

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.