

Downtown BID meeting
07/01/2025

1. Roll Call

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

City Liaison

Chris Klesmith

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

3. General reports and updates:

- a. **City staff updates**-Riverfront Rendezvous this weekend. Met with developers for the south half of the shopko parcels, working on drafting a letter of intent. Have established that CWED Loans can be utilized along with Facade improvement grants.
- b. **Treasurer Report**- We will see a little cushion at the end of the year without a Director this month. Through June Kris's hours are at 272, which seems to be on track.
- c. **Board Chair Report**- busy month with Chloe's exit. Did conduct an exit interview, will go into closed session to discuss. Did revise and post the position, 16 total applicants with a handful of good candidates.
We need to remember a line item for event insurance, it is currently going under expenses for individual events. Wine walk tickets are selling as of today and going fast. Exciting news, we no longer need to pay for permits since we are a part of the city! We do still need to apply but no longer need to pay. Met with Megan of the SPCVB regarding the need to update the MOU since we have had several changes since it was developed. As the chair, Brian is limiting BID work to two hours per day.
- d. **Event Coordinator Report**-Notes at night is going well! \$415 from the 50/50 raffles. Main feedback-people would like the fountain on. The new PA system will enhance that sound and help regardless if the fountain is on. Exciting to meet with people who are first timers, and regular notes at night attendees. Largest number so far is 126 ppl on the second week. Make Music Day was HOT!! But the entertainers were incredible! 25 guitars at Mass guitar incident. Feedback was to keep it separate from other events and having it more than once per year. Next year Make Music Day will be a Sunday. Wine walk-has 18 locations. Sticking with WI Wines. Using Badger liquor. And have a sponsor-Snow Belt. Discover Downtown has some vendors set up, and four nonprofits.

4. Workgroup reports:

- a. **Promotions-** Met a few times to help Kris, assigned promotions team members to each event. Contact for each event-Trick or treating will be Troy, Holiday Parade will be Kristin, Shop small-Tara, Downtown Christmas-Connie.
Seeing good things with the partnership with the radio and metro wire.
- b. **Design-**Alex has created a design for the alleyway. Working to have it washed and cleaned and then beginning to prime. Working on a canvas wrap for the other side and ceiling being painted light blue with lighting. And some wayfinding signage happening. Working with the library and the mural plan as they are hesitant.
- c. **Economic Vitality-** In the thick of the boomstracker and the surveys to business and property owners. Boomstracker is finished-currently making small adjustments to keep numbers accurate. 30 responses to the survey-still working on getting more replies. Next week hopes to knock on doors and talk with business owners. Four more weeks with her being her Tuesdays and Wednesdays.
** Really want to feature this at the town hall meeting and things to bring forward to the city council.
- d. **Organization-** Collective meeting update from last month and for this month.
Question-Who is sending the email reminders? Answer: Hana

Discussion and Possible action on:

- 1. **Approval of special meeting minutes from 06/03/2025-**
Motion by BJ to approve the meeting minutes.
Second, by Hana, motion passes.
- 2. **Event Budgeting –** Tracking our P&L and Preparing for 2026 Budgeting-
Mike recommends that we have a blanket event budget sent in October and in the beginning of the next year the coordinators can sort out how that is divided.
Need to consider metrics for how we evaluate events and the intention to measure success. Goal to have a proposal ready regarding individual goals by July 31st. Want to see Individual board members who are overseeing the events send an email with three performance key indicators for their event to Tara and Kris. Requesting email to be sent by each board member to Tara and Kris by July 13.
At the August board meeting we will like to have a discussion on Fundraising tactics/ask.
- 3. **HR Policies and Employee Manual-**
Need to launch any updates before we hire. Would like to create a subcommittee to do this. Committee being Mike, Brian, and BJ, Marc
- 4. **Annual calendar of BID activities**
Most of our events are recurring, a checklist would assist in moving forward year to year. This would be a 2026 document.
- 5. **Consideration of motion to go into Closed Session under WI State Statute 19.85(1)(c) for the purpose of considering employment,**

**promotion, compensation or performance evaluation
data of any public employee over which the
governmental body has jurisdiction or exercises
responsibility and more specifically relating to:**

A. Exit Interview: Executive Director.

Approximately 4:00pm - Mike makes the motion second by Tara

At 4:51pm Hana moved to exit the closed session and BJ seconded. Unanimously voted yes, entered open session and adjourned with no actions taken.