



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
- Craig Cook
- BJ Welling
- Brian Cummins
- TBD
- Alderperson Marc Christianson

## AGENDA

### DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

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<b>Date and Time:</b>	January 6, 2026 2:30 PM	<b>Location:</b>	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
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#### Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda items.
3. Guest Speaker
  - A. Meliss Haack, BS - Regional Farmers Market Coordinator - Wood County Health Dept. - Speaking on potential collaboration with the local Farmers Market.
  - B. Kirstin VanderMolen - Senior Strategist, Kennari Consulting - Funding assessment report.
4. Election of Officers
  - A. Chairperson
  - B. Vice Chairperson
  - C. Treasurer
  - D. Secretary
5. Appointment of Work Group Leads
  - A. Design Work Group Lead

- B. Economic Vitality Work Group Lead
  - C. Organization Work Group Lead
  - D. Promotion Work Group Lead
6. General Reports and Updates
- A. City Staff Updates
  - B. Treasurer Report
  - C. Board Chair Report
  - D. Downtown Executive Director Report
- Beacon - Winter Pilot Quest Proposal
- E. Event Coordinator Report
7. Work Group Reports
- A. Design Work Group Lead
  - B. Economic Vitality Work Group Lead
  - C. Organization Work Group Lead
  - D. Promotion Work Group Lead

Discussion and Possible Action on:

1. Approve Meeting Minutes from December 3, 2025.
2. Discussion to review Downtown BID Bylaws
3. Adjournment.

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**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.

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# January 2026 Stevens Point BID Meeting



Presented by Melissa Haack,  
Regional Farmers Market Coordinator

# Farmers Market Promotion Program (FMPP) Grant

## Sept. 2024- Sept. 2027

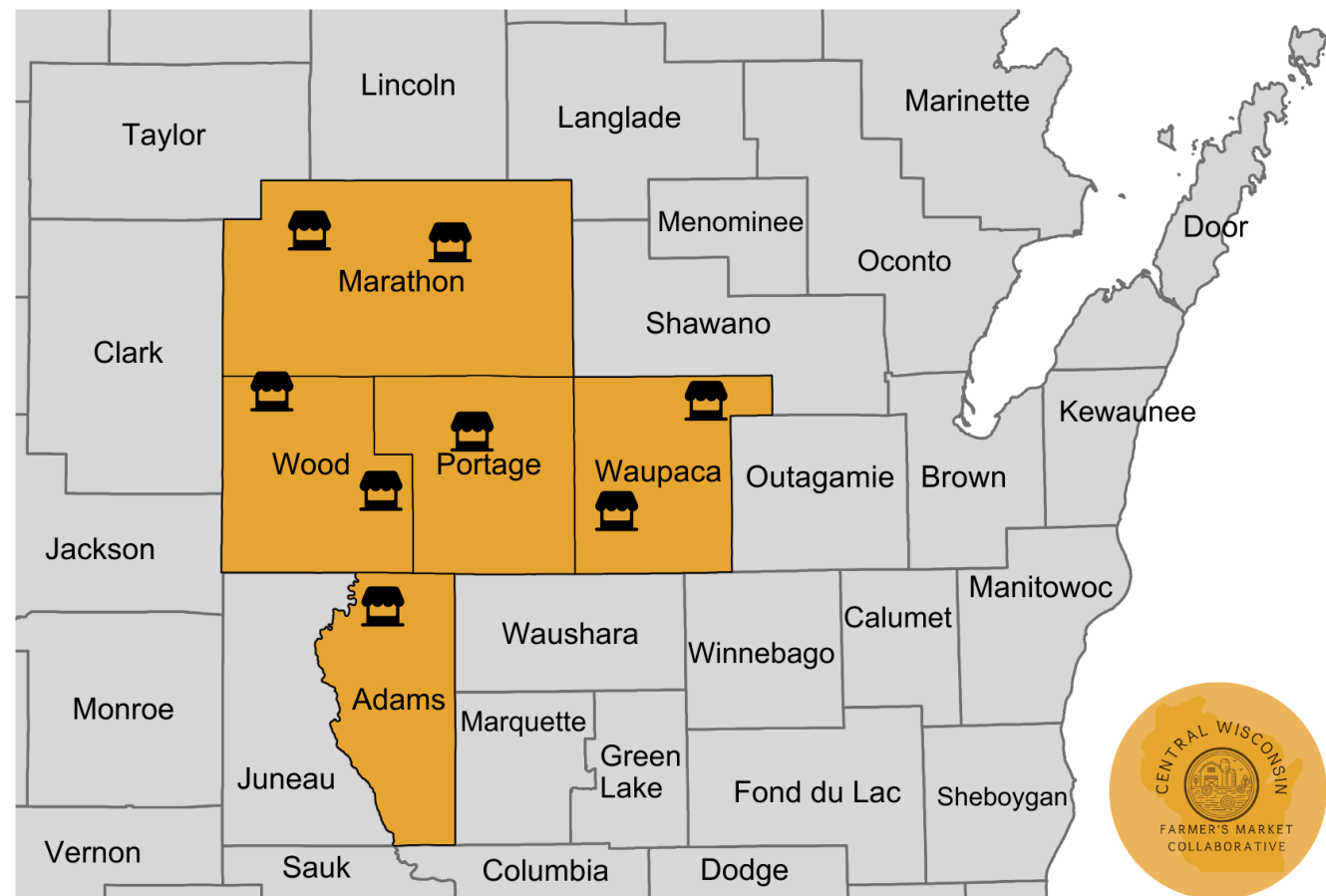
**Project title: “Central Wisconsin Farmers Market Collaborative: Demonstrating a Return on Investment from Improving Food Equity at Farmers Markets”**

- **Meliss Haack is the Regional Farmers Market Coordinator, facilitating the work of this USDA grant through the end of September 2027 (2 more farmers market seasons)**
  - **This work was born out of a 2 year research grant (facilitated by Taylor Christiansen, previous Regional Farmers Market Coordinator) that illustrated a need for assistance with markets in our region.**
- **At the markets we work with in the Central WI Farmers Market Collaborative we collect customer data and vendor data.**
- **The data displayed throughout the slides shows some of the economic impact the BID has because of the Stevens Point Summer Farmers Market.**
- **Please let Meliss know if you have any questions or if there are other data points you’d be interested in being collected in the next two summers.**



# What will you find in this presentation?

1. Sharing the 2025 economic impact findings of the Stevens Point Farmers Market (SPFM)
2. Quick share of mental health findings from a UWSP student research project
3. To discuss/brainstorm potential collaborations between Stevens Point BID district and Stevens Point Farmers Market
  - a. including an intern work share/cost share





## Central Wisconsin Farmers Market Collaborative: Target Areas


### Marathon County:

-  Farmers Market of Wausau
-  Athens Farmers Market


### Waupaca County:

-  Clintonville Farmers Market
-  Waupaca Farmers Market

### Wood County:

-  Marshfield Farmers Market
-  Wisconsin Rapids Farmers Market

### Portage County:

-  Stevens Point Farmers Market

### Adams County:

-  Rome Farmers Market



# FMPP Grant Year 1 in review: Stevens Point Farmers Market (SPFM)

- Successful pre-season meeting & end of season meeting
- Information booth implementation
  - added a central terminal at the information booth to add access to SNAP/EBT, credit/debit, & Fruit and Vegetable Prescription program
  - Fiscal Sponsorship with PartnersHP for \$20 double dollars program
  - About \$16,000 in transactions occurred during the 2025 season
    - 332 SNAP transactions
    - 144 Credit/Debit card transactions





**Gathering customer  
and vendor  
information at  
Farmers Markets help  
us improve our  
farmers markets!**

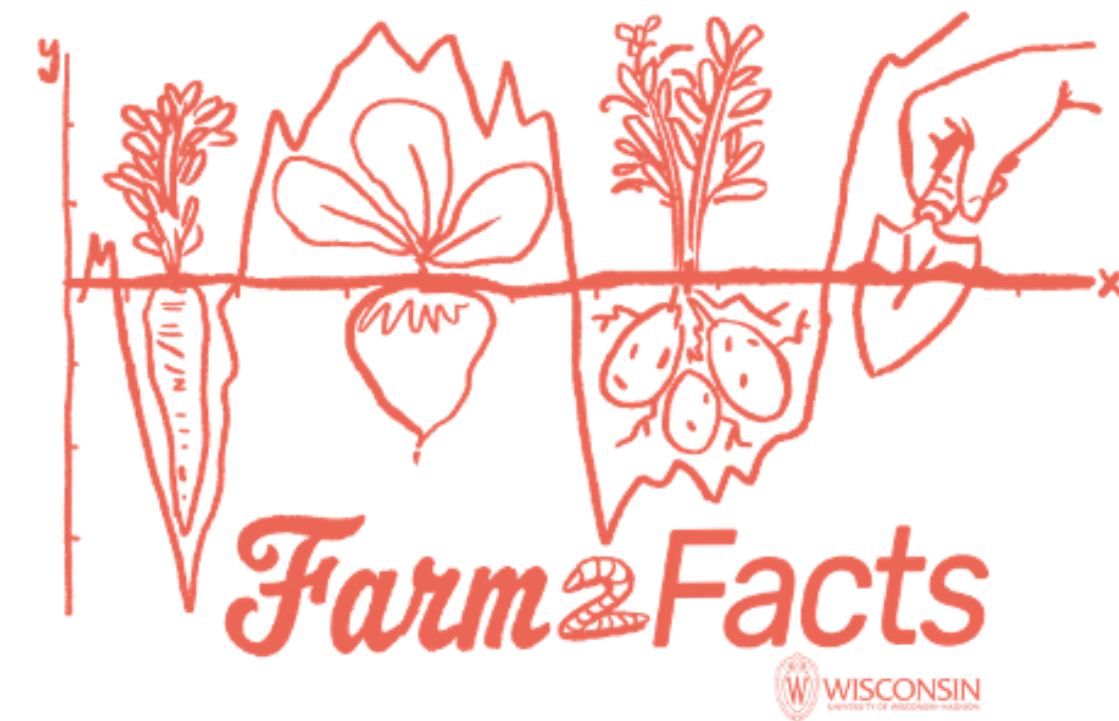




Stevens Point Farmers Market Information Booth Process Document



This document was made possible through grant funding from the USDA, Farmers Market Promotion Program Grant and executed by Graduate Assistant Mya Walczak and Regional Farmers Market Coordinator, Melissa Haack.



1  
Process document created by grant Grad Student this season to assist with institutional knowledge sharing, volunteer coordination, etc.

Farm2Facts is the program that all of our Farmers Market Data is collected in. The data collected for SPFM is shown on the next 4 slides.

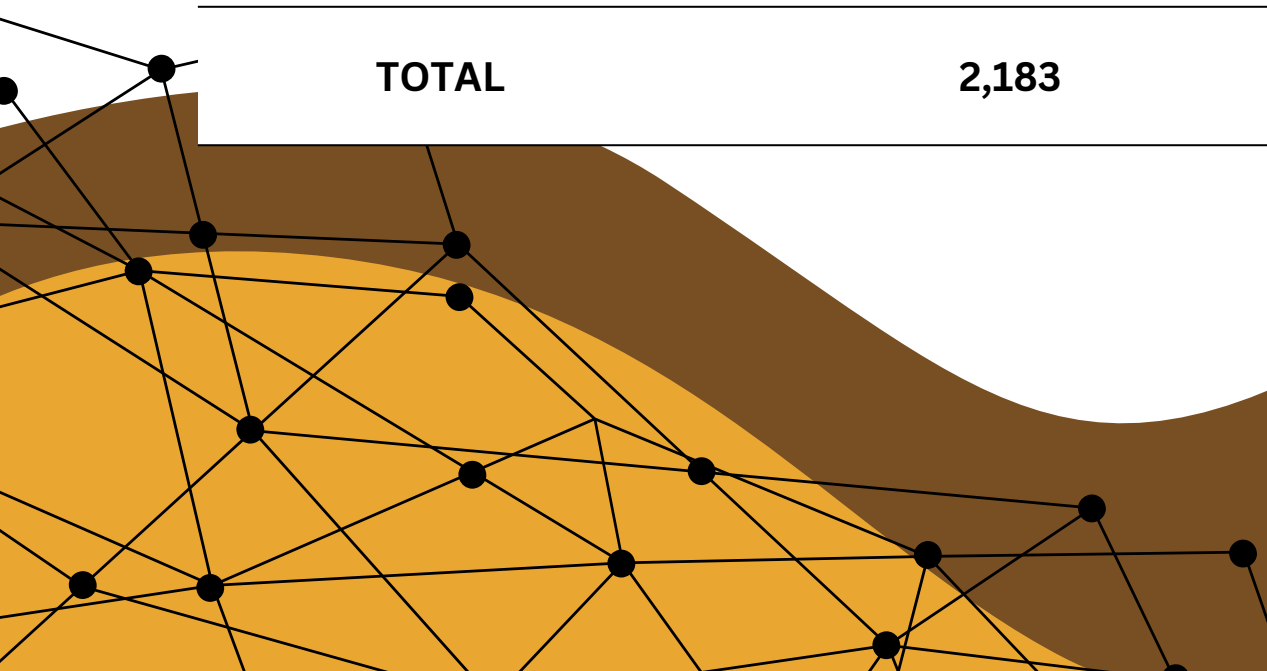
# 2025 Farm2Facts Data Collection at the SPFM

	2022	2023	2024	2025
<b>Stevens Point Farmers Market</b>	Vendor Applications: <b>40</b> Survey Counts: 119	Vendor Applications: 39 Survey Counts: <b>195</b>	Vendor Applications: <b>0</b> Survey Counts: <b>60</b>	Vendor Applications: 37 Survey Counts: 184
	6/25: 46      8/27: 14 7/23: 39      9/24: 20	6/10: 28      8/12: 65 7/8: 64      9/9: 38	8/10: 34 10/19: 26	6/7: 80      8/9: 32 6/28: 49      10/18: 23

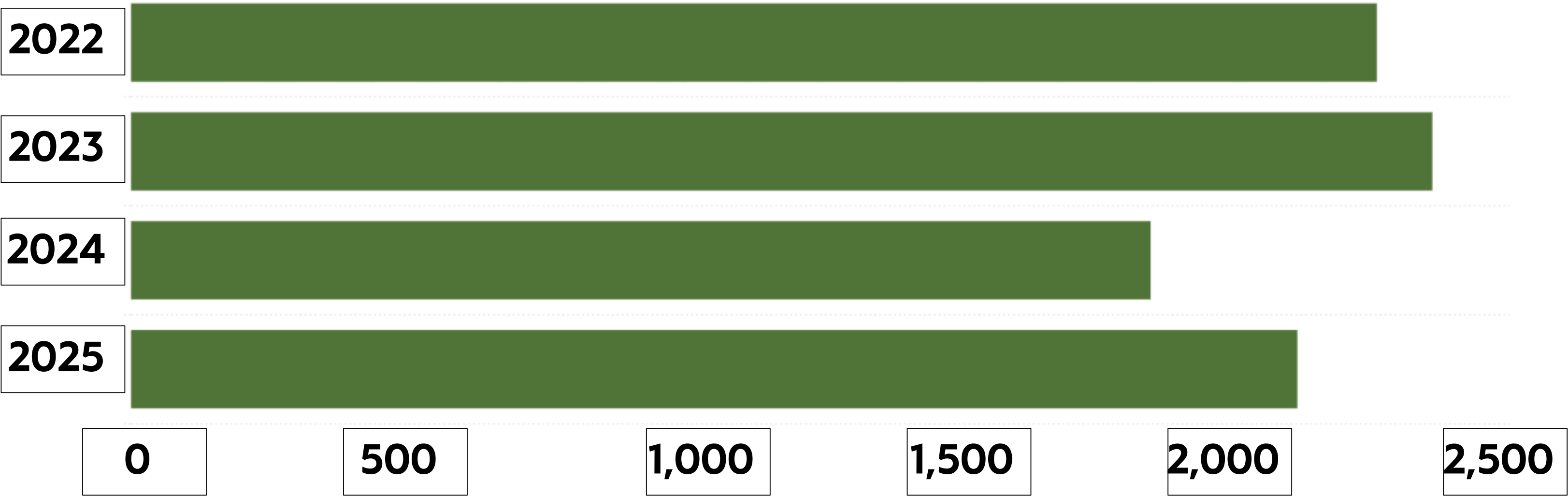
Minimal data was collected in 2024 due to a gap year in the grant



Stevens Point Farmers Market Year	Average number of visitors per market day (estimated)	Average number of visitors per market season (estimated)	Average dollars spent at the market per visitor per visit (estimated)	Average dollars spent at neighboring businesses by visitors (estimated)
2022	2,259	58,734	\$26.70	\$42.90
2023	2,360	61,360	\$24.16	\$37.81
2024	1,849	49,923	\$23.38	\$17.14
2025	2,115	54,990	\$25.80	\$35.87
<b>TOTAL</b>	<b>2,183</b>	<b>229,215</b>	<b>\$25.15</b>	<b>\$35.07</b>



Average number of visitors per market day (estimated)



Average dollars spent at neighboring businesses by visitors (estimated)



**2022**



**2023**



**2024**



**2025**



0 5 10 15 20 25 30 35 40 45

Percent of customers who were first time visitors (estimated)



**2022**



**2023**



**2024**



**2025**



0 10 20 30 40 50 60 70 80 90 100

# 2025 Summer and Fall Stevens Point Farmers Market

Saturdays

**Based on the data collected, during the entire market season on Saturdays in 2025, about \$1,972,491.30 (nearly \$2M) was spent at neighboring businesses!**



We had about/an estimated 49923 visitors over the entire season.



On average, 1849 visitors attended the market every day.



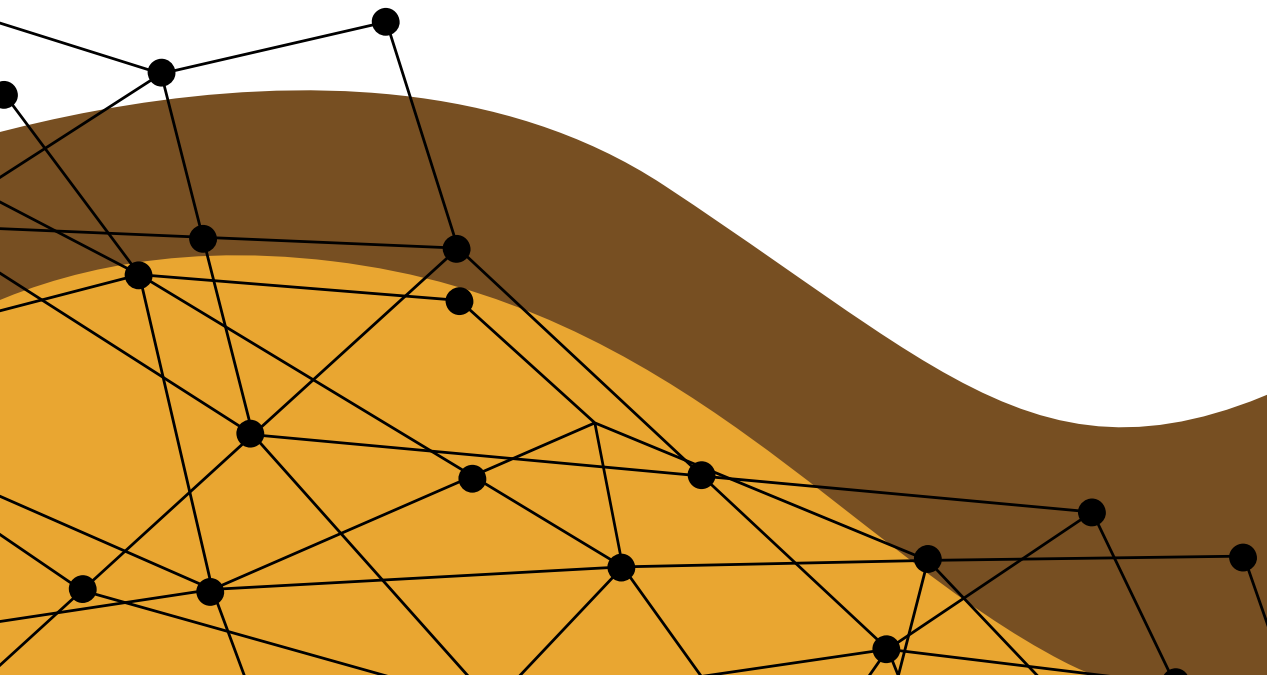
On average, visitors spend \$ 23 when they shop at the market.



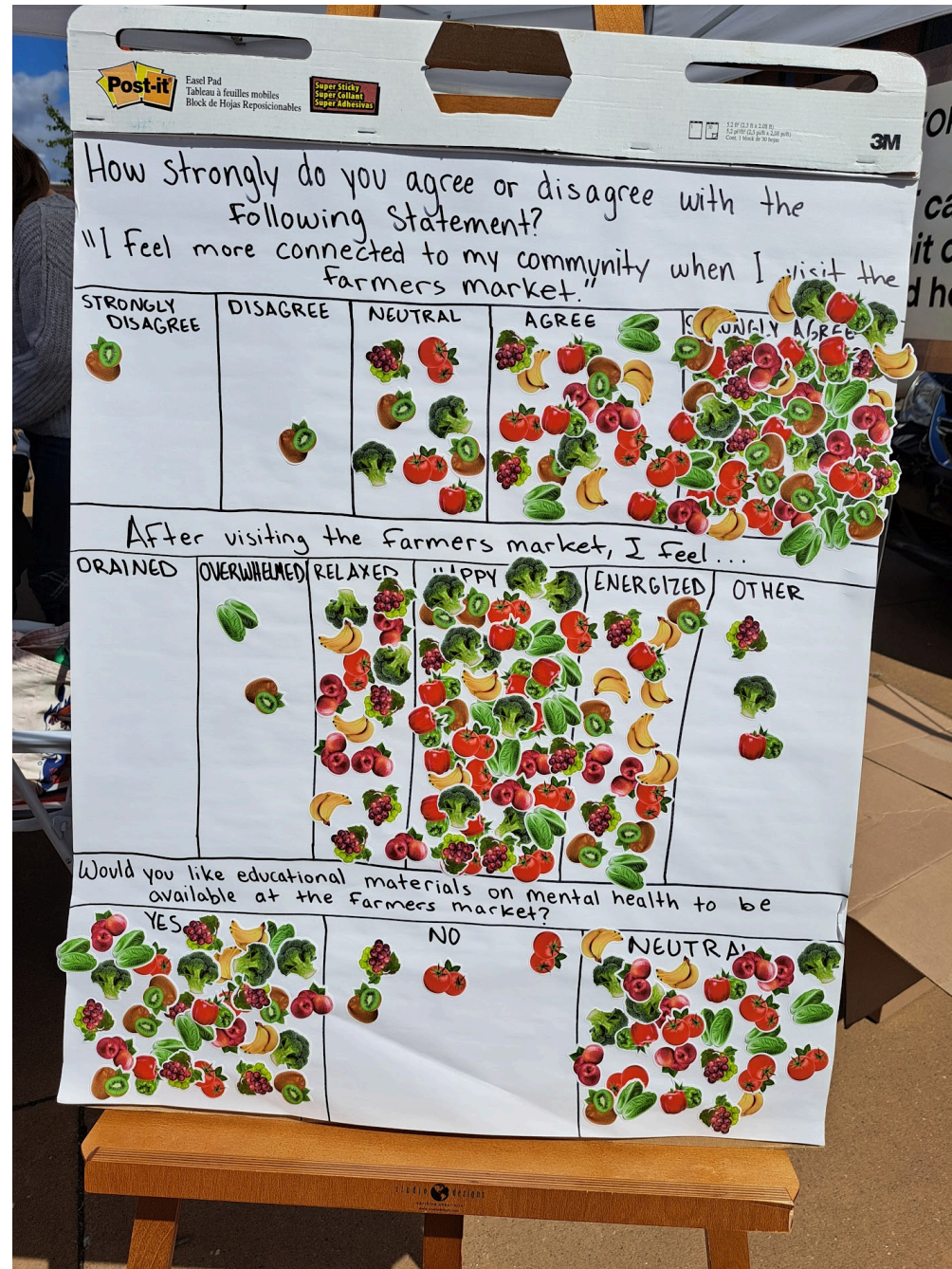
Sponsored by: USDA FMPP Grant  
Second and, Main St, Stevens Point, WI 54481  
Email  
Social Media

# GRANT RESEARCH INTERN

- Elina Abrahamson, a senior at UWSP studying Conservation and Community Planning
- Grant Research Intern executed data collection over the 2025 summer season



# MENTAL HEALTH AT FARMERS MARKETS SURVEY



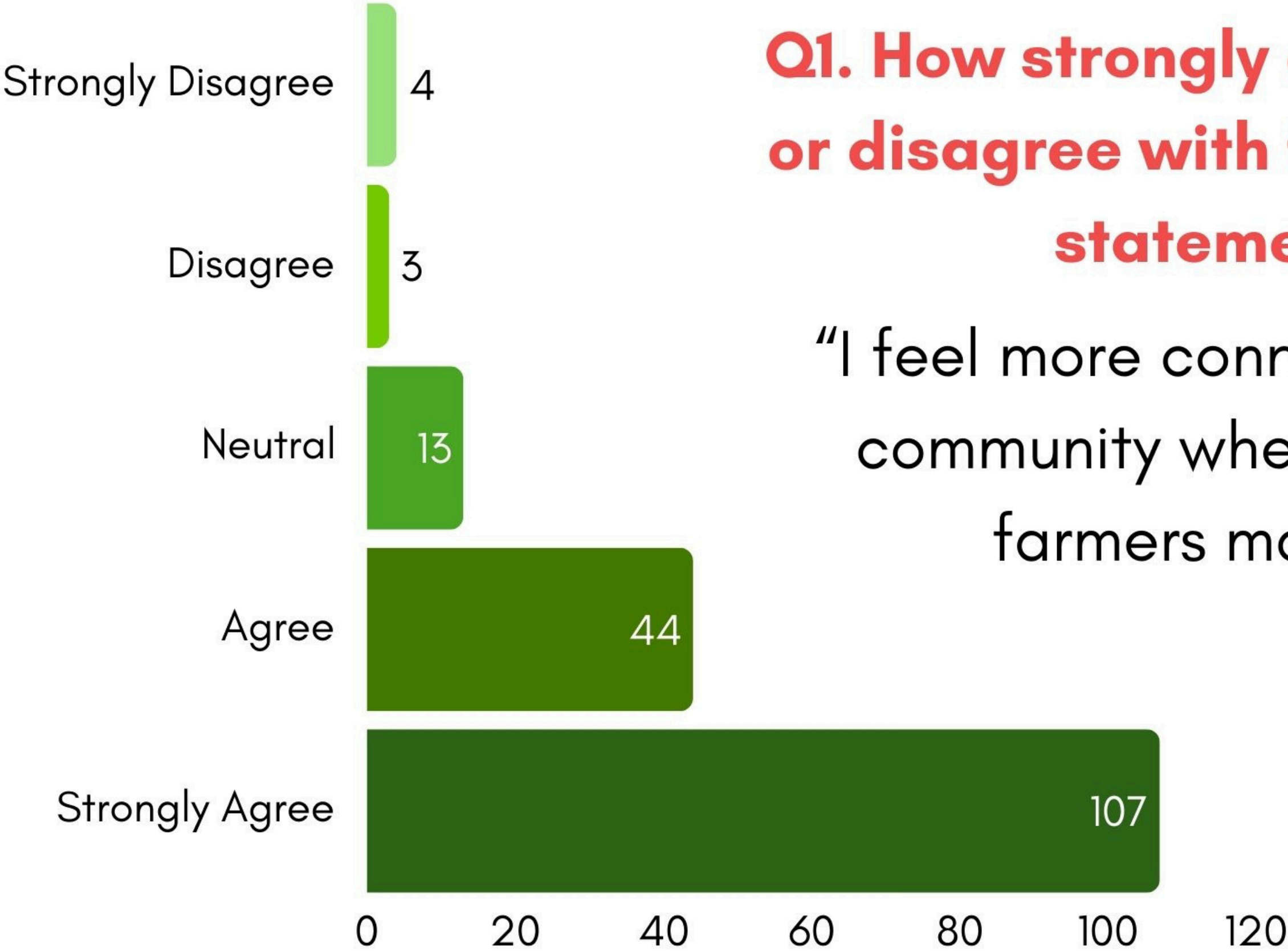
- Two data collection days at Stevens Point Farmers Market, July 26<sup>th</sup> and September 6<sup>th</sup>
- Passive data collection - left posterboard with survey questions up during market, visitors responded with stickers



# RESULTS

**Q1. How strongly do you agree or disagree with the following statement?**

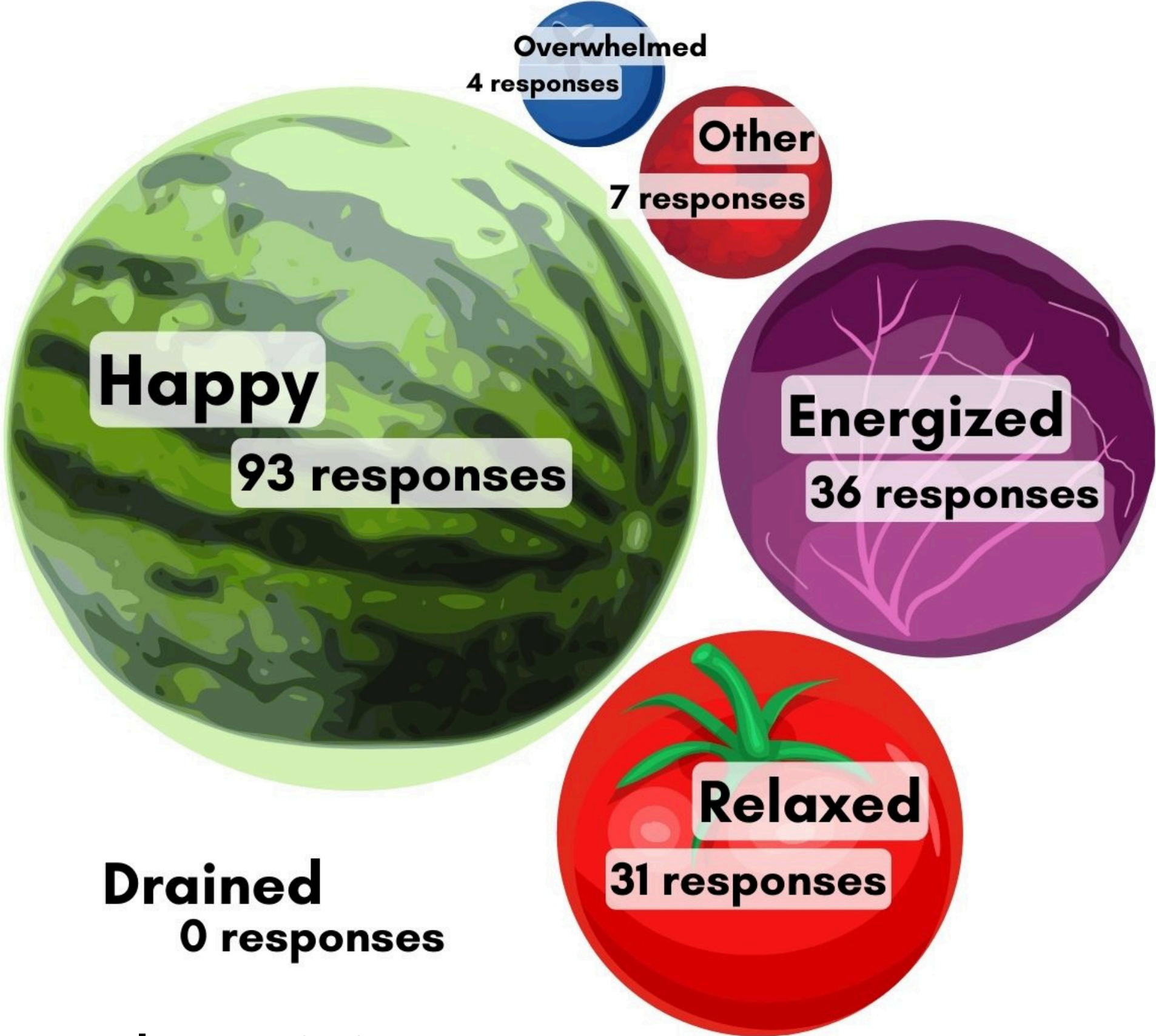
“I feel more connected to my community when I visit the farmers market.”



171 total participants

# RESULTS

**Q2. After  
visiting the  
farmers  
market, I  
feel...**



171 total participants

**All of this data to illustrate  
that:  
The Stevens Point Farmers  
Market has a large and  
positive impact on mental  
health, economic  
development, small business,  
and food access in our  
community**

What strategic  
partnerships could  
the farmers market  
and the BID district  
form?



**Here is a timely, collaborative idea that would:**

- **benefit the local community**
- **increase staff capacity for the BID**
- **increase food access**

What strategic partnerships could the farmers market and the BID district form?



# The farmers market would like to collaborate with a community partner on a paid position to operate the market information booth

- [Pointers Connect Intern \(PCI\) programming](#)

- UWSP supplements wages for interns

- \$4,500 total per summer OR up to \$12/hr.
- Could house someone to assist with summer marketing for BID events and the market?
- Intern can assist for up to 30 hours per week
- Split the workload, a minimum of 10.5 hours is needed for market duties, 10+ hours for BID help
- Intern must be on a payroll system
  - the market does not have the means to host someone on payroll
- Meliss (Regional Market Coordinator) will be around for at least the next two seasons to assist with hiring and training and process implementation
  - market board members can assist in future years
- Share the cost...Farmers market vendors fees:
  - are able to assist with FICA, Workers Comp, etc. for hosting intern on your payroll
  - can help pay the intern for more than \$12/hr to have a more competitive position

# The farmers market would like to collaborate with a community partner on a paid position to operate the market information booth

## Potential Timeline:

- Get approval for this position and all details needed by February BID Meeting
  - draft and sign an MOU between BID and SPFM
- Finalize process, submit position description by week of March 16th or early-April at the latest?
- Interviews occurring week of May 4th and May 11th
- Hire before May 18th
- Position would begin week after finals, week of May 18th 2026
- Internship would go through end of August 29th market
- Potential addition of Saturdays in September and October 2026 at 8-10 hours per week for those 9 weeks, (72 - 90 hours)
  - Depending on wage at \$22/hour maximum ( \$12/hr from PCI program, \$10/hr from vendor fees - the wage maximum here includes payroll needs)
    - \$1584 - \$1980 total in wages for the additional 2 months

NOTE: A similar partnership is also being proposed to the Portage County Health Department. There is potential for both interns to be able to assist with the farmers market (plenty of work to do!), right now we are gauging interest and possibility.

# Thank you for your time and careful consideration!

Our Collaborating Partners:

Questions? Please contact Meliss via email, or call/text direct number listed below!

Meliss Haack, BS she/her  
Regional Farmers Market Coordinator  
Wood County Health Department  
111 W. Jackson Street - 3rd Floor, Wisconsin Rapids, WI 54495  
Direct: 715-751-1099 | Main Office: 715-421-8911 ext. 8952  
Email: [meliss.haack@woodcountywi.gov](mailto:meliss.haack@woodcountywi.gov)



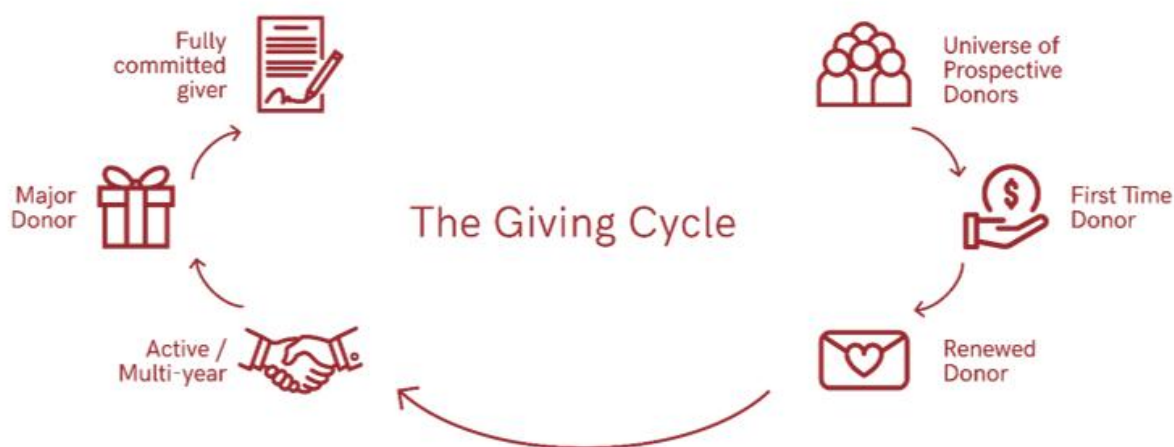
University of Wisconsin  
**Stevens Point**



# Stevens Point Main Street Assessment Findings | November 2025



Kennari conducted a fundraising assessment to determine where the issues and opportunities lie in growing fundraising revenue for Stevens Point Main Street. Recognizing the staff has very limited capacity to dedicate additional time to fundraising, the following recommendations are designed to help prioritize and focus energies.



The Kennari Consulting model is centered around helping organizations shift from transactional-based fundraising to an approach that emphasizes donor relationship building and intentional cultivation. In this model, the organization understands and values what makes each donor unique and pays attention to how they behave. It then uses that information to build a customized approach to move donors throughout the continuum of giving. As illustrated in the chart, there is a typical path donors go through to get to their highest and most fully cultivated gift. That dollar level is different for various donors, but this approach values and prioritizes constantly working to move all donors forward through the cycle. Not only does fully implementing this model often realize short-term financial gains, but it also supports long-term sustainable growth.

## **Board's Role in Philanthropy**

Board members act as fiduciaries ensuring that an organization is operating within state and federal laws, earning its money honestly and spending it responsibly, and strategically managing programs most conducive to carrying out its mission. Among board members' duties are ensuring the organization's long-term sustainability. Specifically, the Board is responsible for the continued financial health of the entity as well as mission alignment. Because of this, it is important for board members to support fundraising efforts. It also certainly helps and encourages others to give when board members have also made a



meaningful financial contribution to the organization. When the board assumes a lead role in fundraising, not only does it contribute to meeting annual revenue goals, but it is also a visible, inspiring show of commitment and buy-in to all involved with the organization.

Each board member should identify how they will support fundraising efforts, in one or more of the following ways:

- Provide intel on current and prospective donors to Stevens Point
- Introduce staff to business and personal contacts
- Participate in asking for gifts through sponsorship requests or communicating appeals for support or by connecting them with staff
- Utilize talking points that include the mission, the impact of the organization, and personal reasons for involvement to help educate the community on the role of Stevens Point Main Street.
- Personally thank donors and assist with stewardship plans.

## ***Donor Communications***

To successfully communicate with its audiences, Stevens Point Main Street needs the proper tools in place. Donor communications should be intentional and written to validate the decision on the part of the donor to contribute to the organization and to build inclination for future gifts by demonstrating mission achievement.



### ***Donor Communication Recommendations:***

- Develop talking points to be used as a base for donor communication. These talking points could extend to use in grants, newsletters, appeals, brochures, website copy, and when speaking publicly. Utilize the talking points for social media posts and corporate sponsor information as well. *Kennari Consulting is going to work with the organization to draft this document.*
- It will be important for the community to understand the need for support and impact the organization has. It will also be important for the community to understand the role of Stevens Point Main Street versus other entities such as the Visitor's Bureau. The more consistently and succinctly the organization communicates this, the better, understanding various audiences sometimes need different focus points.
- Create a yearly donor communication calendar that includes strategies for various audiences. This calendar should include social media elements and digital and hard copy communication components. *Kennari Consulting will provide a template for this activity.*
- Create a template for a digital donor newsletter to be sent 6-12 times per year. See *specific Newsletter recommendations below.*
- Include mailed solicitations in the communications calendar. Stevens Point Main Street should identify at least once a year where a general solicitation goes out (digital **and** mailed) and could consider a lapsed donor appeal in Feb/March or



around the time of a repeated activity. Be clear in the messaging that you miss their giving and want them back.

- Customize letters to the audience receiving them and message them in a way that showcases that you know who the audience is to you. Slight language differences can make an incredible impact. For example, when sending a letter to an event participant, it might say, “Thank you for joining our recent event.”
- Solicitations to major donors (including major corporate donors) and monthly donors should include a personalized note and a live signature (on hard copy).
- When sending direct mail pieces, utilize the board and/or committee volunteers to help handwrite notes on letters to individuals/business connections that they know.
- Ensure that all donors are being thanked in a timely and intentional manner and that all gifts are being tracked appropriately.
- Identify and implement ways to secure email addresses for use in digital communications and use a tool for mass emailing, e.g. Mail Chimp, Constant Contact, or the native tool built into a future CRM.
- Identify and implement ways to secure mobile phone numbers for use in texting communication. This can be highly useful when promoting events and the same tools that offer mass emailing also offer mass texting (Mail Chimp, etc.). Even if the organization isn’t ready for this step, adding the word “mobile” before phone number on sign-up sheets and website forms is a great first step in knowing if the number is text friendly.
- Highlight the fact that donors can leave Stevens Point Main Street in their estate plans. Once Stevens Point Main Street is ready to move on this, the work and gifts received will have to be funneled through a local community foundation.

## **Newsletters**

To demonstrate mission achievement and connect businesses, donors, and community members more deeply with the impact of the organization, nonprofits must share the outcomes of their work. The traditional way organizations have done this is through donor newsletters, both print and digital. For organizations with limited staff capacity and resources for fundraising, digital communications can be a good place to start. Rather than a large and comprehensive digital newsletter, Stevens Point Main Street should send multiple donor-focused communications, breaking up content into digestible pieces and quick reads.

Important elements to regularly highlight:

- A success/impact story with photos and a “testimonial”
- Showcase upcoming fundraising events or recap recent ones. If possible, share what the event raised and how the funds will be used.
- Data driven infographics can be particularly effective at communicating impact or need, or other meaningful data for the community to understand.
- A donor story/quote. Share why they give, how long they’ve been involved, what the organization means to them, etc.



- Share various “units of service” and give people an idea on what donor support helps cover – a donation of \$1,500 helps support a downtown business with funds to do a façade update; a donation of \$250 helps replace a planter; a donation of \$500 covers holiday lights for one block, etc.
- Always include a link to the website’s donate page, or if a hard copy newsletter, include a QR code.

## **Donor Management**

A donor management tool (or CRM platform) is a key component to the success of any fundraising program. Tracking donor information, donations, and interactions, as well as using reports to recognize trends is essential to developing annual giving strategies and tactics. When used to its capacity, a donor management tool serves as the backbone to an organization’s fundraising efforts. As an organization grows and technology advances, evaluating the current donor management tool is often needed to ensure it still fits the needs and future growth of an organization.

### **★ Donor Management Recommendations:**

- Identify a database tool for tracking donor engagement, contributions, event attendance, sponsorships, and other activities. Given the current combined use of spreadsheets, email, and Eventbrite to manage most of these functions, a platform like Givebutter will help streamline many activities and help make communications activities more efficient. Platforms used by other Main Street programs, and worthy of consideration, include Locable and SeeMyLegacy.
- Givebutter has functionality do the following within its no-cost version:
  - Track and organize individuals and organizations based on specific tags, activities, attendance, etc.
  - Create donation campaigns
  - Event registrations with accompanying sponsor levels and auctions
  - Prompts for the donor to automatically cover credit card processing & platform fees or make it optional
  - Send bulk emails
  - Create mail merges for letters
  - Easy contact and transaction reporting

## **Website & Social Media**

An organization’s website and social media outlets should be valuable tools for their many audiences to locate current and relevant information. When thinking about the stakeholders of an organization, these platforms should speak to a variety of audiences. Donors are not likely a primary audience, but there are still ways to integrate a few critical best practices that support fundraising strategies.



### ★ *Website & Social Media Recommendations:*

- Use Givebutter or another platform to set up donations online. This should include the processing of credit card donations that integrate into a CRM and send automatic electronic receipts going to the donor. Test this by making a personal donation to see what the process looks like from a donor's perspective.
- Continue reviewing the website for appropriate call-to-action items for visitors, whether it is donating, recruiting event volunteers, sponsorship, etc.
- Utilize social media to tell stories and share quotes about the work Stevens Point Main Street is doing to bolster the community and community businesses. Utilize social media pages to promote corporate giving as well. Regularly share donor-focused messages on social media platforms.
- As social media pages continue their incredible growth, ensure all channels have a plan to include language that is important to donors. Make sure that the social media plan also includes calls to action as appropriate.

### *Corporate Giving Program*

Stevens Point Main Street has done a good job with corporate sponsorships of events and has a sponsorship packet that details specific events and promotions and accompanying benefits. The board and committee members have also been helpful in gathering corporate support.

While a lot of companies choose event sponsorship for the marketing benefits, there are plenty of businesses that are seeking other benefits such as community engagement or impact, or volunteer opportunities for employees. There is definitely a high opportunity for this type of engagement from the Business Park BID.

Having a vibrant downtown helps companies attract and retain talent, so it is worth identifying opportunities to engage these companies in financially supporting the work. And Main Street organizations' mission and corporate connectivity lend itself well to using engagement activities to garner support.

To ensure continued growth in sponsorship giving, Kennari recommends installing a better process for tracking board, volunteer, and committee involvement, and identifying opportunities to make specific, increased asks when and where appropriate.

### ★ *Corporate Giving Recommendations:*

- Review the current corporate partners material and identify ways that companies can also engage with the good work being done. This could include hosting activities at their business, hosting a Lunch-and-Learn for company employees to hear about the work of Stevens Point Main Street and ways to be involved, or it could be other



meaningful engagement opportunities such as a day of caring for the city (cleaning up, planting trees, painting benches, etc.).

- Once engagement opportunities have been created, add specific dollar amounts to the sponsorship package, offering a menu of benefits for the corporate partner to select from. The higher the level, the more benefits the partner can select but the same menu is presented to all partners. This makes the package easy to understand, allows partners to renew year after year and change benefits as they see fit, and will allow donors to align with the sponsorship and activities that are most meaningful to them. Continue to monitor the packet and opportunities, streamlining where necessary.
- Review the list of current and prospective corporate sponsorships and partners and plan to ask for a specific gift amount where appropriate. Provide opportunities for sponsors to increase their support from time to time. Have board members, volunteers, connectors, and staff review the prospect list and help with making connections.
- Track all information well, including who the solicitor was, in the database.
- Eventually, consider adding a breakfast or engagement activity just for corporate sponsors. Have another business host the event, offer a light breakfast and a brief program, and share how Stevens Point Main Street impacts local and regional businesses, the economy, entrepreneurs, and business owners. Consider making an ask and repeating this event as the kick-off for this sponsorship drive each year.
- Develop a tool to obtain feedback from sponsors regarding their giving motivation, expectations, interests, etc. Use feedback to fine-tune the sponsorship program as needed.

## Events

Most main street programs organize events that draw people to the downtown area, boosting the local economy and creating vibrancy. This truly is the purpose of these events, and they are successful at bringing people to the area. That said, events can be costly, both in event expenses and in staff/contractor time. It is important for organizations to not only have an event plan but a process to determine purpose, benefit, and costs for existing events and prior to adding any new events.

Stevens Point Main Street has an opportunity at most, if not all, of the downtown events to publicize the importance of supporting the organization. While these events serve a great purpose of bringing people to the downtown area, they can also serve a larger purpose by creating ways for event attendees to understand the mission and become supporters.

Events are also a great way to engage volunteers in the work and Stevens Point has done a great job of doing this. With that said, there are ways to ensure both committee members and events overall are more successful.



### ★ **Event Recommendations:**

- Customize an event analysis tool and utilize it when making decisions. Use this tool to review each event and determine purpose and use it to set budget estimates versus actuals. Reviewing events through this lens will help determine which events need repeating and which events need to be adapted so that the organization is not losing money. This will be especially important as Stevens Point acquired events that were being done by Stevens Point Alliance (SPA). *A template for this activity will be provided by Kennari Consulting.*
- For better committee structure and function, have an event task list that also denotes who oversees what task. Utilize this list year-to-year and make updates as appropriate. Ensure there is an event debrief meeting after each event and adjust the task list as needed.
- Send emails (and eventually add text reminders) with reminders about the upcoming event and how it supports your mission
- Create a tagline like “Support Stevens Point Main Street” and put it on posters around town during an event with a QR code link to donate. Be clear about how supporting their Main Street makes their community more vibrant.
- Create a sign/banner/poster that highlights the impact the organization has had recently in a specific area
- Create a branded thank you postcard for shopping locally/downtown for retailers to include in bags when people make a purchase. Share an infographic/data on why having a vibrant downtown is good for the community and how Main Street supports that becoming a reality.
- Pass a donation bucket at an event where there is a large group of people gathered/seated. Include a QR code on the outside of the bucket for those who don’t carry cash!
- Offer concessions at an event with proceeds benefitting Stevens Point Main Street
- Add a “premium benefit” to an event and request a suggested minimum donation to participate (carriage ride, skip the line, hot air balloon experience, etc.)

### **Branded Giving (Friends) Program**

Stevens Point has a friends program already established that was brought over from SPA and the program has room for growth. For many municipality or tax-based entities, having a branded giving program or friends club can be a good way for people to have an opportunity to deepen the impact of the entity beyond the set capture. For instance, “friends of parks” groups often help community parks go from good to great by providing the additional support needed to make an impact beyond maintenance. Branded giving programs also appeal primarily to individuals, who represent the largest portion of total philanthropy. By talking about the needs of the organization and sharing the impact of the organization in the community (not just the businesses), individuals become compelled to



contribute. To prepare community members to make larger investments to major downtown initiatives, Stevens Point Main Street should consider taking these steps to grow and enhance their friends program.

### ★ **Branded Giving (Friends) Program Recommendations:**

- As this program was adopted by Stevens Point Main Street, now is a great time to review, rebrand, and market it, starting with a mission-connected title. Make sure it is clear and simple, uses images, and shows the impact of giving. Ideas include “Friends of Stevens Point Main Street”, “Downtown Donors”, “Downtown Investor Club” etc. Set a minimum donation amount (consider \$50+) and share “units of service” examples at various giving levels.
- The primary messaging for the giving program should be about impact, but there could also be ways for donors to inspire others to give by showing they are a supporter. Gifts like a special shopping bag, pin, or sticker are all ways that help donors spread the word about giving.
- Create a separate landing page on your website to promote the program. List those who are giving (with permission) to encourage others to take part. It’s not about donor recognition as much as it is lending credibility and showing others in the community care about this! This also shows the collective community impact.
- Create a one-page document outlining the details of the program and how people can get involved. Make it easy to read and easy to share via hard copy or digitally. Share the impact of the Main Street Program, a few examples of what donations could fund (or have funded), what is next/vision for future, overview of the giving program and benefits, and share how people can make a gift.
- Keep a running list of individuals and businesses that are potential major donors to future special projects and campaigns and try to engage them in this giving program now, possibly leveraging their support as a match or challenge incentive for others to give.
- Engage the board and committee members to increase connectivity to donors and to encourage people to participate – personalized asks through existing relationships will be the most effective and efficient way to grow this program. Include individuals, companies, and service/community clubs on the prospect lists.



## ***Plan of Work Suggestions (November – April):***

- Talking Points – Develop a set of talking points that help define the case for support of Stevens Point Main Street; provide specific points for specific segments of potential supporters
- Communications Calendar – Provide a template and work together to develop a plan for messaging throughout the next 12 months; Identifying opportunities for donor-themed newsletters/stories
- Database – Assist with implementing CRM for tracking gifts and setting up online giving
- Corporate Partners Program – Assist with identifying potential prospects and building out strategies for growing the program and making specific solicitations
- Events – review each event to determine purpose, messaging, audience, and goals. Provide event task list template for committee(s) to utilize.
- Branded Giving (Friends) Program – Review and enhance current friends program and create strategies to market the updated program to individual donors
- Board Training – Provide training for board members in fundraising and advocacy
- Cohort webinars on specific fundraising topics that impact all Wisconsin Main Street Programs





Play the Winter  
**STEVENS POINT**  
**SCAVANGER**  
**HUNT**



JANUARY 15 TO FEBRUARY 1  
21 CHALLENGES  
free to play on any phone or browser  
EXPLORE DOWNTOWN  
**STEVENS POINT**

Turn downtown into your winter game board.  
Find murals, history, warm spots, and hidden stories—then  
add what you learn to the map!

[bit.ly/spwintergame](https://bit.ly/spwintergame)

# Discover Downtown Stevens Point: Winter Edition

January 15 - February 1, 2026

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## Quest Intro: Your Point Winter Adventure Starts Here!

Downtown Stevens Point doesn't hibernate in winter. Coffee shops stay warm, murals pop against fresh snow, and the Wisconsin River keeps flowing no matter how cold it gets.

This quest will help you discover downtown in a whole new way—one coffee, one monument, one story at a time. Whether you're new to Point or have walked these streets for years, join this quest to explore and share favorite things about downtown.

### How It Works:

- Complete any **10 of 21 challenges** to earn the **Point Winter Wayfinder** ❄️ badge
- Each challenge shows what you **MUST DO** to complete it
- Everything else is bonus—do what sounds fun!
- Explore at your own pace over two weeks
- Must be 13+ to create account (younger players can play with an adult)

**Play Period:** January 15 - February 1, 2026

**Time Needed:** 2+ hours

**Best For:** Solo explorers, families, friend groups

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### Badge:

**Point Winter Wayfinder** ❄️

You explored downtown Stevens Point the hard way—in actual winter. Now you know where the warm shortcuts are, which coffee tastes best at 15°F, and what stories live in these buildings. You also created beacons so the next person finds their way faster. That's how locals are made.

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# Quest Challenges - What's Inside

## Public Art & Culture (4 challenges)

+15 ⚡ +25XP   Visit the Polish Chickens 🎨	8
+10 ⚡ +25XP   Art in the Cold: Winter Mural Hunt 🎨	8
+20 ⚡ +40XP   Sculpture Park in Winter ❄️	9
+10 ⚡ +25XP   Light Becomes Art ✨	10

## Community Spaces (2 challenges)

+10 ⚡ +25XP   Coffee & Community: Downtown Warmth ☕	10
+20 ⚡ +40XP   Hidden in Plain Sight: Find Waldo 🔍	11

## Local History (5 challenges)

+25 ⚡ +50XP   Stevens Point's Historical Marker Hunt 📍	12
+20 ⚡ +40XP   Winter Waters 🌊	15
+25 ⚡ +50XP   Honoring Indigenous History & Presence	15
+40 ⚡ +5XP   Community Memory Keepers 📖	17
+10 ⚡ +25XP   Cultural Cornerstone: The Whiting's Legacy 🗣️👂	17

## Winter Fun & Traditions (3 challenges)

+10 ⚡ +25XP   Ice Skating at the Square 🛼	18
+10 ⚡ +25XP   Year-Round Local Food at the Winter Farmers Market 🥕	19
+20 ⚡ +40XP   Downtown Event Adventure 🎉	19

## Local Government (2 challenges)

+15 ⚡ +30XP   Where Decisions Happen 🏛️	20
+20 ⚡ +40XP   Know Your Alder 🗳️	21

## Community Knowledge (4 challenges)

+15 ⚡ +30XP   Downtown Access for All ♿	22
+10 ⚡ +25XP   Winter Survival Tips 💡	23
+10 ⚡ +25XP   Building Community: Welcome to Point Tips 🏠	23
+10 ⚡ +25XP   Your Downtown Story 🗣️	24

**Total:** 21 challenges

**Complete:** Any 10 to earn your badge

**Required Beacons:** 4 challenges require beacon creation to complete

## 11 Spaces You'll Discover on the Beacon Map (mostly downtown!)

1. **Stevens Point City Hall** — 1515 Strong's Ave
  2. **Portage County Public Library** — 1001 Main St
  3. **The Whiting** — 1200 Main St
  4. **Polish Chickens Mural** — Corner of Strong's Ave & Division St
  5. **Downtown Riverfront** — Green Circle Trail access near Main St
  6. **Stevens Point CVB** — 1105 Main St (Waldo's hiding here!)
  7. **Downtown Square** — Main St & Strong's Ave (ice rink in winter!)
  8. **Stevens Point Sculpture Park** — UWSP campus near Michigan Ave
  9. **Portage County Historical Society** — 1475 Water St
  10. **Riverfront Arts Center** — Green Circle Trail by Pfiffner Park
  11. **Boys & Girls Club** — 1316 Centerpoint Dr (Winter Farmers Market location)
- 

## 6 Featured Beacons - Examples

### The Artistic Lighting Project

**Beacon Type:** Public Art

**Location:** Green Circle Trail near Pfiffner Pioneer Park & Riverfront Arts Center

**Artist:** Mackenzie Biadasz (design), Andy Vollert (fabrication)

Five artistic light installations along the Green Circle Trail transform regular street lights into sculptures:

- "Singing in the Rain" (2022)
- "Fish On" (2023)
- "Strumming Along" (2024)
- "For the Birds" (2024)
- "Salute to Service" (2025) - on Armed Forces Memorial Bridge

Each light celebrates something about Stevens Point. The project started in 2021 to bring art to everyday spaces. Local businesses donated materials and work—Point Coating powder coated them, Bushman Electric handled electrical work, City Streets managed installation.

**Why It Matters:** Public art makes ordinary places special. These lights turn your evening walk into an art gallery.

**Find Them:** Look for colorful, decorated light poles along the trail between Pfiffner Park and downtown.

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## ☀️ CREATE Portage County

**Beacon Type:** Community Organization

**What They Do:** Arts organization bringing public art to Stevens Point

**Key Programs:** Paint the County (murals), Arts Walk (May, July, Sept), community art projects

**Website:** createportagecounty.org

CREATE Portage County organized most of the downtown mural projects you'll see in this quest. They work with local artists to add color and stories to buildings. Their "Paint the County" program is why downtown has so much public art.

**Why It Matters:** Without CREATE, downtown would have way fewer murals. They prove art belongs everywhere, not just in museums.

**How to Support:** Follow them on social media, attend Arts Walk events, volunteer for projects.

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## ☀️ Public Square Historical Marker

**Beacon Type:** Historical Marker

**Location:** Downtown Square (Main St & Second St)

**Year Erected:** 1962

**Marker Number:** Wisconsin Historical Society marker

**What It Says:** "The first land entry affecting Stevens Point after the Indian treaty of 1836 was made by Andrew Mullarkey in 1844. This land was purchased by Mathias Mitchell who in 1847 platted four streets and the Public Square. A Liberty Pole with homemade flag stood in the center. Here recruits for the Civil War enrolled and community celebrations took place. Since 1870 it has been used as a Farmers' Market, famous for its Old World flavor."

**Why It Matters:** This square has been Stevens Point's gathering place for 177 years! The farmers market that happens here is one of Wisconsin's oldest—running continuously since 1870.

**Fun Fact:** During the Civil War, volunteers signed up to fight right here in this square.

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## ☀️ Stevens Point Area Winter Farmers Market

**Beacon Type:** Public Event (also Community Organization)

**Location:** Boys & Girls Club of Portage County — 1316 Centerpoint Dr

**When:** Saturdays 8am-12pm, January-March

**Website:** Check [stevenspointarea.com](http://stevenspointarea.com) for current season info

The Winter Farmers Market proves Wisconsin doesn't hibernate. Even when it's freezing outside, local farmers and producers gather every Saturday morning to sell fresh food and handmade goods.

**What's Available:**

- Root vegetables (carrots, beets, potatoes, onions)
- Greenhouse greens (lettuce, spinach, kale)
- Eggs, meat, maple syrup
- Baked goods, cheese, preserves
- Local crafts

**Why It Matters:** Year-round farmers markets mean local farmers have winter income, residents have access to fresh local food, and the community has a weekly gathering place even in January.

**Insider Tips:** Arrive early (8-9am) for best selection. Bring reusable bags. Most vendors take both cash and card.

**Summer Note:** In warmer months (May-October), the farmers market moves to the Downtown Square where it's been held since 1870!

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## ☀️ Polish Chickens Mural

**Beacon Type:** Public Art

**Location:** Corner of Strongs Ave & Division St, downtown Stevens Point

**Artist:** [To be researched - likely through CREATE Portage County]

The Polish Chickens mural is downtown Stevens Point's most recognizable landmark. The "Polish Chicken" is a real breed—officially called the Polish—with distinctive fluffy crests of feathers on their heads. They're visually striking and culturally significant.

Polish immigrants played a crucial role in Stevens Point's development, particularly in the lumber and agriculture industries of the late 1800s and early 1900s. This mural celebrates that heritage and has become an unofficial symbol of downtown itself.

**Why It Matters:** The mural serves as a meeting point, photo backdrop, and statement about Stevens Point's values—honoring immigrant contributions and making public art accessible to everyone. It's where locals tell visitors to meet up. It's in countless social media posts. It's become part of the city's identity.

**When to Visit:** Anytime, but winter snow creates a striking white backdrop that makes the colors pop even more.

**How to Support:** Take photos, share on social media, and check out other Paint the County murals organized by CREATE Portage County.

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## ☀️ **Ancestors Buried Below Us**

**Beacon Type:** Historical Marker (Memorial)

**Location:** UW-Stevens Point campus, behind Old Main Building

**Year Installed:** 2024

This marker acknowledges a mass Native burial site on the UW-Stevens Point campus and commits to honoring those who remain interred there.

**What It Says:** "This sign marks the future location of a monument to acknowledge the Mass Native Burial site here on the UW-Stevens Point campus. In the 1860s, Scarlet Fever devastated a diverse group of Native Americans including Ho-Chunk, Menominee, Ojibwe and Potawatomi, who, having been forced out of their ancestral homelands by settlement, were abiding outside Stevens Point. Decimated by disease and social forces in the wake of this epidemic, the living continued on, but their deceased relatives remain interred within this site. As Stevens Point grew, the burial ground was knowingly used as a garbage dump. Following a series of land transfers, the Stevens Point Normal School was built on the burial site and opened in 1894. Today, we make plans to acknowledge these Ancestors, honor their journey and learn from our shared history, to move forward in a way respectful to those who lie here."

**Why It Matters:** This marker represents a crucial step toward acknowledging the full history of Stevens Point—including the parts that are painful and shameful. For decades, this burial site existed but was not publicly acknowledged. The marker commits to truth-telling and honoring Indigenous peoples who lived and died here.

**Important Context:** Ho-Chunk, Menominee, Ojibwe, and Potawatomi peoples are PRESENT TENSE—they are still here, still active, still connected to this land. This is not just historical; it's ongoing.

**How to Approach:** Visit with respect. This is a burial site. The marker is not near public parking intentionally—it requires intention to visit. Do not photograph. Reflect on what it means that this site was used as a dump, then built upon, before finally being acknowledged.

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# Quest Challenges, Full Copy

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## Challenge 1

### +15 ⚡ +25XP | Visit the Polish Chickens 🎨

The Polish Chickens mural is the most iconic public art in downtown Stevens Point.

#### To Complete This Challenge:

- Find the mural (corner of Strongs Ave & Division St)
- Take a photo of it

**Details:** Polish immigrants played a major role in building Stevens Point—especially in lumber and farming industries. The "Polish Chicken" is a real breed with distinctive fluffy head feathers. This mural celebrates that heritage.

The mural has become a downtown landmark. It's a meeting spot, a photo backdrop, and a symbol of Stevens Point's commitment to honoring immigrant contributions.

**Bonus:** Check out the Historical Art Beacon for this mural.

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## Challenge 2:

### +10 ⚡ +25XP | Art in the Cold: Winter Mural Hunt 🎨

Downtown has murals tucked on buildings throughout the area. Snow makes the colors pop even more.

#### To Complete This Challenge:

- Find and photograph ONE mural downtown (not Polish Chickens)
- Check which murals you found

#### Murals to Look For:

- "Grab the Glass" (Point Beer 160th anniversary)
- Paint the County murals (various locations)
- "Rivers Passage" mural
- Other public art installations around downtown

**Find Them All!** Check the downtown mural map at [stevenspointarea.com/search/?q=downtown%20murals](https://stevenspointarea.com/search/?q=downtown%20murals) or look for hints on the beacon map!

**Suggested Bonus - Create a Public Art Beacon:** If it hasn't been added yet, document a mural you found as a new Public Art Beacon! Include:

- Exact location (which building, which side)
- Artist name (check [stevenspointarea.com](http://stevenspointarea.com), Paint the County brochure, or ask locals)
- What the mural depicts
- Connection to Stevens Point history or culture

**Why Public Art Beacons Matter:** You're documenting art so others can find it. Each beacon makes the community map richer.

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### Challenge 3:

#### +20 ⚡ +40XP | Sculpture Park in Winter ❄️

Venture beyond downtown to explore The Stevens Point Sculpture Park's 20 acres of outdoor art on UWSP campus. Winter completely transforms how you see the sculptures.

#### To Complete This Challenge:

- Visit the Sculpture Park (UWSP campus near Michigan Ave)
- Take a photo of ONE sculpture in winter

**Details:** The park features work by local, regional, national, and international artists. Snow and ice change shadows, textures, and how light hits each piece. What looks one way in summer becomes something different in January.

**Suggested Bonus - Create a Public Art Beacon:** Document the sculpture that hasn't been added yet! Include:

- Artist name & sculpture title (often on plaques near pieces)
- What it's made of
- What it represents or depicts
- How winter changes how you see it

**Why This Matters:** Your winter perspective captures something temporary—this specific sculpture under snow and winter light. That seasonal documentation is valuable.

**Tip:** The park is free and open year-round. Dress warm and take your time.

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### Challenge 4:

## +10 ⚡ +25XP | Light Becomes Art ✨

The Artistic Lighting Project turned regular street lights into sculptures along the Green Circle Trail.

### To Complete This Challenge:

- Find at least ONE artistic light installation
- Take a photo of it
- Check which lights you found

### The Five Lights:

- "Singing in the Rain" (2022)
- "Fish On" (2023)
- "Strumming Along" (2024)
- "For the Birds" (2024)
- "Salute to Service" (2025) - Armed Forces Memorial Bridge

### Where to Look:

- Green Circle Trail near Pfiffner Pioneer Park
- Along the downtown riverwalk
- Armed Forces Memorial Bridge (Clark St near Chase Bank)

**Details:** See the Featured Beacon "Artistic Lighting Project" for full story!

**Why It Matters:** This project proves Stevens Point believes art belongs in everyday places. Street lights that could be boring became celebrations of community.

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### Challenge 5:

## +10 ⚡ +25XP | Coffee & Community: Downtown Warmth ☕

Coffee shops are gathering places—especially in winter when warmth matters.

### To Complete This Challenge:

- Visit ONE downtown coffee shop
- Buy something if you can (support local!)
- Take a photo of something cozy (hint: your drink counts!)

### Coffee Shops to Try:

- Copper Rock Coffee Company — 1044 Main St
- The Annex (live music venue with coffee)

- Other downtown coffee spots

**Why Coffee Shops Matter:** In winter, these are warming stations between outdoor adventures. They're also where you overhear local news and meet neighbors. Community happens over coffee.

**Bonus:** Ask the barista: "What's your favorite thing about Stevens Point in winter?"

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## Challenge 6: Portage County Public Library

+20 ⚡ +40XP | Community Memory at the Portage County Public Library 📖

The library holds Stevens Point's stories—past and present.

### To Complete This Challenge:

- Visit the library (1001 Main St)
- Find ONE interesting fact about Stevens Point history
- Share what you learned

### What to Look For:

- Local history collection
- Old photos of downtown
- Historical documents about the area
- Newspaper archives

**Ask Librarians:** They're experts at local history and love sharing stories.

**Why Libraries Matter:** They're free, warm in winter, and packed with knowledge. Community memory lives here.

**Bonus:** Get a library card if you don't have one!

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## Challenge 7:

+20 ⚡ +40XP | Hidden in Plain Sight: Find Waldo 🔍

Bound to Happen Books started hiding Where's Waldo figures in downtown businesses. How many can you find?

### To Complete This Challenge:

- Find Waldo in at least TWO different downtown businesses

- Take photos WITHOUT revealing his exact hiding spot
- List the businesses where you were able to find Waldo

### Where to Start:

- Stevens Point Area CVB (1105 Main St) - gift shop
- Other downtown businesses - ask shop owners: "Do you have a Where's Waldo hidden here?"

### Rules:

- Don't reveal exact locations in photos (let others hunt!)
- Show you found him without giving it away
- Be respectful of businesses while searching

**Why This Matters:** This is community collaboration. Local businesses working together to create a citywide scavenger hunt that makes downtown more fun to explore.

### Challenge 8:

#### +25 ⚡ +50XP | Stevens Point's Historical Marker Hunt 📍

Stevens Point has **5 official historical markers** downtown. These Wisconsin Historical Society markers tell the city's story through bronze plaques.

### To Complete This Challenge:

- Find ALL FIVE historical markers downtown
- Read what each marker says
- Answer the trivia question for each marker (all questions below)

### The 5 Downtown Markers:

#### Marker 1: "Stevens Point — Gateway to the Pineries"

- **Location:** Foot of Main St by the Wisconsin River
- **Year Erected:** 1972
- **What It Says:** Commemorates pioneers who established Stevens Point in the 1840s-1860s. This spot was where supplies transferred from wagon to boat heading to lumber camps. Sawmill noise and pine scent were constant—lumber was the town's lifeblood.

**Trivia:** What did piers and booms along the river hold for sawmills?

- A) Fish for market
- B) Logs waiting to be cut ✓

- C) Trading goods from boats
  - D) Ice blocks for cooling
- 

**Marker 2: "Public Square"** ← This is a Featured Beacon!

- **Location:** Downtown Square (Main St & Second St)
- **Year Erected:** 1962
- **What It Says:** First land entry was 1844 by Andrew Mullarkey. Mathias Mitchell bought it and platted the Public Square in 1847. A Liberty Pole with homemade flag stood in the center. Civil War recruits enrolled here. Since 1870, it's been home to the Farmers Market.

**Trivia:** What stood in the center of the Public Square in 1847?

- A) A Liberty Pole with homemade flag ✓
  - B) A statue of George Stevens
  - C) A water fountain
  - D) A gazebo for band concerts
- 

**Marker 3: "First Public Building"**

- **Location:** 1000 block of Clark St
- **What It Says:** District School No. 2 stood here for 110 years. Completed in 1850, it served as school, recreation center, civic center, and sometimes church. The first Catholic Mass was held here in 1853. In 1858, the first Common Council of Stevens Point met here with Mayor William Schofield.

**Trivia:** What historic 1858 meeting happened in this building?

- A) Treaty signing with Menominee Nation
  - B) First Common Council of Stevens Point ✓
  - C) Stevens Point Normal School opening
  - D) First Polish church service
- 

**Marker 4: "Portage County Civil War Memorial"**

- **Location:** Church St near Portage County Courthouse (1516 Church St)
- **Year Erected:** 1890

- **What It Says:** "Portage County to her heroes who fought and her martyrs who fell that the Republic might live." Memorial erected by G.A.R. Post 156, community groups, and Portage County citizens.

**Trivia:** What organization erected this memorial in 1890?

- A) City Council alone
  - B) Wisconsin State Legislature
  - C) G.A.R. (Grand Army of the Republic) Post 156 and community ✓
  - D) Stevens Point Historical Society
- 

### **Marker 5: "Airborne Forces Memorial Bridge"**

- **Location:** Downtown bridge area (check near Main St bridge or Armed Forces Memorial Bridge)
- **What It Commemorates:** Veterans who served in airborne forces

**Trivia:** Why are memorial markers like these important?

- A) They're required by state law
  - B) They help us remember service and sacrifice ✓
  - C) They make landmarks easier to find
  - D) They're mainly decorative
- 

**Map Hints:** Look for  flag icons on the Beacon game map showing marker locations!

**Suggested Bonus - Create Historical Marker Beacons:** If you find markers that aren't already beacons on the map, create them! Include:

- Exact location (address and where the marker is placed)
- What the marker commemorates
- Year erected
- Why this history matters to Stevens Point today
- Photo of the marker

**Note:** The Public Square marker already has a Featured Beacon, so only 4 markers are available for players to add..

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### **Challenge 9:**

## +20 ⚡ +40XP | Winter Waters

Stevens Point exists because of Wisconsin River rapids. This wasn't random—it was strategic geography.

### To Complete This Challenge:

- Walk to the downtown riverfront (Green Circle Trail access near Main St bridge)
- Take a photo of the Wisconsin River in winter
- Answer: Which Indigenous peoples' traditional territories include Stevens Point?

### To Find the Answer:

- Use Native Land territory tool: [native-land.ca](http://native-land.ca)
- OR research at Portage County Public Library

### What to Observe:

- Is the river frozen? Flowing? Partially frozen?
- Notice how the river has been modified (walls, channels, bridges)
- Try to imagine where rapids would have been historically

### Reading (150 words):

The Wisconsin River rapids marked an important portage point and meeting place for Indigenous peoples for thousands of years. In the 1860s-1880s, Ho-Chunk, Menominee, Ojibwe, and Potawatomi peoples regularly came to Stevens Point for trade and seasonal work.

By the 1850s, the same rapids that guided canoes began turning lumber mill wheels. Stevens Point became a world-leading lumber producer—until the forests were gone by the early 1900s. The river that built the city had to be rebuilt: dammed, channeled, engineered for new purposes.

Today the river still flows through downtown. The Green Circle Trail lets you walk beside it. The Artistic Lighting Project celebrates it. It connects us to thousands of years of history.

**Important:** Indigenous nations are PRESENT TENSE. Ho-Chunk, Menominee, Ojibwe, and Potawatomi peoples are still here, still active, still connected to this land.

**Answer:** Ho-Chunk, Menominee, Ojibwe, and Potawatomi

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### Challenge 10:

## +25 ⚡ +50XP | Honoring Indigenous History & Presence

Downtown Stevens Point sits on land with thousands of years of Indigenous history.

### **To Complete This Challenge:**

- Research Indigenous history of the Stevens Point area
- Learn about the 1860s Indigenous camp and scarlet fever epidemic
- Answer: Which four Indigenous nations lived in or regularly visited Stevens Point in the 1860s-1880s?

### **Key Historical Facts to Research:**

In the 1860s, a diverse Indigenous camp existed east of what is now downtown Stevens Point. Ho-Chunk, Menominee, Ojibwe, and Potawatomi peoples—forced from their ancestral homelands by settlement—gathered here for trade, seasonal work, and community.

A scarlet fever epidemic in the 1860s-1880s devastated this camp. Decimated by disease and social forces, survivors continued on, but their relatives remain interred at burial sites including one on the current UWSP campus. As Stevens Point grew, that burial ground was knowingly used as a garbage dump. The Stevens Point Normal School was later built on the site and opened in 1894.

### **Where to Research:**

- Portage County Historical Society (1475 Water St)
- Portage County Public Library local history section
- UWSP Indigenous burial site memorial ("Ancestors Buried Below Us" marker behind Old Main Building)
- Wisconsin Historical Society
- Tribal sources when available

**Answer:** Ho-Chunk, Menominee, Ojibwe, and Potawatomi

### **CRITICAL RESPECT NOTES:**

- Indigenous nations are PRESENT TENSE (they still exist and are active today)
- Do NOT share specific burial site locations beyond what's already publicly marked
- When photographing sites, do NOT include people's faces
- Prioritize tribal, museum, library, and historical society sources
- If sources conflict about details, acknowledge the conflict

**Why This Matters:** This history is often invisible in everyday downtown. Knowing it honors those who lived here and helps us understand the full, true story of this place.

**Bonus:** Visit the "Ancestors Buried Below Us" marker at UWSP (behind Old Main Building) to pay respects. The site acknowledges those who remain interred there and commits to honoring their journey.

## Challenge 11: Historical Society Deep Dive

**+40 ⚡ +5XP | Community Memory Keepers** 📖

The Portage County Historical Society preserves what makes Stevens Point... Stevens Point.

### To Complete This Challenge:

- Visit the Historical Society (1475 Water St) - check hours first!
- Find ONE artifact, photo, or document that surprises you
- **CREATE ANY HISTORY BEACON** (Historical Artifact, Photo, Figure, OR Document)

### Your History Beacon Must Include:

- What it is (artifact/photo/document/person)
- Time period and historical context
- Why it matters to Stevens Point's story
- Source information (Portage County Historical Society)

### Questions to Ask Staff:

- "What's one Stevens Point story people should know?"
- "Got any cool winter-specific history?" (ice harvesting, major snowstorms, winter recreation)
- "What's the most surprising thing in your collection?"

**Why Historical Societies Matter:** They're not dusty museums—they're community memory keepers. When you know a place's stories, you understand why things are the way they are. That understanding creates belonging.

**Bonus:** Create MULTIPLE history beacons for different items you discover! The more community memory gets documented, the richer our game becomes.

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## Challenge 12: The Whiting's Legacy

**+10 ⚡ +25XP | Cultural Cornerstone: The Whiting's Legacy** 🧑🏫

The Whiting has been Stevens Point's cultural heart for almost 100 years.

### To Complete This Challenge:

- Read the passage below
- Take a photo of The Whiting building (1200 Main St)
- Answer the trivia question

### Reading (150 words):

The Whiting opened in 1926 as a vaudeville house, bringing big-city entertainment to Stevens Point. For nearly a century, it's been where the community gathers—high school graduations, touring Broadway shows, local performances, holiday traditions.

The building almost closed in the 1980s. But Stevens Point residents refused to lose their cultural heart. Community fundraising saved The Whiting, proving that locals will fight for spaces that bring people together.

Today it hosts over 100 annual events, from children's theater to national touring acts. The name honors Robert Whiting, a local businessman who believed Stevens Point deserved world-class art and culture. He was right.

**Trivia:** What saved The Whiting from closure in the 1980s?

- A) A wealthy out-of-state donor
- B) Community fundraising campaign ✓
- C) State government grant
- D) It was never actually in danger

**Why It Matters:** "Downtown" means more than shopping and business—it's where communities create shared cultural memories.

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### Challenge 13:

**+10 ⚡ +25XP | Ice Skating at the Square** 

The Downtown Square becomes an ice rink in winter!

#### To Complete This Challenge:

- Visit the square ice rink (Main St & Strongs Ave at the Public Square)
- Take a photo of the rink or your skates

**Details:** When winter conditions allow, the Public Square gets flooded and frozen for free public skating. This transforms Stevens Point's historic gathering place into a winter community hub.

**Historical Context:** This same square has been the community gathering spot since Mathias Mitchell donated it in 1847. From Civil War recruitment to farmers markets (since 1870) to winter ice skating—it's always been about bringing people together.

**Skating Info:** Free public skating when ice conditions allow. Check the city website or ask locals about current rink status and hours.

**Why This Matters:** Free public recreation in the heart of downtown. Winter doesn't stop community life—it just changes how we gather.

**Have fun:** Actually go skating if the rink is open! Bundle up and embrace Wisconsin winter.

---

### Challenge 14:

**+10 ⚡ +25XP | Year-Round Local Food at the Winter Farmers Market 🥕**

The Stevens Point Area Winter Farmers Market proves Wisconsin doesn't hibernate.

#### To Complete This Challenge:

- Visit the Winter Farmers Market on a Saturday morning (8am-12pm)
- Take a photo of the market in action

#### Winter Farmers Market Details:

- **When:** Saturdays 8am-12pm, January through March
- **Where:** Boys & Girls Club of Portage County, 1316 Centerpoint Dr
- **Note:** This is NOT downtown, but it's the same market that runs downtown in summer!

**What You'll Find:** See the Featured Beacon "Winter Farmers Market" above for complete details!

**Why It Matters:** Year-round farmers markets mean:

- Local farmers have winter income
- Residents access fresh local food even in January
- The community has a weekly gathering place in the cold months

**Historical Connection:** In warmer months (May-October), this same market happens in the Downtown Square where it's been held continuously since 1870—making it one of Wisconsin's longest-running farmers markets (154+ years!).

**Tips:** Arrive early (8-9am) for best selection. Bring reusable bags. Most vendors take cash and card.

**Bonus:** Buy something local and share what you got!

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### Challenge 15:

**+15 ⚡ +30XP | Downtown Event Adventure 🎉**

Downtown businesses and venues host events all winter—trivia nights, workshops, karaoke, live music, art exhibits.

#### To Complete This Challenge:

- Check the Stevens Point Area events calendar
- Attend ONE downtown or riverfront event during Jan 15 - Feb 1 and snap a photo of something that uniquely represents the event (ex: a logo; don't include people in your image!)
- Share which event you attended

**Find Events:** Stevens Point Area events calendar: [stevenspointarea.com/events](http://stevenspointarea.com/events)

**Events to Look For (January 15 - February 1, 2026):**

- Trivia nights at downtown bars and restaurants
- Workshops at Riverfront Arts Center
- Live music at Great Northern Distilling or other venues
- Karaoke nights
- Art exhibits and openings
- Community gatherings and talks

**Tips:**

- Many events are free or low-cost
- Some require advance registration
- Check business social media for last-minute events
- Ask around—locals know what's happening

**Why This Matters:** Downtown stays alive because people show up. Events build community. Your presence matters—especially in winter when it's easier to just stay home.

Invite someone to come with you! Community is better shared.

**Challenge 16:**

**+15 ⚡ +30XP | Where Decisions Happen** 🏛️

Stevens Point City Hall is where local government operates.

**To Complete This Challenge:**

- Visit Stevens Point City Hall (1515 Strongs Ave)
- Find out when the Common Council meets (check posted schedules or ask)
- Take a photo of City Hall

**What Happens Here:**

- Common Council meetings (where alders vote on local laws)
- City administrative offices and services

- Mayor's office
- Public permit services
- Public comment opportunities at meetings

**Why Local Government Matters:** Local government affects your daily life more than state or federal. Road maintenance, snow plowing, trash pickup, parks, building permits, zoning—all decided at City Hall by your local representatives.

**Important Fact:** Common Council meetings are open to the public. Anyone can attend. Anyone can speak during public comment periods. Democracy happens here, and you're allowed in the room.

**Bonus:** Check the city website ([stevenspoint.com](http://stevenspoint.com)) for the next Council meeting date. Consider attending one to see local democracy in action!

## Challenge 17

**+20 ⚡ +40XP | Know Your Alder** 🏠

Stevens Point has 10 alders (city council members) representing different districts across the city.

### To Complete This Challenge:

- Find out which district you live in
- Identify who your alder is
- Learn ONE thing they're currently working on

### Where to Find This Info:

- City of Stevens Point website: [stevenspoint.com](http://stevenspoint.com)
- Call City Hall: 715-346-1569
- Ask at City Hall when you visit

### What Alders Do:

- Vote on local laws and ordinances
- Represent your neighborhood's interests
- Attend Common Council meetings
- Work on community issues specific to their district
- Serve as your direct connection to local government

**Why This Matters:** Your alder represents YOU and your neighborhood. They're your voice in local government. Knowing who they are is the first step to civic engagement.

You can email your alder to introduce yourself or ask a question about your neighborhood!

**Bonus:** Create an Elected Official beacon for your alder! Include: name, district number, contact information, what issues they're focused on.

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### Challenge 18:

#### +15 ⚡ +30XP | Downtown Access for All ♿

Winter creates accessibility challenges—ice on ramps, snow blocking curb cuts, sidewalks not cleared. Let's document what works.

#### To Complete This Challenge:

- Look for accessibility features in downtown Stevens Point
- **CREATE AN ACCESSIBILITY FEATURE BEACON** for at least ONE feature

#### Your Accessibility Beacon Must Include:

- What the feature is (accessible parking, ramp, automatic door, etc.)
- Exact location (address and specific placement)
- Winter accessibility notes (is it well-maintained when there's snow/ice?)
- How it serves the community

#### Accessibility Features to Look For:

- Accessible parking spaces and their locations
- Building entrances with ramps
- Automatic doors
- Accessible public restrooms
- Cleared winter pathways
- Accessible transit stops
- Warming shelters

**Reflection Question:** What makes downtown accessible or inaccessible in winter? What improvements would make it better for everyone?

**Why This Beacon Matters:** Your documentation helps people with mobility needs navigate downtown safely—especially in winter when snow and ice create additional barriers. You're making Stevens Point more welcoming for everyone.

---

### Challenge 19:

## +10 ⚡ +25XP | Winter Survival Tips 💡

You've been exploring downtown in winter. Now share wisdom that helps others thrive in cold months.

**To Complete This Challenge: CREATE A TIP BEACON** about ONE of these winter survival topics:

### Tip Beacon Ideas:

- **Best winter parking downtown** (where to park, why it's good, insider knowledge)
- **Warmest routes between locations** (connected buildings, indoor shortcuts, wind-blocking paths)
- **Where to find public restrooms in winter** (which buildings, which are warmest)
- **Best hot chocolate/warm-up spots** (not just coffee—where to truly defrost)
- **Where sidewalks get cleared fastest** (safest walking routes)
- **Indoor shortcuts locals use** (connections between buildings)
- **Any other winter survival wisdom** that would help someone new to downtown

### Your Tip Beacon Must Include:

- Specific, useful information (exact locations, clear directions)
- Why this tip matters
- Personal experience or knowledge if you have it

### Examples of Good Tips:

- "Park in the Main St parking ramp—it's covered so you don't scrape ice off your windshield in the morning."
- "The library has the warmest, cleanest public restrooms downtown and they're open all day."
- "To get from Copper Rock to City Hall without fighting wind, cut through the alley behind Strongs Ave."

**Why This Matters:** You're helping the next person feel less lost and more comfortable. Every tip beacon makes downtown more navigable and welcoming.

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### Challenge 20:

## +10 ⚡ +25XP | Building Community: Welcome to Point Tips 🏠

What do you wish someone had told you when you first experienced downtown Stevens Point?

**To Complete This Challenge: CREATE A TIP BEACON** sharing welcome advice for newcomers to Stevens Point

### Tip Ideas:

- Hidden downtown gems most people miss
- Best first impressions of the area
- Cultural quirks newcomers should know
- Seasonal events not to miss
- How to meet people and feel connected
- Local traditions or sayings
- Any welcome-wagon wisdom that helps people feel they belong

### Examples of Good Welcome Tips:

- "Don't miss the Polish Chickens mural—it's basically the unofficial logo of downtown."
- "The Saturday farmers market in the Square is THE place to run into everyone you know."
- "People here are serious about the Packers. Like, really serious."
- "Winter is long, but locals embrace it—you'll see more people out in January than you expect."

**Why This Matters:** Moving somewhere new or visiting for the first time can feel isolating. Your tip might help someone feel welcomed instead of lost. That matters.

---

### Challenge 21

#### +10 ⚡ +25XP | Your Downtown Story 📝

You've explored downtown in winter. What did you discover?

**To Complete This Challenge:** Write a short reflection (100-200 words) about your experience:

- What surprised you about downtown in winter?
- Which place meant the most to you?
- What story will you remember?
- Who or what made you feel welcome?

#### Optional Reflection Prompts:

- A building or space that caught your attention
- A person you met or interacted with
- Something you learned that changed how you see Stevens Point
- A moment that mattered to you

#### Bonus Downtown Stevens Point Trivia (Just for Fun):

1. **What year did Mathias Mitchell donate the Public Square to Stevens Point?**

- A) 1847 ✓
  - B) 1870
  - C) 1926
  - D) 1836
2. **How many years has the farmers market been running in the Square?**
- A) Since 1970
  - B) Since 1870—that's 154+ years! ✓
  - C) Since 1947
  - D) Since 2000
3. **What did the Artistic Lighting Project do to the Green Circle Trail?**
- A) Added regular street lights
  - B) Turned street lights into art sculptures ✓
  - C) Removed old lights
  - D) Built a new trail section
- 

## Quest Completion

### What You Need to Earn Your Badge:

Complete any **10 of 21 challenges** between January 15 - February 1, 2026

### Why Create Beacons?

Every beacon you create helps the next person feel less lost, more welcomed, more like they belong in Stevens Point. You're not just learning about downtown—you're making it easier and more welcoming for others to know it too.

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## Winter Playing Tips

### Dress Smart:

- Layer up (seriously—it's Wisconsin in January)
- Waterproof boots (downtown sidewalks get slushy)
- Warm gloves that work with phone screens
- Hand warmers for extended outdoor time
- Hat that covers your ears

### Plan Strategically:

- Bundle outdoor challenges on warmer days (20°F+ feels like a heat wave)
- Save indoor challenges for brutally cold days (subzero wind chill)
- Coffee shops = perfect warming stations between outdoor missions
- Library = ultimate winter refuge with bathrooms and workspace
- Parking ramps offer weather protection

### Support Local:

- Small purchases help winter retail businesses survive slow season
- Tip generously at coffee shops and restaurants
- Share your discoveries on social media
- Tell friends what you found
- Write positive reviews for businesses you enjoyed

### Stay Safe:

- Watch for ice on sidewalks (especially in shadows where sun doesn't melt it)
- Downtown parking ramps are cleared and salted
- Many buildings have connected walkways to avoid outdoor exposure
- Check business hours before visiting (some adjust for winter)
- If something's closed, it's probably too cold for anyone to be there
- Always be aware of your surroundings!

## Respect & Care Reminders

### Indigenous History - Critical Guidelines:

- **Present tense:** Indigenous nations ARE (not "were"). Ho-Chunk, Menominee, Ojibwe, and Potawatomi peoples are still here, still active, still connected to this land
- **Do NOT share:** Specific burial site locations beyond what's publicly marked
- **Do NOT photograph:** People's faces without permission
- **Prioritize sources:** Tribal sources, museums, libraries, historical societies (in that order)
- **If sources conflict:** Acknowledge the conflict rather than choosing one version
- **Approach with respect:** This is about honoring presence, not satisfying curiosity

### Photography Ethics:

- Avoid including people's faces in photos (Beacon is meant to be anonymous)
- Don't post identifying photos of yourself
- Respect private property
- Ask permission in shops before photographing

## Community Respect:

- Be kind to shop owners, baristas, librarians, and staff
  - Support local businesses when you can
  - Share knowledge generously with other players
  - Help others feel welcome
  - Downtown thrives when people show up and participate
- 

## Learn More About Stevens Point

### Stevens Point Resources:

- **Stevens Point Area CVB:** [stevenspointarea.com](http://stevenspointarea.com) (events calendar, visitor info)
- **City of Stevens Point:** [stevenspoint.com](http://stevenspoint.com) (government info, meeting schedules)
- **Community Events:** [stevenspointarea.com/events](http://stevenspointarea.com/events)
- **Portage County Public Library:** Local history collection, archives
- **Portage County Historical Society:** 1475 Water St (research resources)

### Indigenous History Resources:

- UW-Stevens Point Indigenous burial site memorial (behind Old Main)
- Wisconsin Historical Society online resources
- Portage County Historical Society archives
- Native Land territory tool: [native-land.ca](http://native-land.ca)
- Tribal resources when available (prioritize these!)

### Art & Culture:

- **CREATE Portage County:** [createportagecounty.org](http://createportagecounty.org) (public art programs)
- **Riverfront Arts Center:** [stevenspoint.com/RAC](http://stevenspoint.com/RAC) (exhibits, workshops)
- **Downtown Mural Map:** [stevenspointarea.com/search/?q=downtown%20murals](http://stevenspointarea.com/search/?q=downtown%20murals)
- **Arts Walk Events:** May, July, September on downtown sidewalks

### Winter Resources:

- **Green Circle Trail:** [greencircletrail.org](http://greencircletrail.org) (27-mile trail system)
  - **Winter Farmers Market:** Check [stevenspointarea.com](http://stevenspointarea.com) for current schedule
  - **Ice Rink Status:** City website or call Parks & Recreation
-

# Spaces & Beacons Featured in This Quest

## Spaces You'll Visit:

1. Downtown murals (various locations)
2. Stevens Point Sculpture Park (UWSP campus near Michigan Ave)
3. Artistic Lighting installations (Green Circle Trail)
4. Coffee shops (Copper Rock, others)
5. Portage County Public Library (1001 Main St)
6. Waldo hunt locations (CVB at 1105 Main St, other businesses)
7. 5 Historical Markers (various downtown locations)
8. Wisconsin River (Downtown Riverfront via Green Circle Trail)
9. UWSP Indigenous burial site memorial (behind Old Main)
10. Portage County Historical Society (1475 Water St)
11. The Whiting (1200 Main St)
12. Downtown Square Ice Rink (Main St & Strongs Ave)
13. Winter Farmers Market (Boys & Girls Club, 1316 Centerpoint Dr)
14. Downtown events (various venues)
15. Stevens Point City Hall (1515 Strongs Ave)

## Featured Beacons (Pre-Created):

1. **The Artistic Lighting Project** (Public Art)
2. **CREATE Portage County** (Community Organization)
3. **Public Square Historical Marker** (Historical Marker)
4. **Stevens Point Area Winter Farmers Market** (Public Event/Community)
5. **Polish Chickens Mural** (Public Art)
6. **Ancestors Buried Below Us** (Historical Marker)

## Beacon Types You'll Create:

- Public Art (murals, sculptures)
- Historical Marker (if not already on map)
- Historical Artifact/Photo/Document/Figure (from Historical Society)
- Accessibility Feature (accessible parking, ramps, doors, etc.)
- Tip/Community Knowledge (winter survival, welcome advice)
- Optional: Elected Official (your alder)

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## Share Your Downtown Winter Experience

Post your discoveries on social media!

**Hashtags:**

- #DiscoverDowntownPoint
- #PlayBeacon
- #StevensPointWinter
- #WheresWaldoSP (for Waldo finds!)
- #WinterPointLocal (once you earn your badge!)

**Tag:**

- Local businesses you visited
- @CreatePortageCo for mural finds
- @StevensPointCVB for visitor experiences
- Share why downtown matters to you

Your posts help others discover downtown too!

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**Quest Design:** Forward Labs | Beacon Platform

**Version:** 3.0 - Winter 2026 Complete Edition

## Stevens Point Downtown Business Improvement District

### Economic Vitality Workgroup Report

**Submitted by:** BJ Welling

**Date:** December 2025

#### Recent Activity

The Economic Vitality Workgroup met on December 9, 2025, to discuss tours of downtown buildings owned by Keaton Schultz and Troy Hojnacki.

#### Vacant Storefront Competition

Regarding the Vacant Storefront Competition, the Workgroup will focus on communicating with Keaton Schultz to determine whether his storefront at 1129 Main Street can be advertised as the featured storefront for the competition.

The Workgroup had significant discussion regarding how to advertise the competition and whether to target a particular type of business. It was decided that the competition will be guided by the results of a community survey, focusing on the top five business types the community would like to see added downtown.

#### Next Steps

Chris Klesmith will reach out to Keaton Schultz to begin the conversation regarding participation in the competition.

The Workgroup plans to meet next in early January.

# Stevens Point Downtown BID Board Meeting Minutes

12/03/2025 at 2:30 pm at Stevens Point Convention & Visitors Bureau

## 1. Roll Call

Tara Manzke-arrived at 2:57

Hana Cutler

Mike Beacom

BJ Welling-excused

Brian Cummins

Rosalind Kealiher

Alderson Christianson

**City Liaison** - Chris Klesmith - Neighborhood Planner/Economic Development Specialist (left at 2:45)

**Staff** - Karen Margelofsky-Exec. Dir., Kris Carne-Events Coordinator

**Public** - Troy Hojnacki - Owner Graffiti's Sports Pub

## 2. Comments from the public on non-agenda items-Mike Beacom, just encouraged the BID to continue forward in a more conservative way.

Troy-communication to stakeholders is key.

## 3. General reports and updates:

- a. **City staff updates**-Chris stated they appreciate the feedback on this first large development project coming to the downtown since the BID's inception. Hopefully over time they will make adjustments to the master plan that encourages business. Update-Approval has happened to bring about the 50 unit apartment and childcare center. Preparing applications with commonwealth project in applying for funds with brownfield grant. Upcoming developments: requests for proposals for edgewater site. Will be reviewing those in January and February. Year round homeless support center has support of the common council and details are being arranged with the partners.

- b. **Treasurer Report**-Mike stated financials continue to look healthy.

- c. **Executive Director Report**-Karen stated she is looking at a donation platform-"Give Butter" via recommendation by Kannari. They also recommend we do a monthly newsletter to have open communication within the district and this platform would offer that service as well as ticket sales, donations and a CRM.

In January Kannari will present to the board to share their findings and assessment for our funding and event marketing. Will also hear from someone from the Farmers Market Org. Will be applying for the vibrant spaces grant in 2026.

January board meeting will be 01/06/2026. Karen will be moving and out of the office two weeks over Christmas, and will be publishing agenda on 12/19/25.

Working on dates for holiday party 12/18/25 at 5:30 workgroup members invited. Potluck, ugly sweaters, white elephants.

- d. **Board Chair Report**- reflecting on the year, it has been a great year! It has been a pleasure to chair, felt board support. Moving forward encouraged. In good shape with Biz/building owner replacement (Craig from Fall Line). Recommending Jenna Eschenbach to fill building owner vacancy. Thanked Mike & Rosalind for their service during their terms.

- e. **Event Coordinator Report-** Kris stated that we had a successful parade. 75 floats, submitted surveys from participants and business owners. Suggestion of porta potties was good to consider. Positive energy. Good kick off to all holidays. Other feedback-requested street sweepers were to sweep before the street was re-opened.  
Shop small-working on survey to send out next week. Confusion with the change in the weeks.

**4. Workgroup reports:**

- a. **Promotions-** Tara looking for more buy in from downtown business owners and more volunteers. Working with agency 81, planning a social media calendar. Facebook and instagram.
- b. **Design-**no current updates, Karen is working on grant with groups help as needed.
- c. **Economic Vitality-**toured two businesses for the vacant storefront contest. Chris is working on a revolving loan fund. Right now there is a \$20,000 American Express grant due January 19.
- d. **Organization-** will kick off again in January with a new chair.

**Discussion and Possible action on:**

1. **Approval of special meeting minutes from 11/4/2025-**  
Motion by Tara to approve the meeting minutes.  
Second by Mike, motion passes.
  
2. **2026 Proposed dates and times-**  
Would like to change Shop Small from 11/28-12/05, 9-4pm  
Walk don't Run Saturday May 9 time TBD  
Notes at Night-15 weeks. Looking at 05/27-09/02 6pm-8:30pm  
Holiday Parade changed to Thursday November 19 6pm  
All others were as presented
  
3. **Revisions and approval of 2026 Downtown BID Operating Plan, Budgets, Attorney's Opinion**  
Motion by Rosalind to approve the operating plan as presented.  
Second by Mike, motion passes.
  
4. **Move to close session: at 4:15 pm-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 related to:**
  - a. **Event coordinator contract for 2026**  
Motion by Mike to approve the meeting minutes.  
Second by Rosalind, motion passes.
  
5. **Reconvene into open session for discussion and possible action on the event coordinator contract (above referenced closed session item).**  
Motion by Rosalind to reconvene into open session  
Second by Mike, motion passes.

During closed we made a motion by Mike to approve the contract as presented in the closed session.  
Rosalind seconds.

6. Adjournment at 4:37pm with an exhausted agenda.

# **Bylaws for the City of Stevens Point** **Downtown Business Improvement District**

## **Article I - General**

### Section I – Name

This organization shall be known as the Downtown Business Improvement District (DBID), operating as the Board of Directors of the Downtown Business Improvement District.

### Section II – Creation

The DBID was approved on December 19, 2022 by the Common Council of the City of Stevens Point and must, per Chap. 66.1109, Wis. Stats. be approved annually by that body.

### Section III – Purpose, Mission, Vision and Values

The main objective of the DBID is to improve the social, economic, and physical environment of Historic Downtown Stevens Point and the surrounding business areas that are impacted by the economic vitality of the downtown. The DBID exists to unite businesses, organizations, and local government through collaboration and partnership to achieve objectives identified in the DBID Operating and Implementation Plan.

*Mission: “Enhancing downtown Stevens Point by collaboratively connecting property owners, businesses, residents, and visitors with resources and experiences.”*

*Vision: “A thriving downtown that engages diverse audiences and celebrates local businesses to foster a vibrant district”*

- **Accountable** – We are held accountable by everyone in the downtown business district through public meetings, town halls, and transparent goals and finances.
- **Thriving** – We leverage opportunities for growth and success that build and maintain a thriving, dynamic downtown.
- **Collaborative** – We create the future of downtown by encouraging partnerships, building community, and fostering collaboration.
- **Supportive** – We support downtown businesses by curating resources, sharing information, facilitating incentives, and actively engaging with our community.
- **Innovative** – We seek innovative and creative solutions to enhance our district, improve experiences, and drive progress.

### Section IV – Area

The DBID will include all properties shown within the boundaries outlined in Appendix B of the DBID Operating and Implementation Plan.

## **Article II – Board of Directors**

### **Section I – Board Composition and Appointment**

The DBID Board of Directors shall be comprised of seven (7) voting members appointed by the Mayor of Stevens Point and confirmed by the City Council. The DBID Board of Directors will make annual Board member recommendations to the Mayor. Said members shall comprise of the following:

- Two (2) real property owners within the District that do not own or operate a business within the District (excluding real estate services).
- Two (2) real property owners within the District that also operate a business within the District.
- Two (2) business operators within the District that do not own any real property within the District
- One (1) Alderperson representing the 1st Aldermanic District
- The Director of Community Development or their designee shall serve as an ex-officio non-voting member of the Board.

### **Section II – Term of Office**

Term appointments will be for a period of two (2) years on staggered terms each ending December 31st of the year of expiration. Term of office will begin January 1st. The Alderperson serving the DBID will serve a term of two (2) years.

### **Section III – Meetings**

The DBID Board of Directors shall meet monthly to achieve the goals as defined in the Operating Plan.

### **Section IV – Quorum**

A simple majority of the current total voting Board membership shall constitute a quorum. The concurrence of a majority of the voting Board members present at a meeting at which a quorum is present shall be necessary to conduct the business of the Board. "Present" shall be defined as physical or virtual attendance.

### **Section V – Voting**

At any meeting of the Board, each voting Board member shall be entitled to one vote with a majority vote determining the issue.

### **Section VI – Vacancies**

Vacancies on the Board of Directors shall be filled by appointment of the Mayor and confirmed by the City Council.

### **Section VII – Officers**

Board members shall appoint a Chairperson, Vice Chairperson, Treasurer, and Secretary on a yearly basis each January. Any two of the four officers shall have the authority to execute documents on behalf of the BID Board, only for purposes authorized by the full BID Board of Directors, including the authorization for writing of checks and executing contracts.

- A. Chairperson. The Chairperson shall serve as the chief officer of the DBID and shall preside at all meetings of the Board of Directors. The Chairperson shall assign committee chairs, subject to approval of the Board of Directors. The Chairperson shall also act as the supervisor to DBID staff on behalf of the Board of Directors.
- B. Vice Chairperson. The Vice Chairperson shall serve as the chief officer of the DBID and shall preside over all meetings of the Board of Directors in any absence of the Chairperson. If the position of Chairperson becomes vacant, the Vice Chairperson shall assume position of Chairperson until the next appointment of officers.
- C. Treasurer. The Treasurer shall be responsible for overseeing and reporting the financial activities of the DBID. Activities include coordinating the annual budget with the Chairperson and committee chairs, presenting notable updates of DBID finances to the Board, and consulting the Board of Directors or DBID staff about the financial health of the DBID. Funds shall be kept in a segregated account in the municipal treasury and disbursed through the City of Stevens Point.
- D. Secretary. The Secretary will be responsible for preparing the minutes of each meeting according to the requirements of Open Meetings Law and shall provide them to the DBID Chairperson and staff no later than one (1) week after the previous DBID Board meeting.

### **Article III – Finances**

#### **Section I – Special Assessment**

Special assessments under this Operating Plan will be levied by the City of Stevens Point against each taxable property within the District pursuant to Wis. Stats. 66.1109. These properties will be levied at a rate determined by the Board of Directors and approved by the City of Stevens Point Common Council.

#### **Section II – Exemptions**

All properties within the boundaries of the DBID shall be assessed, except for properties used exclusively for residential purposes and property exempt from paying real estate taxes or owned by government agencies.

#### **Section III – Probationary Funding**

The City of Stevens Point will provide the DBID a minimum of \$70,000.00 upon inception and a minimum of \$35,000.00 per calendar year from 2024-2027 to support the establishment and investigate the efficacy of the DBID.

#### **Section IV – Fiscal Year**

The fiscal year of the DBID shall close on December 31st of each year.

## Section V – Budget & Report

Each August, the DBID Officers shall formulate a budget in line with the coming year's goals and objectives. The DBID Treasurer shall present a proposed budget at the September meeting, which will, in turn, be presented along with the previous year's report to the City of Stevens Point Finance Committee and Common Council.

## Section VI – Accounting

Until the DBID budget exceeds the amount necessary for annual audit (\$300,000), the DBID shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

## **Article IV – General Provisions**

### Section I – Parliamentary Authority

The current edition of Democratic Rules of Order shall be the final source of authority in all questions of parliamentary procedure when such rules are not consistent with the Bylaws of the DBID.

### Section II – Amendments

These bylaws may be amended or altered by a two-thirds vote of the Board of Directors.

City of Stevens Point  
1515 Strong's Avenue  
Stevens Point, WI 54481-3594  
Fax: 715-346-1530



**Mike Wiza**  
**Mayor**  
mwiza@stevenspoint.com  
715-346-1570

January 11, 2023

To: Common Council

The Business Improvement District (BID) was approved in December of 2022 by the Common Council. The BID Board will oversee the administrative and oversight duties of the BID as outlined in the BID implementation and operational plan, also approved by Council. The Board makeup shall be as follows:

*The BID shall be comprised of seven (7) voting members appointed by the Mayor of Stevens Point and confirmed by the City Council. Said members shall comprise of the following: - Two (2) real property owners within the District, or their designee, that do not own or operate a business within the District. - Two (2) real property owners within the District, or their designee, that also operate a business within the District. - Two (2) business owners within the District, or their designee, that do not own any real property within the District - One (1) Alderperson representing the property within the District. - The Director of Community Development or their designee shall serve as an ex-officio non-voting member of the Board.*

After review of applicants and discussion with all department heads, the following appointments are submitted for your consideration:

**Real Property Owners:**

Jeanna Trzebiatowski, representing Wildcard Corp. for a two-year term expiring 1/31/2025  
Mike Beacom, representing Point Housing for a three-year term expiring 1/31/2026

**Real Property AND Business Owners:**

Brian Cummins, representing Great Northern Distilling for a two-year term expiring 1/31/2025  
Rosalind Kealiher, representing Rose House for a three-year term expiring 1/31/2026

**Business but NOT Real Property Owners:**

Hana Cutler, representing Emy J's for a two-year term expiring 1/31/2025  
Tara Manzke, representing Bria Bella and Co. for a three-year term expiring 1/31/2026

**City Alderperson:**

Marc Christianson, for a two-year term expiring 1/31/2025

Your confirmation of this appointment would be appreciated.

Handwritten signature of Mike Wiza in black ink.  
Mayor Mike Wiza