

Downtown BID Board Meeting Minutes

Tuesday, Nov. 4, 2025 at 2:30 pm at
Stevens Point Area Convention & Visitors Bureau - Conference Room

1. Roll Call - present

Tara Manzke

Hana Cutler

Mike Beacom

BJ Welling

Brian Cummins

Rosalind Kealiher

Alderperson Christianson

City Liaisons: Jarod Kivela, Chris Klesmith

Staff: Karen Margelofsky, Kristeen Carne

2. Comments from the public on non-agenda items

Ribbon cutting with PCBC went well prior to the meeting, Kris Carne shares gratitude of Dozinski Downtown business owner participation.

3. Listening Session: Downtown Development thoughts for the redevelopment authority. See notes and sign in sheet from Brian

4. General reports and updates:

- a. **City staff updates**-reviewing proposals for shopko site, all include mixed use development. Looking at 47 apartment unit for south east corner. Includes childcare center. Still in negotiations and intend to present that to finance committee next week. Edgewater parcel requests: Will officially review proposals in early Spring. For development funds-working on proposal review committee. Excited to soon be able to present a revolving loan fund.
- b. **Treasurer Report**-looks to be everything is on track.
- c. **Executive Director Report**-provided a printed report & noted that she appreciates our efforts while in transition. Things have been going well. Looks forward to continuing on.
- d. **Event Coordinator Report**-Trick or treating was a few weeks ago, felt it was very successful. People enjoyed all the fun, games and contests slowed things down a bit. A scooby doo group one. Approx 600 kids came through. Positive feedback. Upcoming events-32 floats already registered for the parade. Actively working on shop small. Waiting on the contract for Downtown Christmas. Need to decide what charity to support for downtown Christmas. Looking at a food drive. Will be looking at 2026 events in the very near future.
- e. **Board Chair Report**- End of year things are on the docket. Consulting with Kennari through WEDC is coming up, we have begun the process, over the next year they will be giving us feedback. Strongly encouraged to find applicants for the two upcoming chairs that will be opening.

4. Workgroup reports:

- a. **Promotions**-discussing with Brandi from Metro Wire and story series to share what business owners are doing to interact with the community. Wants to be able to put a positive spin on what the downtown business owners are doing. Shop Small passports-we have 22 businesses participating. Secured sponsorships this year. \$2000 from UWCU, \$500 from Founding Fathers Coffee. Will have 400 tote bags, "Local Looks Good on you" Drawn by Under the Ash tree arts, will encourage people to fill them with downtown goodies. Digicopy-print sponsor-over \$600 in print. Currently working on video project. Less talking, more visual. Round one 11/11 from 12-4pm. New event for 2026 "Walk don't run event"

- b. **Design**-worked on grant this past month and moving forward. Lights are happening going up along river, concrete work is in process for electricity.
- c. **Economic Vitality**-have our main meetings the Monday before this meeting. Focus on promoting opportunities for new businesses to move downtown.
- d. **Organization**- last collective next week Wednesday. Wrapping things up for our group.

Discussion and Possible action on:

- 1. **Approval of special meeting minutes from Oct 7, 2025 meeting-**
Motion by BJ to approve the meeting minutes.
Second by Tara, motion passes.
- 2. **Review and approve 2026 budget-**
Motion by BJ to take this to council.
Second by Mike, motion passes.
- 3. **Review and approve operating plan-**
Motion by Marc to adopt the 2026 operating plan.
Second by Hana, motion passes.
- 4. **Review and approve Memorandum of Understanding for 2026-** Discussed that the board is to review and provide comments to Hana & Rosalind as they have volunteered to work with Karen on updating this document. Brian noted that this rough draft will be provided to SPCVB director, BP BID board and the City Com. Dev. dept for their input. No motion made at this time.
- 5. **December regular meeting & end of year pot luck-**
Scheduled for Tues Dec 2nd, end of year potluck where we invite workgroup participants. Will do a doodle poll to determine when
- 6. **Adjournment** at 4:30 pm.