



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:	June 3, 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 May 6, 2025.
2. Approve Meeting Minutes from May 13, 2025.
3. Executive Director Position Description, Posting Job Opportunity, and Interview Committee.
4. Consideration of Interim Executive Director
5. Event Promotion Budget Breakdown Recommendations.
6. Insurance for Downtown Events.
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.

BID Work Group Report

Work Group: Design Alley Activation

Meeting Date: 5/8/25

Attendees:

William Schierl Chloe Kreuser, Mindy
McCord, Serena Melotta and Alex
Krzmarzick

2025 Work Group Priorities

1. Talk to historical society regarding Paint colors (need to be approved)
2. Talk to Bushman electric regarding lighting
3. Alex will put our drawing in her software to be reviewed

BID Economic Vitality Workgroup – Meeting Agenda

Date: Monday, May 5, 2025

Time: 1:00 PM – 2:00 PM

Location: Boardroom, Stevens Point Area Convention & Visitors Bureau

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

- Recap of March 31 meeting outcomes
- Overview of assigned tasks

2. Task Updates from Workgroup Members (20 min)

- Chris:
 - Discuss list of reasons for using BOOMS Tracker
 - Update on intern hiring
 - - Intern start date, schedule, total hours, and end date. Any other intern details
- Michael:
 - - Status of follow-up survey questions
 - - Collaboration with Jordan on BOOMS tracker
- Jordan:
 - - Progress on BOOMS tracker research and setup

3. Discussion: Intern Roles & Oversight (15 min)

- Review of intern's expected responsibilities
- Supervisory structure and daily/weekly check-ins
- Clarification of project scope for intern

4. Completion Targets & Planning (10 min)

- Confirm readiness of BOOMS tracker for data entry
- Determine survey distribution timeline

5. Assigning Final Tasks & Next Steps (5 min)

- Determine next tasks
- Set deadlines for:
 - - Data entry into BOOMS tracker
 - - Survey launch and collection window

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

- Open discussion: Any concerns or questions?
- Set date and time for next meeting

1. Roll Call

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

City Liaison

Chris Kliesmith

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

Meliss Haack-Regional farmers market coordinator introduction
Troy Hojnacki-comment about general policies that this board ought to know about it.
Sam Polito-would like to try to address homeless issue. Want to bring people downtown verses send people away.
Bob Butt-here to back up what Sam said about the homeless. Would like to see someone from SPPD come and address the downtown town needs amongst the BID.

3. General reports and updates:

- a. **City staff updates**-revolving loan fund, CED department is requesting to establish a downtown load fund. Discussions will be taking place at a meeting, Thursday May 15 3pm at the Community room in the Police Department. UPDATE regarding the downtown area master plan-has been reviewed by redevelopment authority and recommended for approval.

Mike Wiza-awareness of complaints from business owners, tenants, and consumers downtown. Initiatives are happening: Enforcing current property maintenance codes. Specifically personal property abandoned in public areas. No camping ordinance. Volunteers are looking to run a 24/7 shelter. Opinions can be shared at the meeting next Monday on public policy/general government. At Police Department 6pm 05/12/2025, the following Monday, May 19th, at 7:30pm. City cannot enforce private property unless Mike has an issue.

- b. **Treasurer Report**-treasurer is unable to be here but report is in the agenda packet. Did get the friends of downtown account set up. Need to move into budget the expenses for the events into the proper allocations.
- c. **Executive Director Report**-National small business this week with webinars happening throughout the entire week. Links will be sent for businesses to watch at their leisure. The website is done. Two sponsorships have been secured-Tommy's express carwash sponsored the full band series for notes at

night and they are the Hot chocolate sponsor for Downtown Christmas. Shultz properties has committed to sponsor the downtown Holiday Parade. CVB hired "John McGrivens Main St" we will see more about this soon.

Annual report-will be July to July for us, holding off to publish. Farmers Market collaboration-put together folders and presented to the the Farmers market.

Winter season holiday data-geofencing data. Will be sent out to the board.

June 3rd WEDA is hosting a basic Economic development course at MSTC, working to connect conference attendees with information about the downtown.

Incubator space is having presentations May 14th at 10am. More info will be sent out via email. Riverfront arts center hosting artswalk.

Continuing to seek sponsors for upcoming events.

News releases for notes at night and make music day.

Sponsorship pledge form.

- d. **Board Chair Report-** Thanks to Tara and Chloe for getting sponsorship partnerships secured. WI Main St people were passing through and very encouraging to us.

A few big perpetual issues fell on our plate this month, parking and homelessness...etc. We do have a calling to be responsive to our constituents.

Need to be a conduit to amplify those concerns. Would like to formalize a performance review process for Chloe and Kris. One in December for Goal Setting and one in May. Would like to have 2 or 3 board members form a committee to take this on.

Event Coordinator Report: Make music day-not going to close the street. Still working on obtaining a raffle license and making good progress. Attended business collective to meet more business owners. Completed final drafts of Notes at Night lineup. 1700 followers for facebook social media, all events are posted for the entire year.

4. Workgroup reports:

- a. **Promotions**-radio-Cindy from Wave 105-have presented an opportunity to make their station the Downtown Station. Would like to schedule a Special meeting-May 13th at 2:30pm.
-Would like to highlight a partnership with UWSP "agency 81" Funded by Sentry.
- b. **Design**-Meeting with Alex who does design work. Chloe talked to Adam from the library regarding painting the alleyway. Working through the red tape one step at a time. Working on tracking who all is going through the alley.
- c. **Economic Vitality**- Met earlier this week, focusing on surveys for business and property owners, working with intern who is starting on June 2. Her goal is to flesh out the surveys and methods as well as getting booms tracker populated.
- d. **Organization**- Hosted two meetings and moved forward with volunteer recruiting strategy.

Discussion and Possible action on:

1. **Approval of special meeting minutes from April 1, 2025-**
Motion by Tara Manzk to approve the meeting minutes with amendment of the red part being removed. Second by Hana, motion passes.
2. **Approval for 2025 Town Hall date and 2026 budget season planning -** See agenda packet (pg 19) for more details.
Motion by Rosalind to approve the timeline.
Second by BJ, motion passes.
3. **Website update-**
Took the time to show us the new website.
4. **Event enhancement proposal fundraising conversation continued. -** Precision Sound, willing to chat regarding partnership. Tabling this action to go to our special meeting on May 13.
5. **Request for support: Designations for families in collaboration with Central WI children's museum-** Tori, interim executive director, awarded a little shy of \$40,000 for the entire collaborative. Looking for \$750/year donation for next three years. Chloe recommends that we move forward in supporting this through our vacancy grant.
Motion by Hana to grant the \$750 for 2025 with our grant disbursement fund to be reevaluated. Second by BJ, motion passes.
6. **Purchase approval outside board meetings: Treasurer, President, and Exec. Director-**
Motion by Tara to allow all three board members of the treasurer, president, and executive director to approve funds up to \$750 or a third board member in the absence of one of them unable to.
Second by Mark Christianson, motion passes.
7. **Food Truck Ordinance Discussion-**
Common council approved a revision or establishment of the first ordinance. Concern from board members and constituents that the BID was not involved in the discussion. As a new entity, the BID to be notified was not a part of the process. City staff update should include giving us an awareness of what is coming down the pipe.
8. **Approval to write a letter of support for extension of parking allocated time in the downtown district.** Tara recommends that we ask for 4 hour instead of 2 hour and lift the no re-parking downtown.
Motion by Rosalind to write a letter to be in the support of 4 hour parking and re-parking as well as considering exceptions for overnight parking.
Second by BJ, motion passes.
9. Adjournment at 4:42pm

1. Roll Call

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

- 2. Comments from the public on non-agenda items:** Tara Manzke and Troy Hojnacki, both commented regarding appreciating the layout of the budget per event for SPA and hopes we can do the same. Mike intends to work through that over the next few weeks and will have a more thorough budget for the June meeting.

Discussion and Possible action on:

1. Alleyway activation sound extension discussion

Tabling this until we know what the city is doing in working with Chris Tiffany.

- 2. Event enhancement speaker system purchase approval-** Quote from Precision sound and cellular. Troy has speakers, and Brian also has speakers that he would loan out if needed. Cordless quote is \$475. Reminder from Mike that the mayor is talking about a portable stage. Hana also has a system she is willing to loan out. Brian suggests we do a proof of concept for this. Brian asks-how important is it for the BID to have a sound system? Tara thinks we really do need it. Marc thinks we need to be aware of the portability of the sound.

Motion by Hana to purchase a microphone system-later retracted no second.

We will be wait to see what the loaned system can provide for the first few notes at night.

3. Radio Ads for downtown promotion: Possible action on partnership-

Tara feels we need some sort of promotion to help encourage sponsorship. Mike suggests we look at the budget more thoroughly-He will do further event breakdown. Chloe's comment, Instead of going all in could we just choose one event and see the results? Conflict with promotions team expenses and event coordination budget. Would like the promotions team to make a recommendation knowing that we are getting sponsorship dollars. Hana believes we should talk to a marketing department. Revisit the individual event budget that each of us coordinating events has.

4. Adjournment at 3:45

Executive Director Description

Job Title: Executive Director

Reports To: Downtown Business Improvement District (BID) Chair and Board of Directors, as well as the Portage County Business Park (PCBP) BID Chair and Board of Directors.

Workplace Location: Stevens Point Area Convention and Visitor's Bureau office (downtown)

Work Hours: general hours will be 7:30am-4pm, Monday-Friday, occasional weekends and evenings.

Wage: Position is salaried and exempt, with benefits and compensation commensurate with experience.

Role:

The Director fulfills duties for Downtown Stevens Point as assigned by the Downtown BID as a part of Stevens Point's broader economic development strategy. The Director is responsible for overseeing the affairs of Downtown Stevens Point, and developing and executing a strategy to enhance the vitality of the City's premiere entertainment district and economic heart.

The Director is responsible for maintaining service contracts for the Portage County Business Park and other objectives set forth by the PCBP BID Board.

Organization Summary:

The Downtown Business Improvement District was established in 2023 to further elevate services for Downtown Stevens Point. The Downtown BID is led by a 7-member board of directors comprised of business owners, business and property owners, and property owners within the district, a representative alderperson, and one city staff non-voting member.

The Portage County Business Park Business Improvement District was established in 2024 to improve and maintain the physical environment and economic vitality of the Portage County Business Park area. The PCBP BID shall be led by a 7-member board comprised of real property owners or representatives within the District, one Alderperson representing the 6th Aldermanic District and the Director of Community Development or their designee.

Essential Duties & Responsibilities include but are not limited to a combination of the following:

- Coordinating the annual workplan for Downtown Stevens Point with partner organizations.
- Assisting the Downtown BID Treasurer in preparing an annual budget.
- Supervising Downtown BID contractors.
- Generating and improving sponsor relationships to Downtown Stevens Point.
- Establishing and growing event partnerships in Downtown Stevens Point.

- Maintaining healthy relationships between Downtown residents, business owners, property owners, and the BID.
- Maintaining a list of Downtown business and property contacts and vacancies.
- Developing and executing a volunteer recruitment and retention strategy.
- Grant-writing, in partnership with City staff, to execute Downtown revitalization projects.
- Preparing for and hosting Downtown BID meetings.
- Researching and implementing activities to improve the vitality of Downtown Stevens Point.
- Writing editorial copy for print and web-based use.
- Writing press releases.
- Maintaining clip files, photo, and video library.
- Advising on the creation of social media content for Downtown Stevens Point.
- Representing the Downtown BID at downtown events.
- Organizing the PCBP BID Board and better learn the process and implementation of the BID Operation Plan.
- Developing and implementing a plan and budget for the PCBP BID based on the financial expectations from assessments and its priority of needs, and the City's planned improvements during the same period.
- Working with Portage County to transfer operations of the Portage County Business Park and the Deed Restrictions & Protective Covenants.
- Working with Portage County to transfer ownership of common areas to the BID.
- Creating a cohesive marketing and promotional plan to update signage and branding of the PCBP BID.
- With assistance from the City, implementing enhancements for the PCBP BID as determined appropriate from the City's Comprehensive Plan.

Education and/or Experience:

Candidates should have a High School Diploma, GED, or other equivalent. Ideal candidates embrace an entrepreneurial mindset and commitment – they will be willing to identify or create beneficial programs, pilot them, and evaluate them for impact and improvement. Two or more years working in community and economic development preferred. Additionally, ideal candidates will be highly organized and adaptable, and have excellent customer service skills, written and verbal communication skills and a good working knowledge of Microsoft Office Software. Experience executing strategic plans and growing community partnerships to expand the impact of the organization is essential. Candidates should be self-motivated, strategic problem solvers who are comfortable working independently and as part of a team. Excellent volunteer management and delegation skills will help candidates succeed in this position.

Physical Demands:

Successful employees may experience the following physical demands for an extended period. Reasonable accommodations shall be provided for applicants.

- Viewing computer monitors
- Visually inspect and review graphic designs, written scripts, text, and photography
- Sitting at desk or conference table
- Carrying equipment/literature up to 40lbs. is required
- Standing for extended periods of time during events (4+ hours)

Qualifications:

- Able to work evenings and weekends as needed
- Must be a “People Person” – feel comfortable talking to strangers
- Must be comfortable working alone and with little supervision
- Valid driver’s license
- Pass formal background check

June 2025

Consideration of Interim Director Line-Item Background

To facilitate a smooth transition and ensure an effective onboarding process for the next incoming Executive Director, we recommend appointing an Interim Director. This role would allow for a structured handoff, enabling the transfer of responsibilities, institutional knowledge, and key operational items in an organized and efficient manner.

May 2025

Promotions Team Marketing Budget Recommendation Breakdown

Facebook Ads \$500.00

Radio \$2,000

Metro Wire \$1,000

Downtown Video \$500

Printed Material \$1,000

*Further explanation of each item will be provided at the BID meeting.