

Downtown BID Board Meeting Minutes

March 3, 2026 2:30pm @ SPACVB

Brian called the meeting to order at 2:30 pm with a quorum.

1. Roll Call

- Marc – Present
- Tara – Absent (arrived at 2:42 pm, left at 3:15 pm)
- Hana – Present
- Brian – Present
- BJ – Present
- Craig – Excused
- Others present: Chris Klesmith (City), Karen Margelofsky (ED), Kris Carne (Events Coor.), Jodi Maguire (SPACVB), Errin Welty (WEDC), Jerry Gargillac (Partnering Together)

2. Public Comments

Jerry Gargillac Presentation

Discussion regarding a three-year collaborative initiative to better serve low-income and unhoused individuals in Stevens Point. The goal is to bring organizations together to avoid working separately and instead provide coordinated services.

Key Points:

- Assistance with appointments and rent payments (via The Salvation Army)
- Collaboration with One Big Tent
- Case management support through Catholic Charities
- \$50,000 grant from City of Stevens Point
- Downtown concerns were part of the motivation

Hope Center Update (Marc)

- Proposed day center (date TBD)
- Lunch partnership with the Franciscans
- Open 365 days per year
- Service hours: 9:00 AM – 3:00 PM at The Salvation Army
- Emphasis on structured daytime activities (not just passive care)
- Families remain a significant concern; additional support planned for Phase 2

Additional Notes:

- The Salvation Army is experiencing national struggles
- The Coldest Night Walk went well (One Big Tent)
- “Door to Dreams” initiative supporting students with disabilities

3. Guest Speakers

Introduction: Jodi McGuire

Executive Director, Stevens Point Area Convention & Visitors Bureau

Erin Welty – WEDC

Accreditation Process Discussion

- Reviewed handout/scoring for national accreditation
- Board discussed recommended criteria (3 improvements needed; 5 succeeding)
- Joseph L. available to present on façade design renderings
- Additional grant opportunities discussed

4. City Staff Updates (Chris)

- WEDA project (former Shopko site) — invited back; expected update end of May
- 110-unit affordable housing development
- University of Wisconsin–Stevens Point housing updates
- Bus transfer station underway
- EPA cleanup grants pending (awaiting federal funding confirmation)

Proposed Development:

- Proposal later this month: Lot A (16 condos) + additional 24 condos
- Endwater sale for 63-unit condo project (pending Common Council discussion)
- Owner-occupied units
- Price range: \$275,000–\$290,000
- Two- and three-story units with garages
- 24-foot alleyway
- No width changes to Water Street
- Green Circle Trail preserved with possible improvements
- Board encouraged to share honest public opinions
- Discussion on encouraging businesses to open Mondays and Sundays

Funding Reminders

- Kiva loans available (2.5%–3.5%)
- New Downtown Development Loan Fund open for applications for property owners, business owners can apply for CWED

6. Board Chair Report

- No camping ordinance approved; enforcement moving forward
- Fundraising needed; BID may participate
- Board vacancy: must be a property owner
- Preparing for event season (Prom to Skating Event)
- Insurance consolidation needed (Brian & Kris to discuss)

- WEDC Awards Ceremony – March 19 (tours beforehand)
- Volunteer recruitment needed
- Idea proposed: New Resident Welcome event before Notes at Night

7. Treasurer's Report

- Two reports presented
- Revenue attachment reviewed
- \$106 (specific line item referenced)
- BID currently \$22,000 in the black
- Friends of Downtown events earned \$22,000 (supporting staff expenses)
- Tara departed at approximately 3:15 PM

8. Executive Director Report

General Updates:

- Kennari talking points reviewed
- Potential assistance from Jen (Tomahawk)
- Karen to follow up with Kirstin
- Downtown Guide being updated
- Branding packets under review (reference: Ripon training model)
- Downtown Business Exchange initiative
- Social Media Tech Visit includes 6 businesses
- Website updates underway (StevensPointDowntown.com)
- FM MOU & Intern position ready to post for intern (working with Reg. Dir.-Meliss)
- Dedicated FM Info workspace secured (Mayor Mike added spaces)
- Emphasis on investing in the entire BID, not just individual events

9. Events Coordinator Report

Skating Rink:

- Thank-you note sent
- Approximately 20 attendees at recent event
- Concern: underutilization
- Facebook Live helped increase turnout
- Discussed early-season kickoff event
- Event ideas:
 - Ice painting
 - Turkey bowling
 - Curling
- Potential support from Justine Malin (Fire Department)

Upcoming Events:

- Make Music Day – pursuing bar sponsorships; possibly expand to two days
- Points Got Talent (Notes at Night)

- Wine Walk (BJ and Hana pre-planning; board members may obtain bartending licenses)
- Lutite Ben inquired about new event details
- Notes at Night begins May 27
- Farmers Market: July–September to add night market to N@N

10. Work Group Reports

Promotion Work Group

- Not present
- Progressing well
- Point person assigned per initiative

Design Committee

- Vibrant Spaces Grant in underwriting
- Written approval from Jim Lubs needed to remove & reinstall mural
- New MOU will need to be finalized
- Dan assisting with removal and cleaning

Economic Vitality

- Building competition (North Side Yards) progressing slowly
- Need to meet with Joy
- Business incubator support may require separate committee

Organization Work Group

- Volunteer loss; recruitment needed
- Kenarri assisting
- BMO Bank hosted last Downtown Collective

11. Action Items:

1. Approve meeting minutes - BJ made motion to approve, Marc seconded, no discussion, all in favor, no abstain or nays.
2. Sunrise Broadcasting 2026 contract - Marc made motion to approve, Hana seconded, discussed that this would be expensed from the Misc. Promo Exp. Acct. by Brian, no other discussion except that the board is very appreciative of the almost \$10K of in-kind services that is also attached to this contract. All in favor, no abstain or nays.
3. SPACVB MOU rental agreement for 2026 & 2027 - Marc made a motion to approve, Hana seconded, discussion - Karen stated that the Business Park BID will also approve as 35% of this contract will be paid by from their account and that when she brought it to their attention in her board report last month they had no concerns with it. No other discussion, all in favor, no abstains or nays.

Adjourned at 4:19pm

Minutes respectfully submitted by Hana Cutler filling in for secretary's excused absence.