the Parks Department.

(5) **Food Peddlers within the Downtown Business Improvement District**: No food peddler shall operate within the Downtown Business Improvement District for more than three hours total within any calendar day unless doing so in conjunction with a Special Event under Subsection (3), or with permission from the Downtown Business Improvement District Board. No Food Peddler shall operate within the Farmer's Market and Public Vending area as identified in RMC 12.02 without both a permit under this Section and the permit required under RMC 12.02. Permission granted under this subsection does not supersede any other restrictions contained within this Section.

(6) **Permit Holder to Obey All Parking Rules and Regulations**: The granting of a permit under this Section does not grant any exception to City parking rules and regulations contained within RMC 9.05 or elsewhere within the Revised Municipal Code.

(7) **Fire Code and Fire Department Regulations**: Any person holding a permit under this Section shall comply with all rules, regulations, and orders issued by the Stevens Point Fire Department for the location and operation of vehicles and equipment associated with the food peddler's operations.

(8) **Trash and Debris**: All persons operating under a permit issued under this Section shall provide a trash receptacle located reasonably nearby their point of sale, unless operating in conjunction with a Special Event at which trash receptacles will be provided by the event organizer. Prior to leaving any location where sales have occurred, the food peddler shall make a reasonable effort to pick up and dispose of any trash within 100 feet of their point of sale which has originated from their products.

Line Item: Approval to Write Letter of Support for Extension of Parking Allocated Time in the Downtown District

Context:

After numerous complaints and concerns from businesses and community members, we want to request the board's approval to write a letter of support to extend the parking time limit downtown to three hours.