



Our intention is to have in-person meetings going forward. The Business Park Business Improvement District Board meeting will be held at the Stevens Point Transit Center located at 2700 Week Street. This in-person location will meet the legal requirement for our open meetings.

Members

- Erik Carlson
- Jeff Ramlow
- Mike Trzinski
- Debra Marten
- Chase Rettler
- Heidi Charlesworth
- Alderperson Dale Steinmetz

AGENDA

BUSINESS PARK BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	January 9, 2026 9:00 AM	Location:	Conference Room Stevens Point Transit Center 2700 Week Street Stevens Point, WI 54481
-----------------------	----------------------------	------------------	---

Opening Section:

1. Roll Call.
2. Election of Officers:
 - A. Chairperson
 - B. Vice Chairperson
 - C. Treasurer
 - D. Secretary
3. General Reports and Updates
 - A. City Staff Updates
 - B. Executive Director Report
 - C. Board Chair Report
 - D. Treasurer Report

Discussion and Possible Action on:

1. Approve Meeting Minutes from November 18, 2025.
2. Business Park Deed Restrictions and Protective Covenants Work Group Update
3. Avia - Business Park Branding Contract
4. Adjournment

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 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Business Improvement District Executive Director, Karen Margelofsky, 1105 Main Street Suite A, Stevens Point, WI 54481, or by calling (715) 496-0823, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

Bylaws for the City of Stevens Point
Business Park Business Improvement District

Article I – General

Section I – Name

This organization shall be known as the Portage County Business Park Business Improvement District (PCBP-BID), operating as the Board of Directors of the Portage County Business Park Business Improvement District.

Section II – Creation

The PCBP-BID was approved on November 18th, 2023, 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

The main objective of the PCBP-BID is to enhance the viability of the Portage County Business Park through land management, public space maintenance, marketing, and additional economic development activity.

Section IV – Area

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

Article II – Board of Directors

Section I – Board Composition and Appointment

The PCBP-BID 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 PCBP-BID Board of Directors will solicit applicants and make annual Board member recommendations to the Mayor. Said members shall comprise of the following:

Six (6) real property owners or real property owners' representatives within the District

One (1) Alderperson representing the 6th Aldermanic District

The Director of Community Development, or 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 three (3) years on staggered terms each ending December 31st of the year of expiration. Term of office will begin January 1st. The Alderperson serving the PCBP-BID will serve during their election term.

Section III – Meetings

The PCBP-BID Board of Directors shall meet as-needed 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 after recommendations by the PCBP-BID Board of Directors.

Section VII – Officers

Board members shall appoint a Chairperson, Vice Chairperson, Treasurer, and Secretary on a yearly basis each January. Any two of the three executives 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 PCBP-BID 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.
- B. Vice Chairperson. The Vice Chairperson shall serve as the chief officer of the PCBP-BID 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 PCBP-BID. Activities include coordinating the annual budget with the Chairperson and committee chairs, present notable updates of PCBP-BID finances to the Board, and consult the Board of Directors or PCBP-BID staff about the financial health of the PCBP-BID. 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 creating the minutes of each meeting according to the requirements of Open Meetings Law and are to be provided to the PCBP-BID Chairperson no later than one (1) week after the previous PCBP-BID Board meeting. The Secretary creates monthly BID Board agendas under direction of the PCBP-BID Chairperson to be provided to the City Clerk no less than one (1) week prior to the next PCBP-BID 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 PCBP-BID 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 – Fiscal Year

The fiscal year of the PCBP-BID shall close on December 31st of each year.

Section V – Budget & Report

Each August, the PCBP-BID Officers shall formulate a budget in line with the coming year's goals and objectives. The PCBP-BID 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 PCBP-BID budget exceeds the amount necessary for annual audit (\$300,000), the PCBP-BID 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 PCBP-BID.

Section II – Amendments

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



Subject: Temporary Road Closure

Go With Your Gut 5K Run - April 25, 2026

Dear Business Owner/Manager,

We are writing to inform you of a brief road closure planned in the area from approximately 8:00 a.m. to 10:30 a.m. on Saturday, April 25, 2026, to accommodate the **Go with Your Gut 5K Run** organized by GI Associates.

This event is part of GI Associates' ongoing commitment to promote the health and wellbeing of our community. All proceeds will benefit the Crohn's & Colitis Foundation, helping to fund research, advocacy, and patient support initiatives.

Event and Road Closure Details

- Date: Saturday, April 25, 2026
- Time: 8:00 a.m. – 10:30 a.m. – closure during race only (*times are approximate*).
- Event Start/Finish: GI Associates, Stevens Point, WI
- Roads Affected: Portions of *Vern Holmes Drive, John Joanis Drive, Joerns Drive, Business Park Drive*
- Route Map: Enclosed for reference (closed sections highlighted in yellow)

We're committed to working closely with local businesses and residents to ensure a positive experience for everyone involved. Every effort will be made to minimize disruption and impact on traffic flow.

Questions or Concerns?

Please contact us by December 31, 2025, if you have questions or would like more information.

Tammy Kirsling, Clinic Manager

715-347-7407

Tammy.Kirsling@giassoc.org

We appreciate your cooperation and understanding and would love to have you join us for this fun and impactful event.

Thank you,
GI Associates



Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
BUSINESS PARK BID				
TAXES				
256.41.00120.56	BID ASSESSMENTS	175,020	177,990	.00
Total TAXES:		175,020	177,990	.00
OTHER FINANCING SOURCES				
256.49.19310.59	GENERAL FUND BALANCE USAGE	3,273-	.00	.00
Total OTHER FINANCING SOURCES:		3,273-	.00	.00
COST CATEGORY: 51				
256.51.19960.2004	AUDIT SERVICES	.00	6,154	.00
Total COST CATEGORY: 51:		.00	6,154	.00
BUSINESS IMPROV DISTRICT				
256.56.00700.1154	DOWNTOWN MANAGER SALARY	23,930	17,788	1,831
256.56.00700.1900	EMPLOYER CONTRIB/WISC RET	1,663	1,196	127
256.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	1,831	1,318	133
256.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	.00	14	3
256.56.00700.1930	WORKERS COMPENSATION PREM	428	308	33
256.56.00700.1950	MEDICAL INSURANCE PREM	3,445	2,986	517
256.56.00700.1955	HSA CONTRIBUTION	.00	.00	.00
256.56.00700.2200	GAS/ELECTRIC CHARGES	25,000	15,641	237
256.56.00700.2203	TELEPHONE UTILITY CHARGES	200	.00	.00
256.56.00700.2204	WATER/SEWER UTIL CHARGES	4,000	3,687	.00
256.56.00700.2205	PROPERTY TAXES	.00	.00	.00
256.56.00700.2800	COMPUTER/COMPUTER EQUIP	1,000	.00	.00
256.56.00700.3001	GENERAL OFFICE SUPPLIES	250	9	.00
256.56.00700.5000	MISCELLANEOUS CHARGES	5,000	11,232	.00
256.56.00700.5751	LAWN CARE/SNOW REMOVAL EXP	85,000	64,828	.00
256.56.00700.5752	LANDSCAPING EXPENSES	5,000	.00	.00
256.56.00700.5753	POND MAINTENANCE	15,000	10,694	.00
Total BUSINESS IMPROV DISTRICT:		171,747	129,702	2,880
BUSINESS PARK BID Revenue Total:		171,747	177,990	.00
BUSINESS PARK BID Expenditure Total:		171,747	135,856	2,880
Net Total BUSINESS PARK BID:		.00	42,134	2,880-

BUSINESS PARK BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

November 18, 2025

9:00 AM

Conference Room
Stevens Point Transit Center
2700 Week Street
Stevens Point WI 54481

Opening Section:

1. Roll Call

Present — Mike Trzinski, Dir. Kivela, Jeff Ramlow, Jim Anderson, Debra Marten, Dale Steinmetz

Excused — Chase Rettler

Others Present — Associate Planner/Zoning Administrator Kuhn, BID-Executive Director Karen Margelofsky, Keith Pilger, Heidi from Lineage

2. General Reports and Updates

A. City Staff Updates

Eric and Heidi appointment approved at council 11/17/25 — they start 1/1/26

BID operating plan approved by council too

Burlington junction railway talks in progress for sidetrack and railroad spur

Would add to TIF tax base — would be owned by city & operated by Burlington

B. Executive Director Report

Ponds taken care of

Landscaping maintenance — increased visibility on roads

Pothole discovery and abatement

Made name tags for BID members

C. Board Chair Report

Now is the time to address maintenance that has been deferred

Good to have channels for business to voice requests

Thanks to Eric and Heidi for starting 1/1/25

D. Treasurer Report
N/A

Discussion and possible action on:

1. Legal Document - Review & Approve: Property Use and Maintenance Agreement - Attorney Keith Pilger
Reviewed document.

Anderson moved approval, Steinmetz seconded

Ayes: Unanimous
Nays: N/A

2. Legal Document - Review & Approve Resolution Transferring of Real Estate to City - Attorney Keith Pilger
Reviewed document.

Ramlow moved approval, Marten seconded

Ayes: Unanimous
Nays: N/A

3. Approve Meeting Minutes from October 10, 2025
Steinmetz moved approval, Ramlow seconded

Ayes: Unanimous
Nays: N/A

4. Presentation: Current Deed Restrictions and Protective Covenants — Adam Kuhn

Went over the DRPC's currently and discussed what updates might be desirable.
A subcommittee can review and draft a new version.

Land use plan is not required — could adopt city zoning — but BID would lose some control
Topic of subdivision of parcels will need to be addressed

5. Review & Approve: 2025-26 Snow Contract
Anderson moved approval, Ramlow seconded

Ayes: Unanimous
Nays: N/A

6. For Review & Discussion: 2026 Memorandum of Understanding between BIDs, City & SPACVB
New director for the convention and visitor bureau

7. Adjournment

10:15 AM

Steinmetz moved approval, Marten seconded.

Ayes: Unanimous

Nays: N/A



Jarod Kivela
Community Development Director
City of Stevens Point
1515 Strongs Ave.
Stevens Point, WI 54481

September 24, 2025

Re: Brand Identity and Entry Signage for The Portage County Business Park

Dear Jarod,

This proposal includes a scope of work and associated fees for the development of a new naming/brand identity and point of entry signs into the business park. We understand that the City wishes to change the existing business park name and rebrand it to be in keeping with the newly installed wayfinding design motif.

S C O P E

Naming

- Hold a preliminary working meeting to gain additional insight from the city team to position our following research and general recommendations
- Use our understanding of the Stevens Point wayfinding aesthetic along with the character and history of the park to formulate a brand narrative and to identify cues on appropriate name candidates
- Generate several park names for presentation to the City team for review and comment. Presented names will be researched to assure that there are no legal restrictions and/or existing proprietary ownerships.
- Identify 2 to 3 candidates for further development if necessary
- Identify a final name

Logo

- Collect existing logo examples from the web to understand likes and dislikes
- Generate 3 to 5 logo concepts
- Refine 1 or 2 concepts
- Refine a single chosen concept
- Create production-ready art files for use in print, signage and digital media

Point of Entry Signage

- Evaluate the existing sign locations and understand the substrates on which they stand
- Generate 3 to 5 signage concepts and present to the City team for review and comment

- Develop 1 to 2 concepts and present to the City team for review and comment
- Refine a chosen concept and present to the City team for approval
- Generate 2 to 3 concepts of key sign types. At this time we will prepare a draft message schedule and update sign locations on the site plans. The objective will be to identify a single concept for development
- Create scaled design intent drawings for use in fabrication and installation bidding

- Deliverables:**
1. Summary of the working meeting results and general recommendations
 2. Presentation of general name suggestions
 3. Presentation of 2 to 3 name candidates (1st round)
 4. Presentation of a refined single name (2nd round)
 5. Presentation of initial logo concepts
 6. Presentation of developed concept finalists
 7. Presentation of a developed single concept
 8. A suite of production-ready art files
 9. Summary of research findings for point of entry design
 10. Presentation of point of entry signage concept
 11. Presentation of concept finalists
 12. Presentation of a developed chosen concept
 13. Production-ready art file
 14. Scaled Design Intent drawings with specifications

Site Visits: 1 to 2

Optional Production-oversight services

- Recommend RFP promotion methods and/or qualified fabricators
- Assist the City with candidate vetting
- Communicate with the contracted sign fabricator
- Review sign fabricator's shop drawings, material submittals and professional recommendations
- Review photos of the installed sign elements for approval or to recommend fixes

- Deliverables:**
1. Summary of RFP Promotion methods and/or list of qualified fabricators
 2. Summary of fabricator's submittals
 3. Assessment summary of the installation

Site Visits: 2



PROPOSED FEES

Naming	\$3,200
Logo Design	\$12,500
Point of Entry Signage	\$ 11,300
Total Fees	\$26,000

Optional

Production Oversight	\$6,800
----------------------	---------