



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

- Alderperson Christianson
- Tara Manzke
- Hana Cutler
- Mike Beacom
- Brian Cummins
- Robert Welling
- Craig Cook

## AGENDA

### DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

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<b>Date and Time:</b>	February 3, 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
4. General Reports and Updates
  - A. City Staff Updates
  - B. Treasurer Report
  - C. Downtown Executive Director Report
  - D. Event Coordinator Report
  - E. Board Chair Report
5. Work Group Reports
  - A. Promotion Work Group Lead
  - B. Design Work Group Lead
  - C. Economic Vitality Work Group Lead
  - D. Organization Work Group Lead

Discussion and Possible Action on:

1. Approve Meeting Minutes from January 6, 2026.
2. Discuss and approve MOU for Intern Partnership with Farmers Market Association and City of Stevens Point.
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 Strongs 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 Strongs 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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## **Executive Director Report – January 2026**

**Karen Margelofsky, Executive Director  
Stevens Point Downtown Business Improvement District**

**Board Meeting: February 3, 2026 | 2:30 PM**

### **Note to the Board**

I will be unable to attend the February 3, 2026 Downtown BID Board Meeting in person as I will be out of state chaperoning my son's high school choir trip to New Orleans, Louisiana. I will be traveling from the evening of January 29 through the evening of February 4.

All required materials, reports, and updates have been prepared and included in this packet in advance of the meeting. I appreciate the Board's understanding and look forward to following up after my return.

### **January 2026 Executive Director Activities Summary**

Since our last Downtown BID Board Meeting, work completed in January focused on the following areas:

#### **1. Administration, Governance & Compliance**

- Submitted the Library Mural removal & revitalization project to the Historic Preservation/Design Review City Commission.
- We received the online application for the Vibrant Spaces Grant, which we have been advised to change the area allowed to submit so it will only be for the Library alley and programming area directly associated with this area.
- Working with Kris to create work pages for each event to include the event budget as well as all logistics.
- Continue working on our CRM database to submit into Give Butter program.

#### **2. Board, Committee & Work Group Support**

- Attended the Economic Vitality and Design Work Group meetings to offer any assistance and support needed.
- Met with a potential new volunteer who would like to join the Economic Vitality group and provided them some information to learn more about what the group does.
- Met with a potential new board member fitting the role of the vacate seat of property owner and continue to follow up. Started to research other potential owners that would be a good fit for this open seat.
- Scheduled our annual Accreditation visit with Errin Welty for the March board meeting and will submit the accreditation packet onto the national portal.

#### **3. Economic Development & Downtown Vitality**

- Worked with one business owner in submitting AMEX grant and sent emails to remind the entire district of the deadline extension and help.
- Nominated a downtown business for WI MS Best Façade Renovation and an individual business owner in the district for the Community Champion award (nominations in board packet but did not include the photos & attachments – let me know if you want to see them). Highly encourage board attendance at the annual awards ceremony held in Wausau this year on Thursday, March 19, 2026.
- Talked with two property owners and discussed their buildings’ past and future improvement goals as well as occupancy. No real needs of the BID at this time but are concerned with the unhoused and parking situations being publicly discussed. Also, I was informed about how 3 business owners experienced vandalism on their property.
- Assisted one (almost two) business apply for the MS Makeover Contest.

#### **4. City & Partner Coordination**

- Met with Jodi from the CVB, Mike from the PCBC, Kirstin from CREATE to discuss how our organizations can collaborate or assist one another.
- Suggested meeting monthly or quarterly with all the non-profits in the area to see how we can collaborate between our groups to form a synergy.
- Received updates from Chris on some of the development in the downtown.
- Coordinated with WEDC for a Social Media Tech Visit with Limelight Creative Co. for Monday, March 9 from 8 am to 4 pm and still need to recruit 6 businesses that would like to have the consultation.
- Business Park BID activities included hosting Branding meetings with their new work group and DRPC Rewrite work group, working on building an email database, getting quotes for summer lawn care and fountain maintenance.

#### **5. Events, Promotions & Programming**

- Held the Downtown Collective with the speaker, Brandi from MetroWire, talking about her free marketing product for downtown businesses. Only had about 3 people attend the meeting. The next Downtown Collective is being held Monday, February 9 at 8:30 am with BMO speakers on financial education and opportunities to business owners and their staff.
- Worked with Kris to plan the new event in May as well as all the events for 2026 and I am creating a timeline for all events as well as spreadsheets to track all information for events and will share with event chairs.
- Kris has been working hard on building a collaboration with the Tavern League for Make Music Day/Weekend and other groups that will have event that week for Levitt, Juneteeth. She is also working on applying for a grant from the room tax to assist with this extended event. I attended the

Make Music Alliance annual conference which was virtual and talked with CREATE about this partnership.

## **6. Marketing, Communications & Digital Presence**

- Attended the Thousand Lumens Marketing workshop held at CREATE on 1/28. I learned some great stuff and talked with the owners regarding possible future Downtown Collective training and workshop for Downtown Business Owners.
- Updated board members on the website and talked with John Hartman regarding taking new photos of the ED & new board members which he is happy to do pro-bono we just need to schedule a time with him.
- Started to send out an email to BID members for important information happening in the district, mostly right now it is about grants and meetings but hope to create a template in Give Butter to always be including things that we want our members to always have easy access to.
- Worked with Agency81 on social media items and had discussions with Tara, Kris and Brian as to the continuation or hiatus from this contract until Kris and I can see what we really need assistance with regarding the marketing plan.

## **7. Grants, Planning & Strategic Initiatives**

- Worked back and forth with Melinda and Errin and the review committee for submitting the Vibrant Spaces grant and had to first remove the riverfront signs, gazebo by the square and north parking lot mural from the grant. Upon further review they do not want the Artisan Alley and Audio system included unless it would just be speakers in the library alley area. I am submitting the library alley project with the seasonal items for programming for the grant at this writing and can send an update to Brian prior to the meeting so the board can see the grant application and the amount requested.
- Had two meetings with Kennari on corporate funding proposals and our talking points and have been assign homework to create our sponsorships packets by mid-February. Also, I attended the Branding Cohort meeting with Kennari and the other four communities receiving consulting services.
- Found other grants from Arts \$6,000 and Humanitarian \$4,000 groups that I will work on submitting for some of the projects we would like to accomplish. Also, I will work on a T-mobile grant for the audio system & possible wifi expansion for Main Street.

## **8. Looking Ahead (February–March Priorities)**

- Submit Vibrant Spaces grant application by 2/1 and continue to secure quotes and timeline for implementation.
- Complete all WI MS monthly reports for the past 6 months and create an end of year summary report.

- Create sponsorship packet and potential donor list to start to seek funding for our events and programs.
- Upload accreditation packet to MSA (by 2/15) and prepare for Errin to work through our accreditation packet at the March meeting.
- Meet with at least two business or property owners per week and do a couple social media posts. Also email BID members update at least once a month. Meeting with community partners on collaborations (CVB, PCBC, UWSP, CREATE)
- Recruit a new board member to fill empty board seat, need to application to Mayor by 2/9.
- Complete spreadsheets for all events with timelines and a marketing plan.
- Upload DBID & BPBID contacts into Give Butter and create newsletter template for each BID.
- Get photos scheduled for ED & new board member(s) with John Hartman.
- Implement items from board meeting (FM Intern).
- Update all marketing materials for 2026 and update everything on the website. Secure web domain names as advised by promo committee. Research website providers.

### **Availability**

While I am on vacation from January 29–February 4, I will have limited availability. Any urgent matters should be directed to the Board Chair. I will follow up on meeting outcomes and action items immediately upon my return.



## 2025 WISCONSIN MAIN STREET AWARDS NOMINATION FORM – COMMUNITY CHAMPION (FORMALLY VOLNTEER OF THE YEAR) & HALL OF FAME

AWARD CATEGORY NAME: Community Champion (Formerly Volunteer of the Year)

I would like to nominate (please type name as you would want it to appear on the award):  
Suzanne Bostwick

COMMUNITY: Stevens Point

ATTACHMENTS (photos - please identify content for each attachment and associated photo name) (Note: please provide high resolution photos – minimum 150 dpi, ideally 300 dpi or more):

1. Photos of Suzanne alone
2. Photos of Suzanne at events

Following the guidelines outlined in the awards description, explain why the individual was nominated for an award in category selected. **Your answer may not exceed 250 words**  
We are proud to nominate Suzanne Bostwick, owner of Lily and Vine Floral & Gifts in Downtown Stevens Point, for the Wisconsin Main Street Community Champion Award. Suzanne truly embodies the spirit of Main Street through her unwavering generosity, creativity, and genuine love for our Downtown and community. She consistently shows up for the Stevens Point Downtown Business Improvement District by volunteering her time, talents, staff, family, and business—always adding the special touches that elevate our events and inspire others to contribute joy as well.

Suzanne is a collaborative partner who regularly supports Downtown events through décor, floral installations, curated gift baskets, and hospitality that enhance the overall Downtown experience and strengthen relationships among local businesses. From providing hot cocoa during a chilly Downtown Christmas to contributing whimsical décor for Discover Downtown, Dozynki Downtown, and Trick-or-Treat, her contributions create memorable moments for residents, visitors, and businesses alike.

Beyond Downtown events, Suzanne extends her impact through education and mentorship. She served as a guest speaker in the Stevens Point Area Senior High Agriscience class, teaching students about flowers and guiding them in creating their own floral arrangements during their plant science unit.

Through celebrations, milestones, and moments of remembrance, Suzanne creates beauty, connection, and lasting memories. Her consistent giving, collaborative spirit, and heartfelt commitment make her deeply deserving of recognition as our Community Champion.

**LOOK FORWARD** ➤



## 2025 WISCONSIN MAIN STREET AWARDS NOMINATION FORM

AWARD CATEGORY NAME: Best Facade Rehabilitation

I would like to nominate (please type name as you would want it to appear on the award):  
Call It New, Call It Antique

COMMUNITY: Stevens Point

COMMUNITY POPULATION SIZE: 26,465

PROJECT COST: \$150,000

PROJECT START/COMPLETION DATES (include series start date if program is ongoing):  
Late May 2025 – end of October 2025

PROJECT PARTNERS: RCE LLC (Rand Erbach-owner), Chuck Kunze-contractor, WEDC-Downtown Dev. Dept., City of Stevens Point DBID

PROJECT GOAL (ONE SENTENCE): The goal of this project was to rehabilitate the exterior façade of 835 Main Street to better reflect its historic character, strengthen its role as a gateway into downtown Stevens Point, and support long-term economic vitality through thoughtful, cost-effective design.

PROJECT OUTCOME (ONE SENTENCE): The completed façade transformation revitalized a highly visible downtown landmark, enhanced the streetscape, increased business appeal for more than 67 vendors, and reinforced community pride while encouraging continued investment in the historic district.

ATTACHMENTS (photos/videos - please identify content for each attachment and associated photo/video name):

1. 6 after photos
2. 1 before photo
3. [Click here to enter text.](#)
4. [Click here to enter text.](#)
5. [Click here to enter text.](#)

ATTACHMENTS (non-photos - please identify content for each attachment and associated document name):

1. 835 Main St-Drwg-A.jpg \_ WEDC Design Assistance
2. [Click here to enter text.](#)
3. [Click here to enter text.](#)
4. [Click here to enter text.](#)
5. [Click here to enter text.](#)

**LOOK FORWARD** 

Following the guidelines outlined in the awards description, explain why the nominated individual, business or organization deserves an award in category selected. **Your answer may not exceed 250 words in length.**

The Stevens Point Downtown Business Improvement District proudly nominates the property at 835 Main Street, owned by Rand Erbach since 1998 and home to Call it New, Call it Antique, for the 2025 Best Façade Rehabilitation Award.

This large two-story brick and concrete block building occupies a highly visible and iconic location overlooking the Downtown Square, serving as a primary gateway into downtown from both the riverfront and the main highway corridor. Recognizing the building's prominence and historic potential, the owner undertook a comprehensive exterior façade rehabilitation beginning in May and concluding in October 2025.

The project focused on extensive preparation, tuckpointing, and repainting, transforming the façade from a worn cream color into a warm, natural brick tone that highlights architectural details and reinforces the historic character of the district. Design guidance from Joe Lawniczak of the Wisconsin Economic Development Corporation ensured the project aligned with preservation best practices while remaining economically feasible. A trusted builder was engaged to execute the work efficiently and thoughtfully.

The result is a vibrant, visually striking building that now reflects the energy and authenticity of downtown Stevens Point. Housing a consignment and antique business with more than 67 local vendors, the improved façade enhances business visibility, encourages foot traffic, and elevates the overall streetscape. This project demonstrates how private investment, supported by design expertise and the Downtown BID, can create lasting visual, economic, and social impact for the entire district.

## **Events Coordinator Report – February Downtown BID Board Meeting**

### **Kris Carne – Event Coordinator**

#### **Operational Needs**

- Event Chairs/Lead are needed for all downtown events:
  - “Walk Don’t Run Event” – New – potentially **Jeanna Trzebiatiowski**
  - Notes@Night – Hana Cutler?/Mike Beacom – will he remain?
  - Make Music Day - possibly Troy H. ?
  - Discover Downtown – Rosalind Kealiher – will she remain?
  - Wine Walk – BJ Welling?
  - Halloween Trick or Treating – Hana?
  - Holiday Parade – Brian Cummins?
  - Shop Small Saturday/SBS – Tara Manzke?
  - Downtown Christmas – Marc Christianson?

#### **Event Safety & Emergency Planning**

- Discussion item: development of emergency plans for all BID-hosted events.
- A volunteer has offered to assist at no cost; she has formal experience developing emergency plans with UW–Stevens Point and is currently working with Sentry Insurance.
- Recommendation to explore formalizing this support for consistency across events.

#### **Potential Music on Ice Activity to make use of skating rink downtown**

- Recommendation to explore hosting **Music on Ice** on a **Saturday afternoon**, tentatively **February 28**, pending confirmation that no permit is required.
- Further discussion needed on timing, logistics, and programming.

#### **2026 Event Planning – Early Discussion**

- Preliminary updates and planning conversations for:
  - New Downtown Event on Mother’s Day Weekend – name, details
  - Make Music Day – need to pay \$100 dues/CREATE \$250-waiting to receive grant check, Karen submitted contract, Kris working on grant to fund as we don’t have anything in budget so will need sponsors
  - Notes @ Night – bands booked or waiting to confirm

#### **Questions for Kris?**

## Stevens Point Downtown Business Improvement District (DBID) Board Meeting

January 6, 2026 @ 2:30 pm in the Large Conf. Room

at Stevens Point Convention & Visitors Bureau

1. Roll Call: Brian asked for roll call at 2:33 pm
  - Present: Tara Manzke (left at 3:53 pm), Hana Cutler, Craig Cook, BJ Welling, Brian Cummins, Alderperson Marc Christianson
  - Others Present: Karen Margelofsky (ED), Kris Carne (Events Coor.), Meliss Haack (Speaker-FM), Kirstin VanderMolen (Virtual Speaker-Kennari), Troy Hojncaki (bus. Owner)
2. Comments from public on non-agenda items: none
3. Guest Speakers:
  - a. Melissa Haack – Regional Farmers Market Coordinator: gave a presentation and proposal for sharing an intern under the University’s Intern Program for the summer (presentation was included in board packet, additional information shared at the meeting will be attached to these minutes).
  - b. Kirstin VanderMolen – Senior Strategist at Kennari Consulting: Presented the Funding Assessment Report to the board which was attached to the packet.
4. Election of Officers:
  - a. Chairperson: Marc nominated Brian, Brian accepted nomination, BJ seconded, all in favor.
  - b. Vice Chairperson: Tara, Craig, Hana all expressed interest, Tara stepped down and Craig stated he would be fine in any position–Craig accepted nomination for Secretary, Hana accepted nomination for Vice Chairperson made by BJ, seconded by Tara, all in favor.
  - c. Treasurer: BJ was nominated by Marc and accepted nomination, Hana seconded, all in favor.
  - d. Secretary: BJ nominated Craig as Secretary and he accepted nomination, Tara seconded, all in favor.
5. Appointment of Work Group Leads
  - a. Design Work Group Lead – Hana stated she would continue as lead.
  - b. Economic Vitality Work Group Lead – BJ stated he would continue as lead.
  - c. Organization WG Lead – no one stepped up to chair this committee so it was tabled.
  - d. Promotion WG Lead – Tara stated she would continue as lead. Hana made a motion to accept the three work group leads, BJ seconded, all in favor.
6. General Reports & Updates
  - a. City Staff Updates: Chris Klismith gave an update on the Shopko housing project and status of Brownfield cleanup app & WHEDA conceptional review phase. He stated they have received a proposal for the lot behind Great Northern Distilling and also on the Edgewater site. Chris asked Karen to share the email from Errin Welty on housing report (this will be attached to the minutes) which she pulled up on the screens for the group. Chris also shared that there will be a new subdivision on the west side of the river, that the Transit Center planning has started, Sand/Salt bin was placed on main street and encouraged downtown business & property owners to use it, stated the revolving loan fund will have a soft launch in March, gave an update on the CWED rev. loan fund and that it is ¾

committed and will be fully committed by spring and currently there was only 5 apps from properties within the city, reminded that Kiva loan is also available, no update on homeless shelter but did state that the design work for city hall is moving forward.

- b. Treasurer's Report – (financial reports were provided at the meeting and will be added to minutes) Brian stated he had a question regarding the \$12,210 for community dev. Account as he knows about \$10K was for the riverfront lighting project but was unsure what the additional \$2k was used for and will check with Marcy.
- c. Board Chair report: none needed
- d. Executive Director report: Karen shared about the upcoming Beacon Winter Pilot Quest and that it was provided at no cost to us, but we do need to get at least 10 users to interact with the game between 1/15 – 2/1/26 and encourage all board members to register when she sends out the sign up. She gave a handout for the WEDC Makeover Contest and stated businesses need to sign up for it by 1/26/26 with the app being due 1/30. She stated she continues to submit information for the Vibrant Spaces and the review committee keeps asking for more details. This grant app is due 2/1/26.
- e. Event Coordinator report: Kris shared the survey results from Downtown Christmas, she passed thank you cards for donors from the event around for the board to sign, she asked if last year's chairs for the events would be staying the same or if she needs to find any new chairs which she will email out to current chairs asking for the commitment but most of the ones present agreed to continue as chairs another year, it was asked if the downtown rink would be shoveled and if we should organized a little skating event there before it is gone.

#### 7. Work Group Reports

- a. Design WG – Hana reported that Karen is working on the Vibrant spaces application for the alley makeovers and that the group meets this week.
- b. Economic Vitality WG – BJ submitted his report which was included in the packet.
- c. Organization WG – Karen stated that Rosalind has termed off the board and we don't have a current chair but she continues to host the monthly Downtown Collective meetings and is working on the Give Butter database to better organize the BID database and CRM.
- d. Promotion WG – Tara stated that she wasn't at the last meeting so Karen gave an update that the group continues to work on 2026 event logistics and the social media consultants.

#### 8. Discussion and Possible Action on:

- a. Dec. 3, 2025 Meeting Minutes: Marc moved to approved as presented, Hana seconded, BJ & Craig abstained as they were not present at the last meeting, all others were in favor.
- b. Discussion to review Downtown BID Bylaws: Karen stated that she was made aware of a discrepancy in the board terms with the city's records and what is stated in our bylaws and that it is good practice to have the board read and review the bylaws annual but not necessary make unnecessary changes. The board gave Karen some direction that some terms were amended from the bylaw language for only the first year and that the approval of our operating plan including the bylaws should be the factor that is followed. Brian and Tara agreed to work on it with Karen.
- c. Adjournment: agenda was exhausted and meeting was adjourned at 4:29 pm.

Respectfully submitted by Karen Margelofsky.

Re: Impact of residential

From Errin Welty <errin.welty@wedc.org>
Date Fri 12/19/2025 8:46 AM
To Karen Margelofsky <kmargelofsky@stevenspoint.com>
Cc Chris Klesmith <cklesmith@stevenspoint.com>; Jarod Kivela <jkivela@stevenspoint.com>

1 attachment (5 MB)
heatmap-screenshot-2025-12-19T14-45-34-690Z.png;

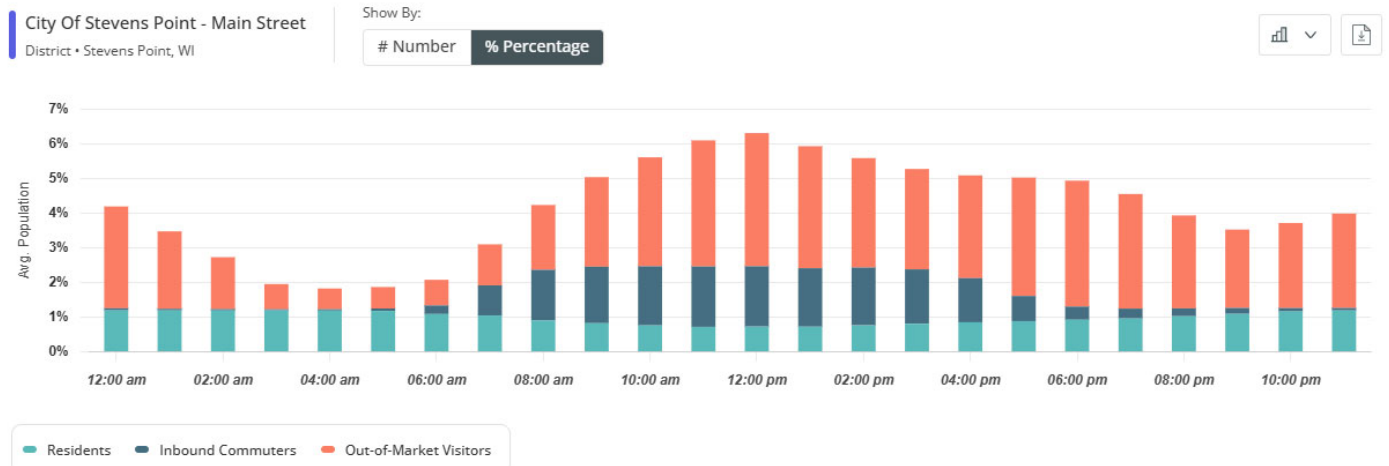
I was thinking about this a bit more, and I think there's some data from the geofencing reports that might help. See below for thought/consideration:

For downtown residents (~1,300 of them)
Peak hours are before 9 am and after 5 pm, every day of the week.
Top destinations for these visitors include kwik trip on maria, crossroads, walmart, festival foods, mcdonad's, cultvers, target and metro market.
Top downtown destinations include graffiti's, ruby coffee, top hat, sugar bar, joe's, call it new, associated bank, arbucks, the outfit and great northern.

Employees: 2,700 employees

Non-resident visitors:
Non-downtown resident visitors include 417,600 out of market visitors.
Visits peak at noon, and tail off by 7 pm with a saturday peak.
Top destinations for these visitors are crossroads, walmart, target, kwik trip on maria drive, fox river mall and UWSP
Downtown top destinations include graffitis, call it new, arbucks, ruby coffee, sugar bar, erbert's, the outfit, top hat, joe's bar and BMO harris.

The graph below does a good job of showing that residents are a great source of customers when everyone else leaves - this is true on a daily basis and a weekly/monthly basis too. Resident activity is the same every day of the week - if there were as many residents as commuters, (twice as many), it would increase customer traffic on Monday/Tuesday/Sunday by nearly 40%



Lastly, the demographics of downtown residents (except for the senior apartments), are virtually identical to the employees or visitors, except they're a bit younger and less likely to have kids at home. Eliminating the very low income residents (seniors), the income breakdown is nearly identical - these people are equally able to shop downtown, and more likely to do so.

And even more lastly - adding residents around the fringe of the district will help extend the area that customers visit - you can already see in the attached heat map that residents are more likely to visit the distillery and other edge businesses, more density will further boost this.

Errin Welty, CEcD, EDFP
Senior Downtown Development Director
Wisconsin Economic Development Corporation
errin.welty@wedc.org
608.210.6832

From: Karen Margelofsky <kmargelofsky@stevenspoint.com>
Sent: Thursday, December 18, 2025 12:03 PM
To: Errin Welty <errin.welty@wedc.org>
Cc: Chris Klesmith <cklesmith@stevenspoint.com>; Jarod Kivela <jkivela@stevenspoint.com>
Subject: Fw: Impact of residential

Errin,

Thanks for these items. Have you ever done a study on Stevens Point Downtown Housing and parking status? Not sure if that is a thing or not but it seems to be the items in question from the business owners. I know the city's ED dept has a great grasp on it but the business owners seem to want to keep the district business only and lots of parking. The city has done a great job of providing info through their comprehensive plan and targeting downtown plans but any data, studies, changing downtown structure info to help the business owners understand why adding residents to the downtown area is a good thing would be great (or against it I guess would be info if any community has had a negative impact from it).

Warmly,

**Karen Margelofsky** *(She/Her)*

BID-Executive Director

Stevens Point Downtown &

Portage County Business Park

Business Improvement Districts (BIDs)

[kmargelofsky@stevenspoint.com](mailto:kmargelofsky@stevenspoint.com) | [Website](#) | [Facebook](#) | [Instagram](#) | [City Public Meeting Postings](#)

Office: 715-344-2556

Mobile: 715-496-0823

*Please update your records: The contact email for the Stevens Point Business Improvement District (BID) has changed. Kindly replace [ckreuser@stevenspoint.com](mailto:ckreuser@stevenspoint.com) with [kmargelofsky@stevenspoint.com](mailto:kmargelofsky@stevenspoint.com), as I've stepped into this role. Thank you!*

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**From:** Errin Welty <errin.welty@wedc.org>

**Sent:** Thursday, December 18, 2025 9:32 AM

**To:** Karen Margelofsky <kmargelofsky@stevenspoint.com>

**Subject:** Impact of residential

Remembered I did this report for Watertown when they were looking at populating their upper floors - maybe relevant/helpful for you.

Also, I did the attached analysis of the impact/benefit of a multi-family project in Osceola, and how it benefits the local taxpayers and businesses.

Errin Welty, CECD, EDFP

Senior Downtown Development Director

Wisconsin Economic Development Corporation

errin.welty@wedc.org

608.210.6832

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
<b>FRIENDS OF DOWNTOWN</b>				
<b>MISCELLANEOUS REVENUE</b>				
258.48.00550.55	EVENT SPONSORSHIPS	.00	.00	.00
258.48.00551.55	MISCELLANEOUS DONATIONS	.00	7,778	.00
258.48.00552.55	NOTES AT NIGHT REV	.00	6,998	.00
258.48.00553.55	MAKE MUSIC DAY REV	.00	.00	.00
258.48.00554.55	DISCOVER DOWNTOWN REV	.00	400	.00
258.48.00555.55	WINE WALK REV	.00	13,831	.00
258.48.00556.55	TRICK OR TREATING REV	.00	.00	.00
258.48.00557.55	SHOP SMALL WEEK REV	.00	3,100	1,100
258.48.00558.55	HOLIDAY PARADE REV	.00	3,850	50
258.48.00559.55	SMALL BUSINESS SATURDAY REV	.00	.00	.00
258.48.00560.55	DOWNTOWN CHRISTMAS REV	.00	.00	.00
258.48.00561.55	WALK DON'T RUN	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	35,956	1,150
<b>MISCELLANEOUS EXPENSES</b>				
258.55.19850.5000	NOTES AT NIGHT	.00	4,463	.00
258.55.19850.5001	MAKE MUSIC DAY	.00	329	.00
258.55.19850.5002	DISCOVER DOWNTOWN	.00	746	.00
258.55.19850.5003	WINE WALK	.00	4,606	.00
258.55.19850.5004	TRICK OR TREATING	.00	164	.00
258.55.19850.5005	SHOP SMALL WEEK	.00	412	367
258.55.19850.5006	HOLIDAY PARADE	.00	447	.00
258.55.19850.5007	SMALL BUSINESS SATURDAY	.00	21-	21-
258.55.19850.5008	DOWNTOWN CHRISTMAS	.00	1,572	27
Total MISCELLANEOUS EXPENSES:		.00	12,718	373
FRIENDS OF DOWNTOWN Revenue Total:		.00	35,956	1,150
FRIENDS OF DOWNTOWN Expenditure Total:		.00	12,718	373
Net Total FRIENDS OF DOWNTOWN:		.00	23,238	777

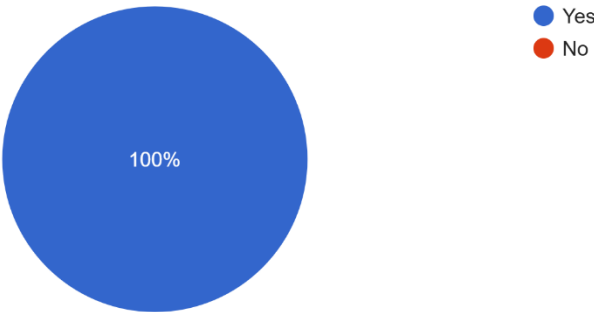
Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
<b>BUSINESS IMPROV DISTRICT (BID)</b>				
254.11100	GENERAL OPERATING CASH	.00	113,504	19,420-
	Total GENERAL OPERATING CASH:	.00	113,504	19,420-
<b>TAXES</b>				
254.41.00120.56	BID ASSESSMENTS	69,700	70,791	.00
	Total TAXES:	69,700	70,791	.00
<b>MISCELLANEOUS REVENUE</b>				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	.00	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	500	.00
	Total MISCELLANEOUS REVENUE:	.00	500	.00
<b>OTHER FINANCING SOURCES</b>				
254.49.19310.59	GENERAL FUND BALANCE USAGE	591	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	35,000	.00
	Total OTHER FINANCING SOURCES:	35,591	35,000	.00
<b>EXTERNAL AUDIT SERVICES</b>				
254.51.19960.2004	AUDIT SERVICES	.00	3,150	.00
	Total EXTERNAL AUDIT SERVICES:	.00	3,150	.00
<b>BUSINESS IMPROV DISTRICT</b>				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,441	33,035	3,400
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,089	2,221	236
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,400	2,443	246
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	.00	26	5
254.56.00700.1930	WORKERS COMPENSATION PREM	795	572	61
254.56.00700.1950	MEDICAL INSURANCE PREM	6,399	5,546	960
254.56.00700.1955	HSA CONTRIBUTION	.00	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	498	.00
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	21,000	17,556	2,047
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	501	.00
254.56.00700.3005	PARKING CHARGES	.00	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	100	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	476	195
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	104	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	57	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	4,119	.00
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,300	902	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	12,270	12,270
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	750	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,152	320	.00
	Total BUSINESS IMPROV DISTRICT:	105,291	81,497	19,420
	BUSINESS IMPROV DISTRICT (BID) Revenue Total:	105,291	106,291	.00

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		105,291	84,647	19,420
Net Total BUSINESS IMPROV DISTRICT (BID):		.00	21,644	19,420-

# Downtown Chistmas Survey Results

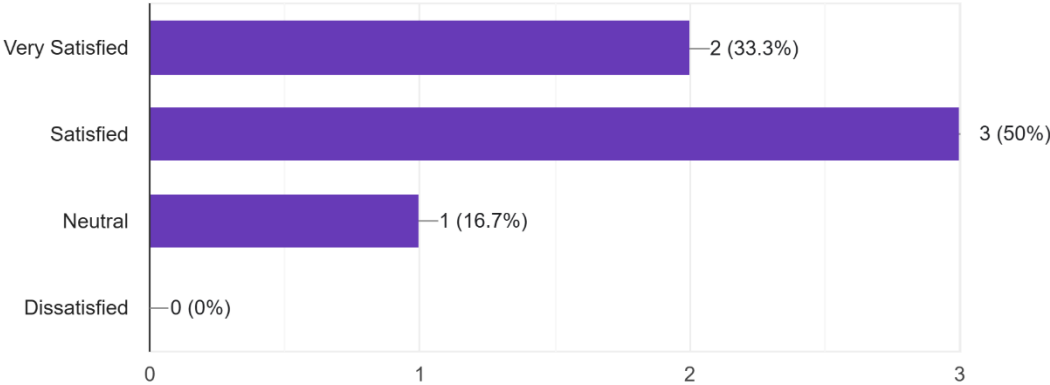
Was your business open during Downtown Christmas?

6 responses



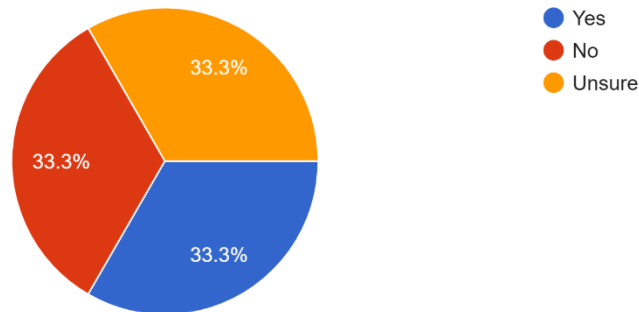
How satisfied were you with the date and time frame of Downtown Christmas?

6 responses



Did you see an increase in sales during Downtown Christmas comparative to previous years?

6 responses



### What do you think worked well for Downtown Christmas? 5 responses

It was a good way to pivot due to the inclement weather that day. The only thing in question was how the business were selected to host music or events after it was determined the events were going to be held indoors.

I think it was good we had more activities and moved the Santa photos indoors and rotated locations. The carolers were a nice additon.

ok

Spreading the event all over downtown was very helpful to having people explore more places.

My customers also liked the holiday music

Anything that brings people downtown is good. This was better for folks on the square, but still good for everyone.

### What do you think are areas of improvement for Downtown Christmas? 4 responses

To have predetermined businesses selected and put out prior to the invent incase of incliment weather.

I think we need to have more activities to keep the people down here once they make the trip.  
more activities

Maybe better promotion, but overall it was a good event.

### Are there features, themes, or elements you'd like to see added or deleted from Downtown Christmas? 3 responses

Have predetermined businesses host events inside their business to include pictures with Santa Claus and music. Having Reindeer at the square is great and possibly look to have some kind of "German Style Market" with local makers surround the square in the afternoon into the early evening to drive more traffic downtown.

Maybe a game of some sort, like collecting puzzle pieces or stamps to create a collage at various locations. Ice sculptures would be cool to look at also.  
Expanding the event to more of a “winter carnival” might be fun

**Please share any additional comments below. Thank you again for your input!**

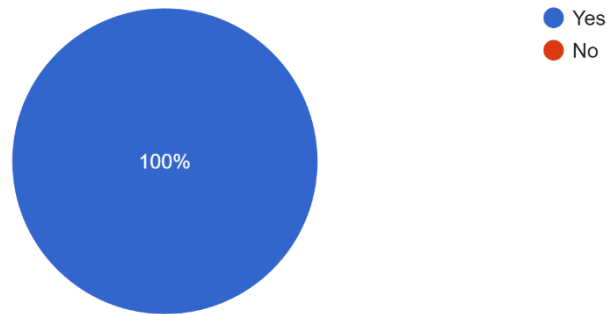
**2 responses**

Get the homeless out of the downtown, Its a huge Negative image!  
Kris and Karen are a rockstar duo!

## Shop Small Survey Results

Did your business participate as one of the Shop Small Passport Week 2025 stops?

6 responses



If you did not participate, we welcome your feedback on why you chose to not participate in 2025. Please share your comments below. 0 responses

No responses yet for this question.

What do you think worked well for Shop Small Passport Week 2025? 4 responses

It was good to try to get back the week of sales we lose because of Thanksgiving being later in the year.

Pictures with Local looks good on you frame, I think people enjoy being involved.

It seemed to run smoothly. The weather was not real cooperative but I did have people come in even on days when the weather was less than ideal.

It did bring in a few new faces 😊

What do you think are areas improvement for future Shop Small Passport Week?

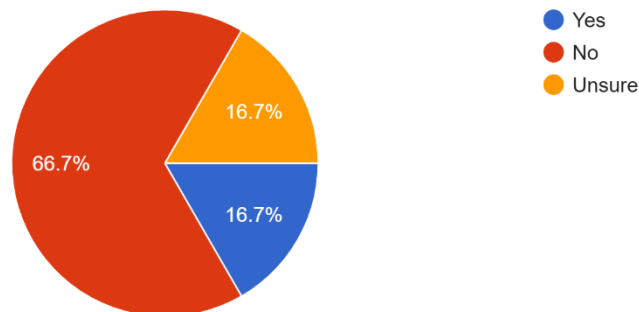
6 responses

While the above was good, I don't think there were enough events or marketing to draw people in during Shop Small Passport Week. Also, most people who came in to get stamps just walked in, got a stamp, and walked out. Doing something similar to Waldo that requires people to look through the stores would be more meaningful.

I received quite a bit of feedback of the start date this year. A lot of customers were a bit flustered that the first day last year was the last day this year. I would agree. Last year was busier and it's tricky to travel for the Thanksgiving holiday and fill your passport. It would be nice to make the event bigger next year with more offerings like drink specials, music to kick things off and to involve more businesses than just the ones on the passport. I think some businesses felt left out. The more the merrier! better photos for advertising businesses posted sooner I'm not sure how I feel about having shop small week the week before it starts. I get the concept but it means there's one less shopping day. I don't know. One thing would be a bit more instruction before launching the week-perhaps when the posters are delivered a small instruction sheet with a sample passport, a schedule if there is anything special happening (for example when the freebies are out...etc.) and if there are shop small dollars some guidance regarding their use, and info if there is an official page we should tag with any sales or promos we are including during the week.

Did you see an increase in sales during Shop Small Passport Week 2025, comparative to previous years?

6 responses



**Please share any other comments below and again, thank you for your time and valuable input! 5 responses**

The sales increase was actually less than our average sales increase this year (13% versus 25%) See above. Also, Starting in August with planning and promotion makes for a less stressed Small biz week. Some really cool things can happen with some extra time to plan. I do not get the same foot traffic that the main street does for these kind of events. It would be nice to add some fun temporary signage to say more shopping this way, etc. for Shop Small

Saturday and possibly other event days. I am not sure if that would require a special permit to have something like a sandwich board or some other signage on main street.

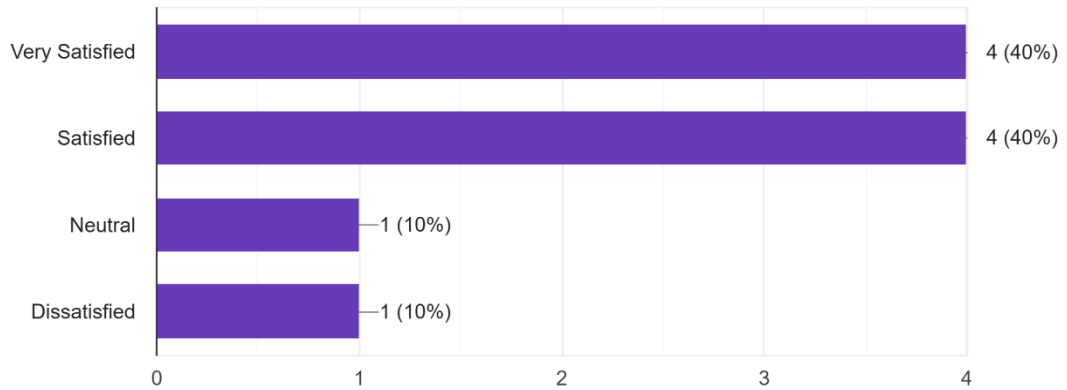
We had less sales on Saturday than last years shop small (when we weren't included). We did the same amount in sales we do on average. So we didn't really see any increase in sales over the week. We noticed that most people were not Christmas gift shopping. But we have seen a return in some people this week who saw something during shop small so that is where it definitely worked.

Appreciate all the work you have done to keep shop small a success downtown. And also appreciate trying new things like changing the dates-now we know!

## Parade Survey Results- Participants

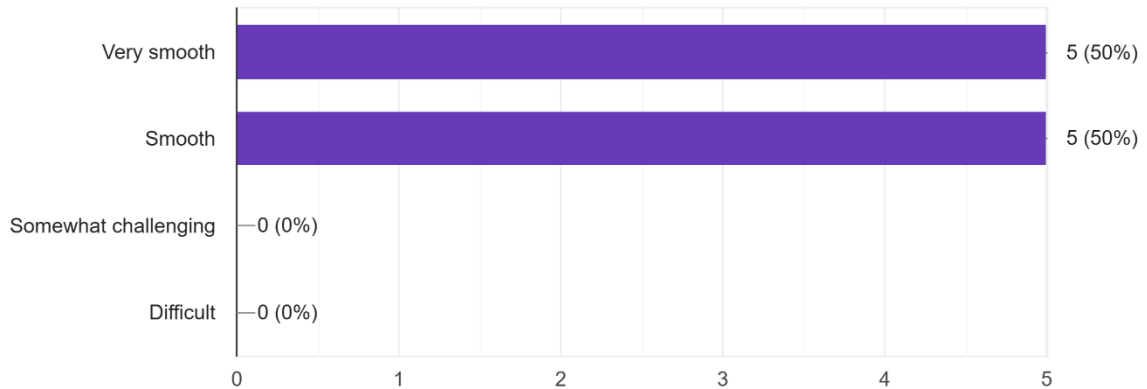
How satisfied were you with the parade date and time?

10 responses



How smooth was the check-in and lineup process?

10 responses



**What did you enjoy most about participating in this year's parade?** 5 responses

Good crowd despite the rain

We were near the front of the line this year.

It was very organized and the line-up was very easy with volunteers present. Last year upon arrival, there wasn't a volunteer to line up participants on the blocked off street.

Seeing all the floats!

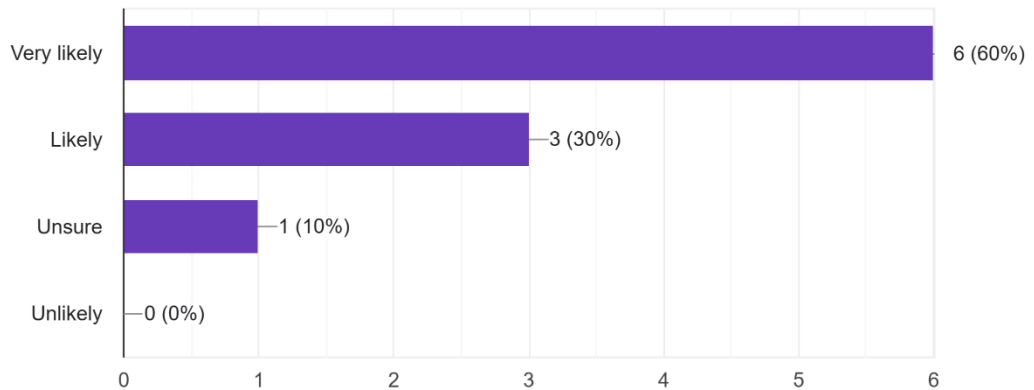
Great attendance

**Were there any challenges or issues you encountered during the event? 7 responses**

The float in front of us not handing things out fast enough  
No portapotties and Thursday night was not ideal.  
no public restrooms  
Going around the square, children were not kept far enough back (aka on the sidewalk), making the turns around the square tight and uncomfortable.  
Yes I would say having to put candy in hands and not being able to toss it is very hard. We feel behind because of this reason and sadly missed kids and we're asking for candy but we had to run by them. I think putting up a rope that they can't go past and having to toss candy under rope for safety would be awesome.  
The only issue is that it felt very rushed. We were sprinting trying to hand out candy & didn't even get a change to look up. We were towards the front so we were told to keep moving even faster too.  
No

**How likely are you to participate again next year?**

10 responses



**What improvements would you suggest for next year's parade? 5 responses**

Keep it on friday  
port-a-potties available for use

The volunteers doing crowd control around the square need to keep children further back to allow bigger vehicles to make the turns safely.  
Slow down the front.  
Please find a date and stick with it every year. The constant date changing makes it difficult for groups to plan.

**Are there features, themes, or additional elements you'd love to see added?** 1 response

Great as is!

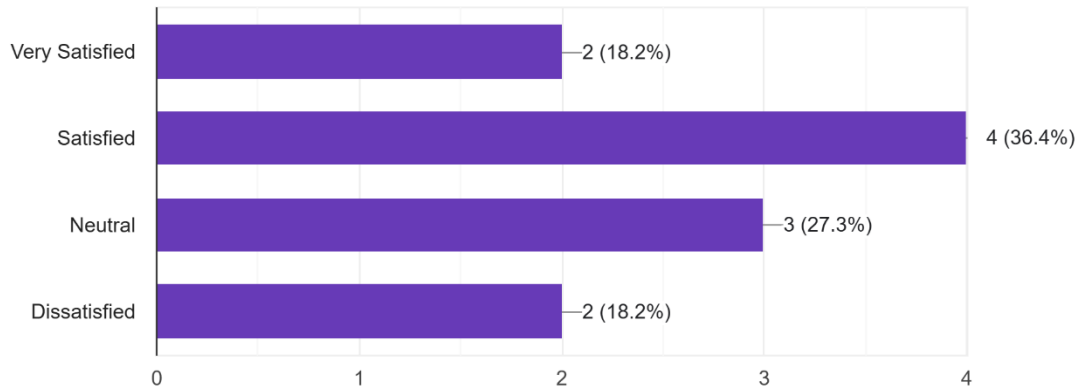
**Any other feedback you'd like to share?** 0 responses

No responses yet for this question.

## Parade Survey Results Businesses

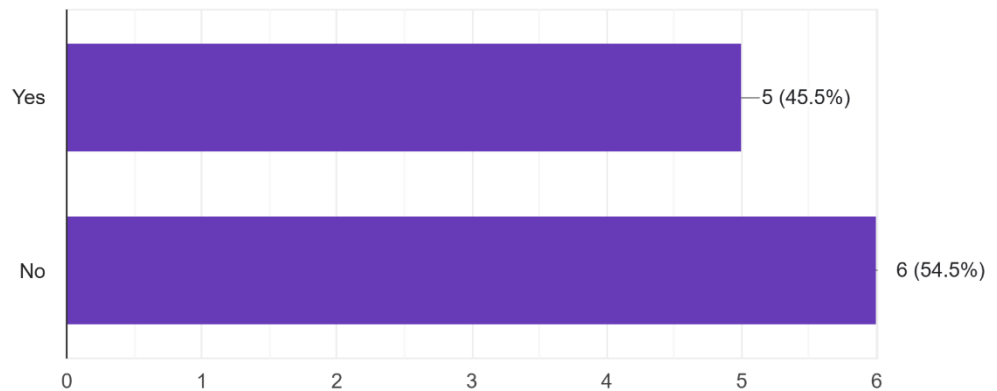
How satisfied were you with the parade date and time?

11 responses



Was your business open during the parade?

11 responses



Were there any challenges or issues you encountered during the parade?

10 responses

no

No

None!

One float's music was WAY too loud. My kid had headphones on because she's sensitive to loud sounds, they didn't help with that one. Even my husband and myself didn't like how loud it was, rattling our chests and sad we couldn't enjoy the steampunk float after it.

Parking for our customers during the parade was a prohibitive problem

Having no parking for my regular customers so they stay away and it turns into a slower night than usual.

No since I knew what was coming.

Nothing during the parade, when Main Street gets closed down it does affect business. I understand it has to be shut down for the parade and prep time. This is just a on going observation.

We had to reschedule a client event

### **What did you enjoy most about this year's parade? 9 responses**

I think it was a good amount of floats!

Very well organized and smooth

We loved the marching band, and my daughter absolutely loved the candy and seeing Santa

The "steampunk " float with the lit up reindeer in front, was very imaginative!

It was not on a Friday or Saturday :) .. Would still like to see it on Wednesday night before

Thanksgiving. And Shop Small week starts on Shop Small Saturday!!!!

Not being on a Friday night

I didn't participate but I've heard good things.

Well spaced. Does bring a lot of area people downtown for shopping awarness.

Decorations & the floats

### **Are there features, themes, or additional elements you'd love to see added? Please also share any additional comments. 8 responses**

Fireworks & portapotties

Gingerbread/land of sweets/nutcracker

The feedback from the public I have gotten is that it's basically an advertisement for local businesses and not worth attending. The parking problem causes myself and the other businesses in my building to close early. It's more of a problem than a benefit for us

We always close for the parade, but are thinking about staying open next year if we can do some kind of event or other fun thing outside the door before the parade.

Larger photo opportunity with Santa under the Tree after. Also with live DJ and light show playing Christmas music to keep people engaged. If on Wednesday before Thanksgiving families would stay longer with no work on Thanksgiving :) Chance to sell hot COCO and cookies.. or free from a sponsor.

I would love to see it be on the Saturday after Thanksgiving and turn it into an all day event for downtown. Have the square closed and have Christmas theme stuff going on downtown for

downtown shopping. And then have the parade that night. That way it gives people reasons to visit downtown throughout the day instead of keeping people away for most of the day. As we talked about...Maybe a grab bag being handed out by the first float. In the past I've enjoyed the livestream from home, I missed that this year. But I hear it was all great, no change is necessary 🙄

A few years back, they would have Santa get off on the back side of the square, and take photos with families by the Christmas tree, it kept people downtown a bit longer and added some more holiday cheer.

# Stevens Point Summer Farmers Market Information and Supplemental Nutrition Assistance Program (SNAP) Booth Operator

Work in conjunction with current Regional Farmers Market Coordinator (RFMC) and Farmers Market board members to maintain a functional Stevens Point (SP) Summer Farmers Market Information and SNAP/EBT transaction booth.

Tasks may include, but are not limited to the following:

- **Booth Attendant & Volunteer Coordination**
  - 6.5 hours on Saturdays 6:30A-1P
    - 26 weeks of market season; 182 hours
  - Tasks include:
    - Train and coordinate volunteer schedule to assist with booth operations
    - Utilize volunteer binder documenting all market information booth operations and processes
      - Update as needed
  - Saturday day-of tasks include:
    - Transport booth materials to and from market (booth materials located at Process General Store)
      - Some items like phone or card reader will need to be charged between markets
      - Some tokens may need to be counted between markets
    - Set up and take down the SP farmers market booth at designated space on downtown square in Stevens Point.
    - Swipe credit, debit, and SNAP/EBT cards for customers and hand out tokens
      - May include double dollars tokens
    - Maintain records of all transactions
    - Collect tokens from vendors and record the amount received
    - Communicate general guidance to farmers market customers that have questions
    - Maintain working relationships with vendors and answer any questions they may have regarding token reimbursement
    - Distribute and communicate token transaction & reimbursement process documents for new vendors
    - Hold space for the gleaning team to receive produce donations and assist with any questions regarding their work.
      - Work in conjunction with Partners HP/Food Access Coordinator
- **Accounting and Marketing**
  - 2 - 4 hours per week
    - 26 weeks of market season; 52 - 108 hours
  - **Accounting Tasks include:**

- Maintain records from booth operations
  - Cross check transaction information at booth and online card processor
  - Enter transaction information into Farm2Facts weekly (online portal)
  - Maintain online card reader account
  - Maintain separate bank account
  - Write checks and maintain system for vendor token reimbursement
    - Checks to be signed by authorized market board members
- **Marketing Tasks include:**
  - Assist with direct marketing techniques to SNAP eligible families
  - Work in collaboration with UW Extension and/or RFMC to procure educational materials for booth (in all relevant languages)
  - Work in collaboration with nutrition educators, FSET, WIC, etc. to host at least one Farmers Market tour with SNAP families
  - Collaborate with RFMC and Market board to seek or implement funding for signage, promotions, and marketing
  - Update website as needed
- **Fundraising for Double Dollars Incentives**
  - In conjunction with RFMC, solicit funds for double dollars with a goal of \$10,000+ for the market season
  - Assist with follow through on posting Sponsorship logos based on tiered system at market information booths, online, marketing materials, etc.

**Draft Timeline (for office use only):**

- Finalize process, submit position description by week of March 16 or early-April at the latest?
- Interviews occurring week of May 4 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, September and October 2026 at 8-10 hours per week for those 9 weeks, (72 - 90 hours)
  - Depending on wage at \$22/hour maximum \$1584 - \$1980 total in wages for the additional 2 months

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    - Utilize volunteer binder documenting all market information booth operations and processes
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  - Depending on wage at \$22/hour maximum \$1584 - \$1980 total in wages for the additional 2 months

Summer reimbursement	\$4,500.00	wage	\$15			
	SPFM	worked for	for employee	reimbursed	additional	additional
Week 1 (May 18th)	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 2	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 3	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 4	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 5	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 6	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 7	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 8	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 9	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 10	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 11	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 12	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 13	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 14	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
over	10.5	14.5	\$375.00	\$300.00	\$31.50	\$43.50
week 16	10.5		\$157.50		\$157.50	
week 17	10.5		\$157.50		\$157.50	
week 18	10.5		\$157.50		\$157.50	
week 19	10.5		\$157.50		\$157.50	
week 20	10.5		\$157.50		\$157.50	
week 21	10.5		\$157.50		\$157.50	
week 22	10.5		\$157.50		\$157.50	
week 23	10.5		\$157.50		\$157.50	
week 24 (last full week of October)	10.5		\$157.50		\$157.50	
	10.5		\$157.50		\$157.50	
<b>TOTALS</b>			<b>\$7,215.00</b>		<b>\$2,047.50</b>	<b>\$652.50</b>
		FUTA	\$43.29			
		Medicare Tax	\$104.62			
		SS Tax	\$447.33			
		hire	\$7,810.24			
		for supporting	\$1,262.74			
		for SPFM	\$2,062.50			

Cell: E2

Comment: 375 hours at \$12 per hour

Cell: C34

Comment: supporting org is paying all of payroll fees in this current estimate

## **Memorandum of Understanding (MOU) Stevens Point Farmers Market and Partnering Organization**

This Memorandum of Understanding ("MOU") is entered into by and between Stevens Point Farmers Market Association Cooperative ("SPFMAC"), a Wisconsin cooperative organization serving farmers and food producers at the summer farmers market in Stevens Point ("the farmers market"), and the partnering organization identified below (collectively, the "Parties").

### **1. Parties & Term**

**Partnering Organization:** [Insert Organization Name]

**Primary Contact:** [Name, Title, Email, Phone]

**SPFMAC Primary Contact:** John Sheffy, Board Member,  
[stevenspointfarmersmarket@gmail.com](mailto:stevenspointfarmersmarket@gmail.com), 715-366-2656

**SPFMAC Secondary Contact:** Meliss Haack, Regional Farmers Market Coordinator,  
[meliss.haack@woodcountywi.gov](mailto:meliss.haack@woodcountywi.gov), 715-751-1099

**Term:** March 1, 2026 through November 30th, 2026.

### **2. Purpose**

The purpose of this MOU is to outline roles, responsibilities, budget, payment and reimbursement procedures, and compliance between the Parties.

### **3. Definitions**

"PCI program" means Pointers Connect Internship program. It is a program that connects Central Wisconsin small businesses, government agencies, and non profits to a pipeline of diverse talent. Participating organizations are reimbursed for providing paid internships to junior and senior first generation students, non-traditional students or students eligible for the Federal Pell Grant.

"Intern" refers to the person that is hired through the PCI internship program to carry out tasks delegated by the Parties.

"Handshake" refers to an online platform for posting jobs for potential hires, this is the preferred platform suggested for posting PCI eligible internships by the PCI program coordinator.

### **4. Partnering Organization Responsibilities**

- Guarantee an assigned booth space for the farmers market information booth throughout the summer season (in the central square, non-farm vendor spaces).

- Work collaboratively with SPFMAC to hire, on-board, and mentor a summer intern through the Pointers Connect Internship (PCI) program.
- Meet all deadlines necessary to hire a PCI in a timely manner including job description creation, posting deadlines, interviewing, and orienting the new hire.
- Submit position description to Handshake as required for PCI Program with assistance from SPFMAC.
- Delegate relevant tasks to intern to ensure the weekly hourly expectations from the intern are met.
- Mentor and oversee tasks that are delegated to the intern to ensure an overall positive experience for the intern.
- Communicate regularly and as necessary with SPFMAC primary or secondary contacts if any issues arise.
- Host intern in an office space and if needed supply the intern with the technology needed to complete tasks they are assigned.
- Correspond with the financial team, human resources, and any other relevant collaborators to get the PCI Intern onto payroll.
- Invoice the farmers market for wages on a X basis
- Work with human resources and the financial team to calculate final payments for payroll costs pro-rated at the percentage of hours worked for SPFMAC specific tasks.
- Complete the employer survey required for the PCI program.
- Submit a final pay stub to the PCI Coordinator for reimbursement.

**Commented [1]:** would we want to have a monthly or bi monthly check in?

**Commented [2]:** monthly is fine I think

**Commented [3]:** The market can pay up front for the extra wages, or pay monthly. Whatever works best for the Partner. Less work during that market season is generally better, but we can do it either way.

**5. SPFMAC Responsibilities**

- Work collaboratively with the partnering organization to hire, on-board, and mentor a summer intern through the Pointers Connect Internship program.
- Facilitate meeting all deadlines necessary to hire a PCI in a timely manner including job description creation, posting deadlines, interviewing, and orienting the new hire.
- Delegate relevant tasks to intern to ensure the weekly hourly expectations from the intern are met.
- Mentor and oversee tasks that are delegated to the intern to ensure overall experience for the intern.

- Communicate regularly and as necessary with the partnering organization's primary contact if any issues arise.
- Ensure that intern is allotted at least one Saturday off per month if so desired, by finding volunteers or collaborating with other organizations.
- Reply to messages from the partnering organization team including all financial needs in a timely manner.
- Receive and pay partnering organization for wage reimbursements on a X basis
- Work with the partnering organization to calculate final payments for payroll costs pro-rated at the percentage of hours worked for SPFMAC.
- A representative from SPFMAC will attend Stevens Point Business Improvement District meeting to report on partnership at the end of the term in December or November 2026 and seek potential renewal.

Commented [4]: would we want to have a monthly or bi monthly check in?

Commented [5]: monthly is fine I think

Commented [6]: This timeline works fine.

Commented [7]: is there a better timeline to get this completed by?

## 6. Program Standards

- The Pointers Connect Internship program will provide students that are currently enrolled at UWSP, have junior or senior credit status (60+ credits earned), have a minimum 2.0 grade point average, and are either first generation, non-traditional, or Pell-eligible students.
- The PCI program reimburses the organization for up to \$4,500 in wages if the student works up to 375 hours during the summer season: June, July, and August.
  - The PCI program will reimburse for up to \$12/hour during the term.
- The intern will get paid a minimum of \$15 per hour to ensure a desirable position.
  - The parties will pay for the additional wages based on the hours worked for specific tasks.
- SPFMAC would host the intern through the end of October (adding September and October to the students regularly June-August tenure) and pay the full wages for those months in which the intern worked on tasks specifically for the farmers market (10.5 hours per week).
- All internships are posted on Handshake.
  - Visit [uwsp.joinhandshake.com](http://uwsp.joinhandshake.com)
  - Choose the "employer" account type and follow the instructions to set up your account

- Post your position on Handshake and notify the PCI Coordinator about the posting
- The PCI Coordinator will review the position for acceptance into the PCI Program
- Students can apply to you directly or through Handshake; just specify which documents you want them to send (resume, cover letter, etc.)
- PCI program responsibilities with the Parties:
  1. Create an account on UWSP's Handshake platform and post your position.
  2. Notify the PCI Coordinator that your positions are ready for review.
  3. The PCI Coordinator reviews your position(s), approves them for the PCI Program and promotes them to students
  4. Students apply directly to you
  5. Review applications. Contact the PCI Coordinator to confirm applicants' eligibility **before** requesting an interview
  6. Interview students, and make internship offers to those you want to hire
  7. Notify the PCI Coordinator of your hire
  8. **Send Official Documentation:**
    1. Complete the *Employer Contract*
    2. Have your new intern complete the *Student Contract*
    3. Return the two completed contracts to the PCI Coordinator
  9. Start working together! Employ and mentor your student intern during an internship
  10. **At the End of the Internship:**
    1. Complete the employer survey
    2. Submit a final pay stub to the PCI Coordinator for reimbursement

At the end of the student's internship, complete the employer survey and send the PCI Coordinator the following documents:

- A pay stub indicating intern's name, employer's name, total hours worked, and rate of pay
- Your W9 Form (first internship only)

#### 7. Budget, Allowable Costs & Payment

- The Parties will do their best to predict the price of hosting the intern throughout the year by entering in most up to date hours in the following spreadsheet: [PCI Intern cost estimation SPFMAC](#)
- The SPFMAC will reimburse the **partnering organization** **ADD TIME FRAME EXPECTATIONS**

- The **partnering organization** will track and maintain up to date reports with SPFMAC if there are any deviations from the budgeted costs.

#### **8. Reimbursement Process & Timeline**

- The Parties will collaborate to create a timesheet that is user-friendly and able to track the interns hours for both Parties easily.
- The **partnering organization** will ensure SPFMAC has the proper information for reporting hours through the **partnering organization's** systems.
- SPFMAC will reimburse the **partnering organization** for hours worked on SPFMAC specific work during the intern's tenure as well as any accrued payroll costs pro rated for the hours worked for SPFMAC and any other allowable expenses agreed upon in writing by both Parties.
- The **partnering organization** must submit an approved invoice to SPFMAC for review.
- Documentation: Invoices must include dates, hours worked, & descriptions of work completed. Incomplete submissions may delay repayment.

#### **9. Compliance & Branding**

- Adherence to the Parties policies and privacy protections.

#### **10. Insurance & Indemnification**

Each Party shall maintain insurance customary for its operations. To the extent permitted by law, each Party is responsible for its own acts and omissions and agrees to hold the other harmless for claims arising from its negligence or willful misconduct.

#### **11. Partnership Status**

The Parties are two separate organizations. Nothing in this MOU creates an employer-employee relationship, partnership, joint venture, or agency between the Parties.

#### **12. Termination**

Either Party may terminate this MOU for convenience with thirty (30) days' written notice.

Immediate termination for material breach, fraud, or failure to comply with internship requirements or payment policies.

Upon termination, the Parties will submit final timesheets and reimburse for any spent or unspent funds or as directed by the **partnering organization**.

#### **13. Amendments**

This MOU may be amended only by a written instrument signed by both Parties.

**14. Entire Agreement**

This MOU constitutes the entire understanding between the Parties with respect to the PCI Internship responsibilities for the Term and supersedes prior discussions.

**15. Signatures**

Partnering Organization	Stevens Point Farmers Market Association Cooperative Board Member
By: _____	By: _____
Name: _____	Name: _____
Title: _____	Title: _____
Date: _____	Date: _____