Downtown BID Board of Directors Meeting
at City Hall Conference Room at 2:30pm 10/07/2025

1. **Roll Call**
   Tara Manzke-arrived at 2:41pm had to leave at 3:40pm
   Hana Cutler
   Mike Beacom
   BJ Welling
   Brian Cummins
   Rosalind Kealiher
   Alderperson Christianson
   City Liaison - Chris Klesmith
   Others present: Staff-Karen Margelofsky, Media-Brandi Makuski & Ashley Wage (Metro Wire)
2. **Comments from the public on non-agenda items**
3. **General reports and updates:**
   a. **City staff updates**-cleaning up downtown, tree removal etc. Still taking bids for shopko lot.
   b. **Treasurer Report-**on track, exceeding revenue in some areas
   c. **Board Chair Report-** onboarding Karen, working on budget, and MOU. Eager to get to more important issues now that Karen is taking care of the day to day. Fundraising consult, that we had requested in the past, will be doing an interview as chair and filling out a survey.
   d. **Downtown Executive Director Report-**now able to access computer, phone is set up, added to civic clerk. Did attend a workshop from fundraising and working to meet requirements that are part of the accreditation. Would like committees to do a calendar invite, requesting chairs to send email addresses and names. Meeting with Brian on Thursdays, any board member is invited as long as we don't violate quorum. Also needing to resolve parking permit, since she did get her first ticket. Tara will be talking to Joe Johnson about that.

4. Workgroup reports:

a. **Promotions**-social media promotions-met with Brandi, working to move that forward. Has created an official proposal for the 5k event that was discussed last month. Hoping to do this on the Saturday of Mothers Day Weekend. In conclusion we would like to add a line item to the budget for "new events"
b. **Design-**talked to Adam Kuhn about the removal of the current mural to remove and clean the current pieces. This will be put on pause until the Spring. Requesting the city to create a resolution to submit that grant.
c. **Economic Vitality-**BJ-plans to continue with economic vitality in 2026. Came up with direction for 2026 based on the survey that was taken. Would like a seat at the table in regards to the unhoused business meetings. Parking-needs a rework with regards to quantity of parking. They feel it is necessary to also have a seat at that table. Vacant storefronts. Ideas to incorporate community wide contests to bring businesses in and offer a grant to the businesses that may take advantage. Karen encouraged BJ to submit the survey results to WEDC.
d. **Organization-** Good social, losing volunteers, need help. Decided to continue collective meetings for November. Discussed how this workgroup will transition.
e. **Event Coordinator Report-** SPCVB ad due Friday. Karen is talking about the upcoming ad, and how it should look-no dates for events printed on the ads, more of a QR Code or link to take you to our website.

Discussion and Possible action on:

1. **Approval of meeting minutes from 9-9-2025:**

Motion by Marc to approve the meeting minutes.
Second by BJ, motion passes.

2. **Approval of town hall meeting minutes from 09-23-25:**
   Motion by Mike to approve the meeting minutes.
   Second by Tara, motion passes.

3. **2026 Budget -** Recommendation to Council
   Motion by Mike to approve this budget and present it to council with the mentioned changes-delete event revenue and expenses from BID Budget, moving them onto new event line item on friends account and an addition of cash reserves on the friend account as well.
   Second by BJ, motion passes.
4. **2026 Operating Plan Draft**
   Missing direct connection to the main st program in our list of goals of 2025.
   Should event execution be one of our main priorities?
   Policy items? And communication policy, what do we promote and what don't we?
   Regular check in with goals?
   Do we need to submit operating plan with the budget? Answer: yes, they should be in to committees by November meeting. Mike-suggests that goals would be delegated to work groups.
   4 goals-one for each workgroup
   1 goal of continuing the policy and institutionalizing the work of the BID
   1 goal for event strategic planning.
   Will be presenting the budget and strategic plan for November.

5. **Communication Policy -** Discussion
   Critical to develop policy for what is permitted.
   What is the BID okay with allocating our resources to?
   Does the event need to be open to all stakeholders?
   No conclusion, just discussion for future thought.
6. Adjournment at 4:10pm