



**Stevens Point Downtown
Business Improvement District**

1105 Main St Suite A
Stevens Point, WI 54481

Downtown BID meeting

2:35 pm 08/05/2025

1. Roll Call

Tara Manzke
Hana Cutler
Mike Beacom-out of town
BJ Welling
Brian Cummins
Rosalind Kealiher
Alderson Christianson

City Liaison

Chris Klesmith

2. Comments from the public on non-agenda items

3. General reports and updates:

- a. **City staff updates**-Regarding shopko lot-blighted, will be applying for assistance. This allows the redevelopment authority to take action. Evaluating a proposal for the south half of the north lot.
City staff occupied with rewriting the comprehensive plan and zoning code. Will be looking at sending surveys in the near future.
- b. **Treasurer Report**-Treasurer is traveling, from what we see in the report, we are on track and/or under budget.
- c. **Executive Director Report**-hiring update: have narrowed it down to two candidates after sifting through 19 initial candidates, interviewing three of them, and then inviting two for a second interview. Looking forward to discussing it in closed session. In the meantime, up to date on reporting, and have done what is needed to stay on track with WEDC.
- d. **Board Chair Report**- We have been working to prepare for budgeting and town hall (4th Tuesday in Sept, 6pm) will be looking for a sub committee to plan this.

4. Workgroup reports:

- a. **Promotions**-Tara-rainworks test-not as prominent as we hoped, have identified what needs to be done. Discussed adding an additional Spring event to the calendar, a type of "fun run"
- b. **Design**-have been looking at opportunities for additional funds. Also trying to sort through some confusion about who is doing what. Working through removing the current mural and presenting the needs for removal for historical preservation-hoping for this mural to move forward yet this year. Mayor is looking to discuss lighting extended to the river. We will be asking for clarification.
- c. **Economic Vitality**-Elizabeth's last day today, was a great intern, lots of people happy to see her out and about, excited to be heard. 77 responses to the survey. Talking about how to utilize the survey, particularly at the town hall. Continuing to be more involved with the community surrounding

downtown would help bridge the gap with downtown and the people around us. Volunteerism, leveraging volunteers, needs to be a main focus. Need to pull in organizations and business for workdays to do good things. Getting recognition for this needs to be a part of this.

- d. **Organization-** hosted our July social at Guild designs, a good group of about 15. The next one at Great Northern in Sept. also added another person to the workgroup, Patty Hollis. Met and planned the next collective meeting. August meeting next Wednesday at SPCVB, with Sprinter technology as our guest and discussing technology opportunities for businesses. Need better communication at this time for BID to update businesses, would like to correspond better among business owners, would like to see the organization group create a smoother communication flow with business owners.
- e. **Event Coordinator Report**-question for Kris-when will we set the calendar for next year's events.

Discussion and Possible action on:

1. Approval of meeting minutes from July 1, 2025

Motion by Hana to approve the meeting minutes.

Second by Rosalind, motion passes. BJ abstains due to not having a chance to read them.

2. Approval of Special meeting minutes from July 24, 2025

Motion by Hana to approve the meeting minutes.

Second by Marc, motion passes.

3. Preparing for 2026 Budget; Work Plan – Planning Group Assignment-

Budget and work plan committee-Mike Beacom, Brian Cummins, and Tara Manzke, with BJ to share additional information as the lead of the economic vitality. Chris K. will work with assessors to get the tax roll needs.

4. HR Policies and Employee Manual – Approval-

Motion by BJ to adopt the policy as presented.

Second by Marc, motion passes.

5. 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 working document

Requesting the work group leads to look it over and add to it as needed for us to discuss and adopt at the September meeting.

6. Town Hall – Planning Group Assignment

Tuesday 09/23/2025 at MSTC Lead room. Would like a team effort for the presentation regarding what we want to give and get from the public in terms of feedback. Work group leads would each do a presentation. Hana, Brian, Tara will help with the planning.

7. 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. Executive Director Selection & Offer

Motion by Marc to go into closed session, second by BJ, motion passes.

Roll Call; Tara Manzke, Hana Cutler, BJ Welling, Brian Cummins, Rosalind Kealiher, Alderperson Christianson, Mike Beacom-out of town

- 8. Reconvene into Open Session for discussion and possible action on the Executive Director Selection and Offer (above-referenced closed session item)**

- 9. Returned to open session at 4:41pm**

Motion was made to extend an offer of employment to our chosen candidate as discussed in closed session. Motion by Marc, 2nd by BJ. Unanimously approved.

- **Adjourned at 4:51pm**