

Downtown Business Improvement District Board Meeting
06/03/2025

1. Roll Call

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

City Liaison

Chris Klesmith

2. Comments from the public on non-agenda items

3. General reports and updates:

- a. **City staff updates**-Did not receive the Brownfield grant, encouraged to apply again next year. Shopko lot meeting was encouraging, surveys are still available, and already have a strong response. Grants are in process to be developed for improving vacant spaces, second floors, and HVAC, more info to come.
- b. **Treasurer Report**-Mike Beacom is currently traveling, but report has been received. Biggest item is the "Friends of Downtown" working on budget cycle systems. Adjustments to this budget will be included in the minutes. Currently FOD has revenue and costs, but not budget line items per event at this time.
- c. **Executive Director Report**-Note of official resignation-June 20th. Has been honored to be a part of the downtown and appreciate the trust in the role. Very committed to supporting the transition for a smooth process for next director. All reporting with the State is actively up to date and will continue to keep it up to date. Kris and Chloe attending Port Washington event similar to Discover Downtown, found lots of inspiration for our upcoming DD. Notes at night starts tomorrow, yard signs available. Today is Economic Development training at MSTC, about 50 ppl there from around the state. Handed over downtown stickers and guides.
- d. **Board Chair Report**- Most of the past month was consumed with 1-event insurance, and 2-Exec Director announcements and how to move forward.
- e. **Event Coordinator report**-Finalized permits and maps for Wine walk, and Discover downtown. Payments coming in for wine walk. Finalized details on upcoming events. Contracts and W9's continuing to come in for Notes at night. Lots of movement for upcoming events and planning for Discover Downtown. Raffle license has been approved.

4. Workgroup reports:

- a. **Promotions**-want to work together to get committees together for other work groups and leads. Good convo with someone at UWSP and being more involved in "Pointers Week"

- b. **Design**-talking to wausau tile about planters and talking to city about watering plants. Meeting Thursday and walking to alley to discuss in person at the alley once design is complete, intend to move forward and hopes to see visual change in the next month or so.
- c. **Economic Vitality**- 2 main things-working to start filling out booms tracker, current use, vacancies, square footage, etc. As well as survey to find out what biz owners care about and need. Welcome to our intern Elizabeth. Working Tuesdays and Wednesdays for eight weeks. Working on surveys and booms tracker as primary projects.
- d. **Organization**- prepared to help find volunteers for upcoming events and downtown needs. If you need volunteers, please let us know what and when so we can work on that. Planned next few months of Collective meetings, PO for this month, inviting groups like "Connections and United Way for how we can get help in our businesses.

Discussion and Possible action on:

1. **Approval of May 6 Meeting minutes-**
Motion by BJ to approve the meeting minutes.
Second by Tara motion passes.
2. **Approval of May 13 Special Meeting Minutes-** discussion with no action from that meeting. No comments or changes
Motion by Tara to approve special meeting minutes.
Second by Hana, motion passes.
3. **Executive Director Position Description, posting job, and interview committee-**
With so much momentum we need to assure we get this filled with the right person.
Would like to establish an interview committee, to include members of business park board and BID board.
3 people in committee, one from the county and two from the BID, Hana, Rosalind, and Mike from the county or his designee for the initial committee. Getting resumes in, deciding who to talk with and deciding who we want to meet with. Will work with Sandy to post through the city.
Motion by Tara to move forward with the listed team.
Second by BJ, motion passes.
Job description: Would like the education and/or experience section to encourage higher education. "Candidates should have a MINIMUM of a High school diploma...etc."Additional education preferred"
Moving the "Additionally Ideal candidate..." to a separate bullet point...etc. Brian will make additional changes and submit them to the hiring committee with support from Chloe.
Requests motion to authorize the hiring committee to edit and publish the position description. Moved by Tara and second by Marc.
4. **Consideration of an interim executive director:** BP BID would not expect downtown interim to work on them. Will table decision for interim pending essential duties and how they would be divided. Volunteerism amongst board members to continue forward.

5. **Event promotion budget breakdown recommendations:** Tara makes a motion to approve this budget outline as presented today. Second by Marc. Observation by Chris: discussion doesn't have to be made at board level. Motion passes
6. **Insurance for downtown events:** We will be acquiring our event insurance under the city's policy. Cost will vary based on the event.
7. **Adjournment at 4:20pm**