

## 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.