



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

Date and Time:	April 7, 2026 2:30 PM	Location:	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
-----------------------	--------------------------	------------------	--

Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda items.
3. General Reports and Updates
 - A. City Staff Updates
 - B. Treasurer Report
 - C. Downtown Executive Director Report

[Business Resource Guide](#)

2026 Partnership and Investment Guide

Downtown BID Board Policies and Bylaws Handbook

WEDC Main Street Award Recognition for Suzanne Bostwick/Lily & Vine Floral - Community Champion & Rand Erbach/Call it New, Call it Antique - Best Small Scale Facade Renovation Awards for 2025.

- D. Board Chair Report
- E. Event Coordinator Report
4. 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 March 3, 2026.
2. Present and take action on Mural Execution Agreement for Library Alley Mural Project.
3. Present and take action on Downtown Mural Agreement with Laabs.
4. Present and take action on Contract from Metro Wire.
5. Adjournment.

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.

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	185,260	7,004-
TAXES				
254.41.00120.56	BID ASSESSMENTS	85,366	85,636	.00
Total TAXES:		85,366	85,636	.00
MISCELLANEOUS REVENUE				
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	.00	.00
Total MISCELLANEOUS REVENUE:		.00	.00	.00
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	4,027	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
Total OTHER FINANCING SOURCES:		39,027	.00	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	3,300	.00	.00
Total EXTERNAL AUDIT SERVICES:		3,300	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,200	8,500	3,400
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,182	612	245
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,381	557	219
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	23	10	5
254.56.00700.1930	WORKERS COMPENSATION PREM	795	152	61
254.56.00700.1950	MEDICAL INSURANCE PREM	17,917	2,453	1,493
254.56.00700.1955	HSA CONTRIBUTION	780	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	90	45
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	24,000	2,480	1,020
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	.00	.00
254.56.00700.3005	PARKING CHARGES	350	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	.00	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	.00	.00
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	.00	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	.00	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	300-	.00
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,750	145	145
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,000	391	371
Total BUSINESS IMPROV DISTRICT:		121,093	15,090	7,004
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		124,393	85,636	.00
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		124,393	15,090	7,004

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
Net Total BUSINESS IMPROV DISTRICT (BID):		.00	70,546	7,004-
Net Grand Totals:		.00	255,806	14,008-

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
FRIENDS OF DOWNTOWN				
258.11100	GENERAL OPERATING CASH	.00	22,227	244-
MISCELLANEOUS REVENUE				
258.48.00550.55	EVENT SPONSORSHIPS	.00	.00	.00
258.48.00551.55	MISCELLANEOUS DONATIONS	.00	.00	.00
258.48.00552.55	NOTES AT NIGHT REV	7,000	.00	.00
258.48.00553.55	MAKE MUSIC DAY REV	.00	.00	.00
258.48.00554.55	DISCOVER DOWNTOWN REV	500	.00	.00
258.48.00555.55	WINE WALK REV	17,000	.00	.00
258.48.00556.55	TRICK OR TREATING REV	.00	.00	.00
258.48.00557.55	SHOP SMALL WEEK REV	2,550	.00	.00
258.48.00558.55	HOLIDAY PARADE REV	3,000	.00	.00
258.48.00559.55	SMALL BUSINESS SATURDAY REV	.00	.00	.00
258.48.00560.55	DOWNTOWN CHRISTMAS REV	2,500	.00	.00
258.48.00561.55	WALK DON'T RUN	6,750	.00	.00
Total MISCELLANEOUS REVENUE:		39,300	.00	.00
MISCELLANEOUS EXPENSES				
258.55.19850.5000	NOTES AT NIGHT	8,000	.00	.00
258.55.19850.5001	MAKE MUSIC DAY	.00	100	100
258.55.19850.5002	DISCOVER DOWNTOWN	500	.00	.00
258.55.19850.5003	WINE WALK	7,000	.00	.00
258.55.19850.5004	TRICK OR TREATING	200	.00	.00
258.55.19850.5005	SHOP SMALL WEEK	800	190	.00
258.55.19850.5006	HOLIDAY PARADE	350	.00	.00
258.55.19850.5007	SMALL BUSINESS SATURDAY	1,000	.00	.00
258.55.19850.5008	DOWNTOWN CHRISTMAS	2,500	.00	.00
258.55.19850.5009	WALK DON'T RUN	3,893	.00	.00
258.55.19850.5010	EVENT INSURANCE	2,000	.00	.00
258.55.19850.5900	MISCELLANEOUS EXPENSES	13,057	.00	.00
Total MISCELLANEOUS EXPENSES:		39,300	290	100
FRIENDS OF DOWNTOWN Revenue Total:		39,300	.00	.00
FRIENDS OF DOWNTOWN Expenditure Total:		39,300	290	100
Net Total FRIENDS OF DOWNTOWN:		.00	290-	100-
Net Grand Totals:		.00	21,937	344-

Stevens Point Downtown BID

Executive Director March 2026 Board Report

1. Monthly Dashboard Summary

DESIGN

Goal: Enhance public spaces & connectivity

- Held key stakeholder (City, County, Library, Public Works, Parks, Design group meeting for Library Alley Activation Project (lighting, mural, wayfinding, interactive elements) to arrange a plan, partners and a timeline for the project.
- Researched potential grant opportunities for the project (T-Mobile) & followed up on the current Vibrant Spaces grant and was told that it has been forwarded to underwriting but still will be 6-8 weeks for final approval.
- Working with City Attorney, Parks Dept. & Mayor on the Mural agreement that needs to be implemented to do any work on the alley mural at the Library.
- Working with the muralists to be on their schedules for this summer.

ORGANIZATION

Goal: Build sustainable funding & strong partnerships

- Refined 2026 Sponsorship Packet and benefits structure (Kennari)
- Advanced major sponsor outreach strategy (Kennari)
- Hosted Downtown Collective (Social Media Training-Limelight Social)
- Continued stakeholder communication and database development (GiveButter)
- Planning for the April Downtown Collective and Quarterly Social as a joint event started at 4 pm with a presentation with Chris Klesmith and Adam Kuhn from the City to introduce the New Downtown Development Revolving Loan Fund, CWED, Kiva, Façade & other business grants, then at 5 pm we will begin the social all happening at Great Northern Distilling.

PROMOTION

Goal: Increase visibility, engagement & foot traffic

- Promoted grant writing training for businesses (with Mid-State Tech)
- Ongoing communications: grants, events, cross-promotion, City updates
- Updating the website as items are created
- Created event headers in Canva for Facebook
- Escorted Limelight consultants to 5 businesses for 1-on-1 consults with owners/managers and was honored to learn more about each business

ECONOMIC VITALITY

Goal: Support business growth & retention

- Continuing research on the Vacant Storefront Contest & potential for Incubator Project

- Researching grant opportunities and resources for potential projects
- Met with department heads at UW-Stevens Point (School of Business, Alumni, SBDC, Mid-State) to learn more about their programs and to strengthen relationships and potential future partnerships.

EVENTS & ACTIVATION

- Supported Kris and the event chairs in planning & promoting events.
- Designed logo samples for new Walk Don't Run Event, created spreadsheet for tracking event donations, business participation, emailed BID making them aware of new event.

Key Metrics / Progress Indicators

- ✓ Major project advancing (Library Alley Activation)
- ✓ Sponsorship strategy in active development (Actively pursuing Investors)
- ✓ Business engagement tools being implemented (GiveButter)
- ✓ Event pipeline expanding into spring (Kickoff event in May)

Next 30–60 Day Focus

- Secure funding commitments (project + sponsorships)
- Decide on EV Community Activation Business Accelerator Contest
- Execute spring events and programming
- Advance Library Alley toward implementation

2. Strategic Scorecard

Focus Area	Strategic Goal	March Actions	Status
Design	Enhance public spaces	Advanced Library Alley Activation	Planning, On Track
Organization	Sustainable funding	Refined sponsorship + outreach	Developing, On Track
Promotion/Events	Increase engagement	Updated website and Facebook, plan & implement events	Updating, On Track
Economic Vitality	Support businesses	Survey + grant sharing	Developing, On Track
Admin	Business Owner Engagements	Met with 10 business owners to discuss their businesses	Implementing

Top Strategic Wins

- Advancement of Library Alley Activation Project
- Strong progress on sponsorship strategy
- Increased business engagement tools
- Continued downtown activation

Areas to Watch

- Sponsorship conversion to commitments
- Project funding alignment
- Community participation in development space

Next Steps

- Finalize project funding
- Secure sponsorship commitments
- Launch and review development space
- Execute spring events



STEVENS POINT DOWNTOWN

2026 PARTNERSHIP & INVESTMENT GUIDE

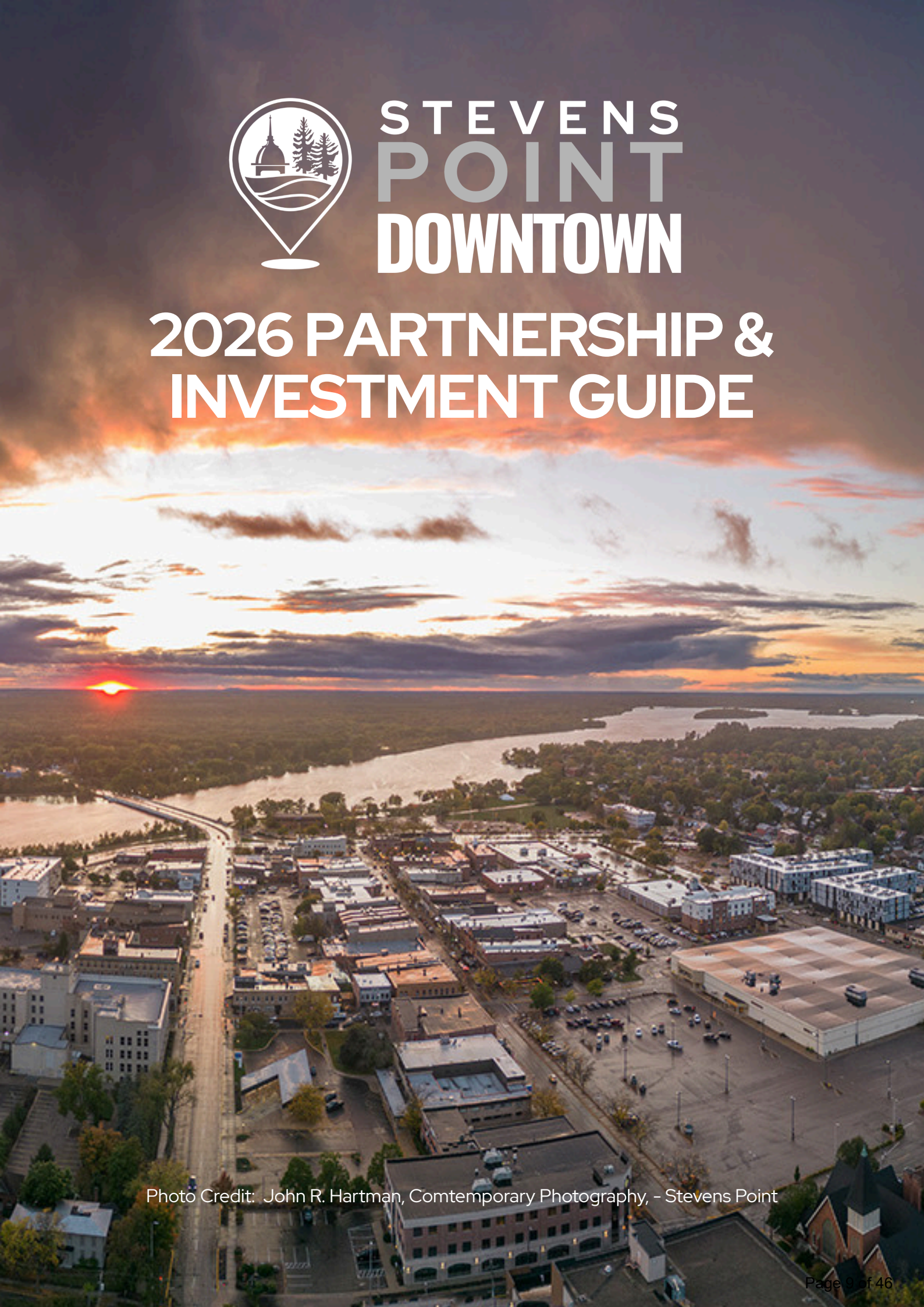


Photo Credit: John R. Hartman, Contemporary Photography, - Stevens Point

Investing in the Heart of Stevens Point

Where Business, Community & Creativity Connect

Stevens Point Downtown is more than a destination – it is where our community gathers, where entrepreneurs build their dreams, where students and families create memories, and where the economic energy of our city takes shape.

Since the Downtown Business Improvement District was established in 2022, we have built meaningful momentum through the committed investment of downtown property owners and strong partnership with the City of Stevens Point. Together, we have strengthened programming, enhanced public spaces, and advanced thoughtful revitalization efforts that support long-term economic vitality.

As a nationally accredited Main Street America™ program, our work is guided by a proven framework used across the country to help historic downtowns thrive. This connection provides professional training, strategic guidance, and a statewide and national network of expertise – ensuring that our efforts are intentional, accountable, and grounded in best practices.

In fact, the Wisconsin Economic Development Corporation's 2025 State of Downtowns Report identified Stevens Point as a Growing Downtown – a recognition that reflects rising activity, business strength, and measurable progress. This validation affirms that our community is moving in the right direction.

As we look ahead, we are expanding opportunities for broader community partnership through our nonprofit structure so that downtown's vibrancy is sustained not only by property owners, but by all who benefit from its success.

Your investment supports a structured organization with national backing, local commitment, and a clear plan for continued growth. Together, we can ensure that Stevens Point Downtown remains a place of opportunity, connection, and pride for generations to come.

Warmly,

Karen Margelofsky

Executive Director of Stevens Point Downtown
Business Improvement District (BID)



Stevens Point Downtown Stats:

- 1.8 Million+ Annual Visitors
- 170+ Businesses
- Nat'l Accredited Main Street Program
- Regional Workforce & University Hub
- Riverfront & Green Circle Connectivity

2025 State of Wisconsin Downtowns Report noted as Growing Downtown demonstrating:

- Rising foot traffic
- Increasing business presence
- Strong economic momentum
- Measurable land value growth

What Your Investment Powers

A Dual Investment Model for Sustainable Growth

Stevens Point Downtown advances its mission through two complementary strategies:

Annual Corporate Partnership Program

Annual Downtown Transformation Initiative

Supports:

- Events
- Business Assistance
- Marketing
- Beautification
- Operations

Supports:

- Permanent Public Improvements
- Business Grant Opportunities
- Capital Infrastructure
- Placemaking Features
- Annual Transformation Initiative

This dual approach ensures both immediate vibrancy and long-term transformation.



MAIN STREET + STEVENS POINT + JULY 2024



Annual Corporate Partnership Program

What Your Annual Investment Supports

Fueling Year-Round Vibrancy:

-2026 Downtown BID Events:

- **New Pop-Up Event** - Sat., May 9 from 9 am - 2 pm
 - Target attendance: 100 participants, 300 event
- **Notes @ Night on the Square** - Weds, May 27 - Sept. 2 from 6 - 8:30 pm
 - Target attendance: 5,000 for 15 events, 300 per event
- **Int'l Make Music Day Downtown** - Sunday, June 21 from 12 - 11 pm
 - Target attendance: 500 on Square and 50-100 at each hosting site
- **Discover Downtown** - Saturday, July 18 from 10 am - 4 pm
 - Target attendance: 2,500
- **Wine Walk** - Friday, August 15 from 4 - 8 pm
 - Target attendance: 350
- **Halloween Trick or Treating** - Saturday, October 25 from 3 - 5 pm
 - Target attendance: 750 families
- **Holiday Parade on Main Street** - Thursday, November 19 at 6 pm
 - Target attendance: 70 floats, 6,000 viewers
- **Shop Small Passport Week & Small Business Saturday** - Nov. 28 - Dec. 5
 - Target attendance: 300 travelers, 1,500 added traffic for the week
- **Downtown Christmas** - Saturday, December 12 from 1:30 - 4:30 pm
 - Target attendance: 2,000

-Small Business Technical Assistance

-Facade & Beautification Initiatives

-Strategic Marketing & Promotion



2026 Corporate Investment Levels

Corporate Investment Opportunities

Visionary Partner
\$10,000

Catalyst Partner
\$7,500

Community Builder
\$5,000

Downtown Champion
\$2,500

Supporting Partner
\$1,000

Each level includes recognition and engagement opportunities customized and aligned with your business goals.

A strong downtown strengthens YOUR business too!

Supports workforce recruitment & retention

Drives foot traffic & commerce

Enhances brand visibility

Builds long-term economic resilience

Creates a vibrant place employees and families want to be

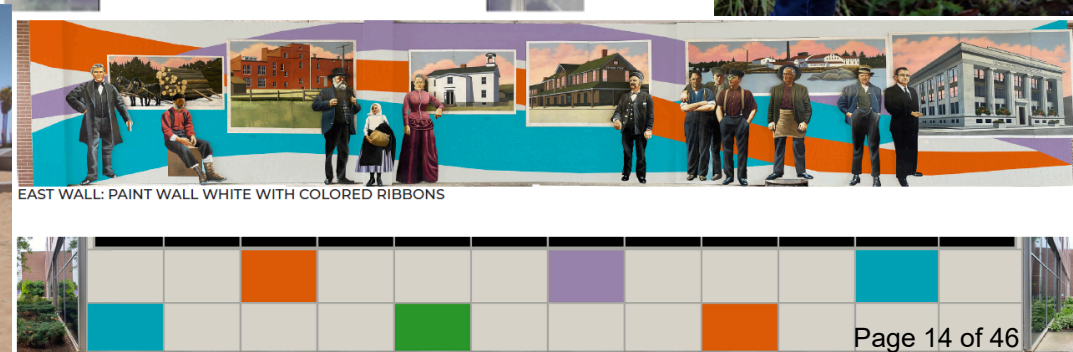
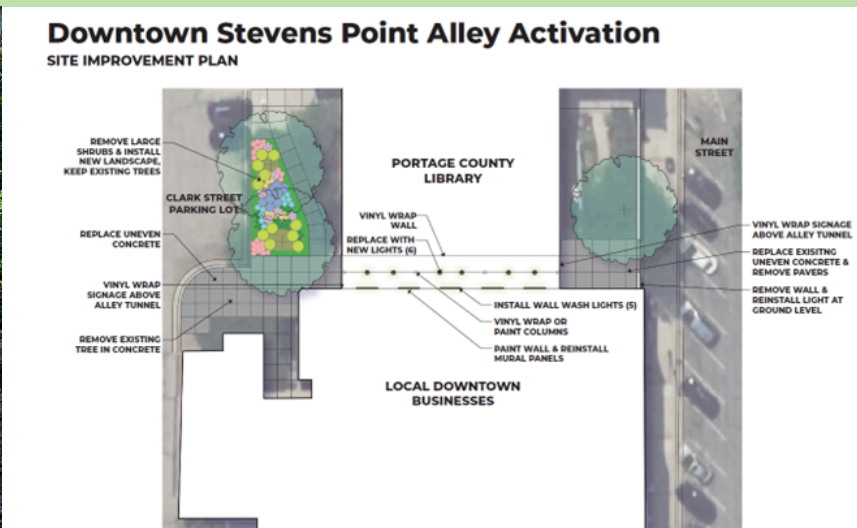
Annual Downtown Transformation Initiative

Each year, Stevens Point Downtown identifies a targeted project area and invests \$100,000+ in public space improvements through grants, municipal partnership, BID investment, and private support. This ensures continuous, visible revitalization.

2026 Transformation Project – Library Alley Activation

This initiative will transform the downtown Library Alley into a safe, vibrant gathering space through:

- Decorative lighting & enhanced safety
- Public murals preservation & creative enhancements
- Interactive & engaging installations
- Landscaping & seating
- Portable stage, lighting & sound infrastructure



EAST WALL: PAINT WALL WHITE WITH COLORED RIBBONS

WEST WALL: WHITE AND COLORED VINYL WRAP

2026 Transformation Initiative Levels

Library Alley & Walkway Activation Project

Community Impact Leader ~ \$50,000 (1 available)

Keepers of the Heart ~ \$10,000 (2 available)

Experience Creators ~ \$7,500 (2 available)

Light the Alley Partners ~ \$5,000 (3 available)

Center Stage Champions ~ \$3,500 (3 available)

Creative Visionaries ~ \$2,500 (2 available)

Artistic Lamplighter ~ \$1,000 (4 available)

Bloom Builders ~ \$500 (5 available)

Moment Makers ~ \$25 - \$400 (Unlimited)

These are permanent improvements shaping downtown for years to come. Recognition at each level to be determined and customized.

This project has municipal partnership and has also applied for state grant funding (Vibrant Spaces Grant) which has the potential for statewide & possibly nationwide recognition.

INVESTING IN BOTH

Maximizing Community Impact

Corporate Partners support annual vibrancy.

Transformation Partners support permanent revitalization.

Many organizations choose to invest in both to create immediate energy and long-term economic strength.

**Annual Corporate
Partnership Program**

**Annual Downtown
Transformation Initiative**

\$_____ Corporate

+ \$_____ Transformation

= \$_____ Annual Downtown Investment

This dual approach ensures both immediate vibrancy and long-term transformation in the heart of our community.



Be Part of the Heartbeat!

Stevens Point Downtown thrives because of strong partnerships. Your investment fuels economic vitality, creative placemaking, and community connection.

Interested in a 2026 investment opportunity? Connect with us directly to explore how your involvement can make a meaningful impact in Stevens Point Downtown.

Karen Margelofsky
Executive Director

Downtown Stevens Point Business Improvement District
715-496-0823

kmargelofsky@stevenspoint.com

We would love the opportunity to learn more about you and your company's interests, goals, and how you see yourself as part of Stevens Point Downtown. Let's connect and explore how we can bring this vision to life—together.





**STEVENS
POINT
DOWNTOWN**

BUSINESS IMPROVEMENT DISTRICT

BYLAWS & BOARD HANDBOOK

2026



HANDBOOK GUIDE

PAGE 3	MISSION, VISION, VALUES
PAGE 4	HISTORY
PAGE 5-8	BYLAWS
PAGE 9-12	WORK GROUPS, SUBGROUPS, AND TASK FORCES
PAGE 12	EVENT SCHEDULE AND SIGNATURES



MISSION

A thriving downtown that engages diverse audiences and celebrates local businesses to foster a vibrant district.

VISION

Enhancing downtown Stevens Point by collaboratively connecting property owners, businesses, residents, and visitors with resources and experiences.

VALUES

Accountable, Thriving, Collaboration, Supportive, Innovative





HISTORY

Under Wisconsin Statutes section 66.1109, cities are authorized to create Business Improvement Districts ("BIDs") upon the petition of at least one property owner within the proposed district. The purpose of the BID statute is ". . . to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities."

In October 2022, a petition to create a BID in downtown Stevens Point was received from downtown stakeholders. In December 2022, the City of Stevens Point Common Council approved a Resolution establishing a Downtown BID (DBID) and adopting the initial operating plan for the BID. In January 2023, the Common Council approved the appointments of members to the BID consistent with Article II, Section I of the BID Bylaws (attached).

The main objective of the BID is to improve the social, economic, and physical environment of Historic Downtown Stevens Point and the surrounding business areas that are impacted by the economic vitality of the area. Additionally, and arguably the most critical to the success of the BID, is intended to unite businesses, organizations, and local government through collaboration and partnership to achieve the main objectives discussed within the initial operating plan.

In January 2024, the Downtown Manager started. In March 2024, Work Groups based off the Wisconsin Economic Development Corporation's (WEDC) recommendations of adopting The Main Street Approach™ were formed: design, organization, economic vitality, and promotion. In 2025, the Downtown BID took on Downtown events that were run previously by the Stevens Point Alliance. In January of 2025, the City of Stevens Point acquired the Portage County Business Park and went through the process of creating a Business Park BID (BPBID) and board. An agreement was made between the DBID and BPBID to split services and expenses for a full-time staff position with 65% being dedicated to the Downtown and 35% dedicated to the Business Park, as well as any other shared BID expenses. In June 2025, the Downtown Manager departed and in October 2025 an experienced Main Street and BID Executive Director was hired.

Consistent with BID Statute, an Annual Operating Plan for each district is prepared to establish the services to be offered by the District, proposed budget including revenue and expenses to be incurred by the District, and the special assessment method applicable to properties within the District. The plan is developed by staff and approved by each BID Board of Directors with technical assistance from the City of Stevens Point - Department of Community Development. The Operating Plan, Budget, and BID assessment are reviewed annually by the City Attorney and formally approved by the Finance Committee and Common Council.



Bylaws for the City of Stevens Point
Downtown Business Improvement District

Article I – General

Section I – Name

This organization shall be known as the Downtown Business Improvement District (DBID), operating as the Board of Directors of the Downtown Business Improvement District.

Section II – Creation

The DBID was approved on December 19, 2022 by the Common Council of the City of Stevens Point and must, per Chap. 66.1109, Wis. Stats. be approved annually by that body.

Section III – Purpose

The main objective of the DBID is to improve the social, economic, and physical environment of Historic Downtown Stevens Point and the surrounding business areas that are impacted by the economic vitality of the downtown. The DBID exists to unite businesses, organizations, and local government through collaboration and partnership to achieve objectives identified in the DBID Operating and Implementation Plan.

Section IV – Area

The DBID will include all properties shown within the boundaries outlined in Appendix B of the DBID Operating and Implementation Plan.

Article II – Board of Directors

Section I – Board Composition and Appointment

The DBID Board of Directors shall be comprised of seven (7) voting members appointed by the Mayor of Stevens Point and confirmed by the City Council. The DBID Board of Directors will make annual Board member recommendations to the Mayor. Said members shall comprise of the following:

- Two (2) real property owners within the District that do not own or operate a business within the District, excluding real estate services.
- Two (2) real property owners within the District that also operate a business within the District.
- Two (2) business operators within the District that do not own any real property within the District
- One (1) Alderperson representing the 1st Aldermanic District
- The Director of Community Development or their designee shall serve as an ex-officio non-voting member of the Board.



Section II – Term of Office

Term appointments will be for a period of two (2) years on staggered terms each ending December 31st of the year of expiration. Term of office will begin January 1st. The Alderperson serving the DBID will serve a term of two (2) years.

Section III – Meetings

The DBID Board of Directors shall meet monthly to achieve the goals as defined in the Operating Plan.

Section IV – Quorum

A simple majority of the current total voting Board membership shall constitute a quorum. The concurrence of a majority of the voting Board members present at a meeting at which a quorum is present shall be necessary to conduct the business of the Board. “Present” shall be defined as physical or virtual attendance.

Section V – Voting

At any meeting of the Board, each voting Board member shall be entitled to one vote with a majority vote determining the issue.

Section VI – Vacancies

Vacancies on the Board of Directors shall be filled by appointment of the Mayor and confirmed by the City Council.

Section VII – Officers

Board members shall appoint a Chairperson, Vice Chairperson, Treasurer, and Secretary on a yearly basis each January. Any two of the three executives shall have the authority to execute documents on behalf of the BID Board, only for purposes authorized by the full BID Board of Directors, including the authorization for writing of checks and executing contracts.

A. Chairperson. The Chairperson shall serve as the chief officer of the DBID and shall preside at all meetings of the Board of Directors. The Chairperson shall assign committee chairs, subject to approval of the Board of Directors.

B. Vice Chairperson. The Vice Chairperson shall preside over all meetings of the Board of Directors in any absence of the Chairperson. If the position of Chairperson becomes vacant, the Vice Chairperson shall assume position of Chairperson until the next appointment of officers.

C. Treasurer. The Treasurer shall be responsible for overseeing and reporting the financial activities of the DBID. Activities include coordinating the annual budget with the Chairperson and committee chairs, present notable updates of DBID finances to the Board, and consult the Board of Directors or DBID staff about the financial health of the DBID. Funds shall be kept in a segregated account in the municipal treasury and disbursed through the City of Stevens Point.

C. Secretary. The Secretary will be responsible for creating the minutes of each meeting according to the requirements of Open Meetings Law and are to be provided to the DBID Chairperson no later than



one (1) week after the previous DBID Board meeting. The Secretary creates monthly BID Board agendas under direction of the DBID Chairperson to be provided to the City Clerk no less than one (1) week prior to the next DBID Board meeting.

Article III – Finances

Section I – Special Assessment

Special assessments under this Operating Plan will be levied by the City of Stevens Point against each taxable property within the District pursuant to Wis. Stats. 66.1109. These properties will be levied at a rate determined by the Board of Directors and approved by the City of Stevens Point Common Council.

Section II – Exemptions

All properties within the boundaries of the DBID shall be assessed, except for properties used exclusively for residential purposes and property exempt from paying real estate taxes or owned by government agencies.

Section III – Probationary Funding

The City of Stevens Point will provide the DBID a minimum of \$70,000.00 upon inception and a minimum of \$35,000.00 per calendar year from 2024-2027 to support the establishment and investigate the efficacy of the DBID.

Section IV – Fiscal Year

The fiscal year of the DBID shall close on December 31st of each year.

Section V – Budget & Report

Each August, the DBID Officers shall formulate a budget in line with the coming year’s goals and objectives. The DBID Treasurer shall present a proposed budget at the September meeting, which will, in turn, be presented along with the previous year’s report to the City of Stevens Point Finance Committee and Common Council.

(Approved June 11, 2024): Any budgetary request from the downtown manager that is \$75 or less does not require full board approval, only chair approval, as it is classified as general admin discretion. Any request greater than \$75 must go through board approval at a monthly meeting. In non-occurring cases where an opportunity comes up over \$75, it is up to the board chair’s discretion if in between BID board meetings. No request can exceed the allocated budget.

Budget: (Approved October 2024) The BID Board’s projected expenditures shall not exceed projected revenue when preparing an annual budget. Projected revenue shall include the projected tax from the district (as determined by City staff), any outside financial commitments (ex. City funding, committed sponsorships) and projected event revenue. Projected event revenue shall not exceed the three-year average of like-events.

The BID shall carry at all times between 25-40% of the annual budget (current or forthcoming) in cash reserves. This is meant to absorb budget shortfalls and unforeseen expenses. Cash reserves may be considered for emergencies, non-recurring expenses and to assist in district growth, so long as the



minimum reserve is restored within the same budget cycle. Committed funds cannot be considered cash reserves.

Tax Levy: (Following informational outline approved October 2024) The BID Board recognizes that Stevens Point’s downtown is both an essential community asset and a low-rent, low-profit margin business district. Even minimal property tax and commercial rent increases can disrupt its viability.

Background: The stakeholders who helped establish this BID made clear during those pre-formative discussions that the tax must be sufficient to meet BID requirements (ex. WEDC Main Street) but also conservative to ensure district stability. Tax increases, when necessary, shall be small and incremental.

Initial BID planning projected a .50 per thousand-dollar levy, but in preparing the FY24 budget it was decided that .60 would be the appropriate starting number, with an anticipated 10 cent annual increase until the BID reached a level of sustainable funding (i.e. when the City start-up funding support expires at the end of 2027). In August 2024, the BID Board readjusted that projection in advance of FY25 budget planning so it would align with the City’s contribution schedule. Here is the schedule that was presented to stakeholders during a Town Hall held in August 2024:

- .00 - FY23 (+\$70k City)
- .60 - FY24 (+\$35k City)
- .75 - FY25 (+\$35k City)
- .90 - FY26 (+\$35k City)
- 1.05 - FY27 (+\$35k City)
- 1.20 - FY28
- 1.20 - FY29 - one-year “hold” on tax increases*

*At the beginning of 2029, the BID shall engage stakeholders to evaluate how future increases, if any, may bring enhanced experiences.

Any drastic change to the City’s current tax projection for the BID can warrant Board review of the tax schedule presented in August 2024.

Section VI – Accounting

Until the DBID budget exceeds the amount necessary for annual audit (\$300,000), the DBID shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

Article IV – General Provisions

Section I – Parliamentary Authority

The current edition of Democratic Rules of Order shall be the final source of authority in all questions of parliamentary procedure when such rules are not consistent with the Bylaws of the DBID.

Section II – Amendments

These bylaws may be amended or altered by a two-thirds vote of the Board of Directors.



WORK GROUPS, SUBGROUPS, AND TASK FORCES

Work Groups, Subgroups and Task Forces – Approved August 2024 Policy Adoption

Work Groups

The Board may approve the creation of Work Groups to carry out the objectives established in the BID's Annual Operating Plan (and more detailed Annual Work Plan). Work Groups are permanent and require a two-thirds Board vote to create or abolish.

Each Work Group is directed by a Lead, who is responsible for shaping agendas, running meetings and reporting activities to the Board. Leads must be a member of the Board and elected during the first BID meeting of each calendar year.

The Lead is responsible for recruiting Work Group members, however each Work Group must include at least two downtown stakeholders not serving on the Board, as well as one community member considered an expert in a field pertinent to planned Work Group activities. The BID Chair may appoint one member to any Work Group. No more than one Board member can serve on a Work Group. Each Work Group will be staffed by either the Downtown Manager or Marketing and Communications Coordinator.

Each Work Group is expected to meet at least once a month. The Lead is expected to provide a progress report to the Downtown Manager prior to each Board meeting. All Work Group action items or events must be approved by the Board.

Sub-Groups

Any Work Group Lead may petition the Board to establish a Sub-Group to work on a specific task assigned to the Work Group in the Annual Work Plan. Sub-Groups can take action within the scope set by the Work Group, with oversight from the BID Board.

The Work Group Lead is responsible for recruiting Sub-Group members, however each Sub-Group must include at least one downtown stakeholder not serving on the Board. The BID Chair may appoint one member to any Sub Group.

Each Sub-Group must be directed by the Work Group Lead, BID Chair or BID Alder. That individual is responsible for shaping agendas, running meetings and reporting activities to the Board. All Sub-Groups must be staffed by either the Downtown Manager or the Marketing and Communications Coordinator.

Task Forces – Approved August 2024

The BID Chair may establish a Task Force at anytime to explore a topic relevant to downtown Stevens Point. Task Forces are limited in authority and term; they are intended to provide ideas



and guidance to the Board. A Task Force expires once it submits recommendations to the Board.

The Chair may appoint anyone to the Task Force, but each Task Force must include at least one Board member, in addition to the Chair, and at least two downtown stakeholders not serving on the Board. Excluding the Chair, no Board member may serve on more than one Task Force simultaneously.

The BID Chair is responsible for shaping agendas, running meetings, and reporting activities to the Board, but may delegate to the Board member, as needed.

WORK GROUPS – FOUR-POINT APPROACH DEFINED

Why Work Groups? The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. Each Transformation Strategy is implemented through activities in the four broad areas of work represented by the Four Points: Economic Vitality, Design, Promotion, and Organization. Our work groups were developed to follow this structure.

The goal is to meet a minimum of one time a month to ensure collaboration is continued with the work group. The lead will schedule the meeting with the work group team they chose. During the meeting, the "work group reports" will be filled out, which are provided by the Downtown Manager. This reporting document ensures that the work group is on task and adding value to the organization, allows for the WG Lead to find adequate time to ask for a budget line item, if needed, ahead of the next month's BID BOD meeting, while also ensuring they are getting the resources needed by the Downtown Manager.

ORGANIZATION: involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

PROMOTION: positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

DESIGN: supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

ECONOMIC VITALITY: focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.



2026 EVENTS:

- New – Walk Don't Run Event > Sat. May 9, 9 am – 2 pm
- Notes @ Night > Wed. May 27 – Sept. 2, 6 – 8:30 pm
- International Make Music Day > Sun. June 21
- Discover Downtown > Sat. July 18, 10 am – 4 pm
- Wine Walk > Fri. August 14, 4-8 pm
- Trick-or-Treating > Sat. October 24, 3 – 5 pm
- Holiday Parade > Thurs. Nov. 19, 6 pm
- SMS/Shop Small Passport Week Kickoff > Sat. Nov. 28 – Dec. 5, 9 am – 4 pm
- Downtown Christmas > Sat. December 12

Please sign below acknowledging that you have read, understand, and agree to all the responsibilities tied to your role.

Chair Name: _____ *Signature/Date:* _____

Vice Chair Name: _____ *Signature/Date:* _____

Secretary Name: _____ *Signature/Date:* _____

Treasurer Name: _____ *Signature/Date:* _____

Member Name: _____ *Signature/Date:* _____

Member Name: _____ *Signature/Date:* _____

Aldersperson Name: _____ *Signature/Date:* _____

Work Group Lead – Promotion

Member Name: _____ *Signature/Date:* _____

Work Group Lead – Design

Member Name: _____ *Signature/Date:* _____

Work Group Lead – Organization

Member Name: _____ *Signature/Date:* _____

Work Group Lead – Economic Vitality

Member Name: _____ *Signature/Date:* _____

BID Chair Report 4-7-2026

Update on unhoused situation in the Downtown BID:

- This past month, the problem of camping in the doorway of 949 Main Street (formerly Grubba Jewlers) was brought to the attention of the BID and City.
- Both the owner and leaseholder had made complaints of people trespassing to the city police.
- New police chief Edward Orgon has been very responsive to the issue, especially when the complaint is from the leaseholder or owner of the building.
- It is not the responsibility of the general public to make these reports, but rather the people with rights to the property.
- From Gregg Hansel of Partnering Together:
 1. Progress on the 24/7 shelter is happening
 2. April 6th meeting with Planning & Zoning and conditional use permit
 3. Fundraising will really pick up now - need everyone's help.
 4. Facebook page is live and will soon have a web page

Insurance application has been submitted and we should have a quote back and coverage mid-April. This is through the City's umbrella plan.

Karen is doing a good job of managing budgets but will need help of other board members and workgroups to keep us from dipping into reserves. A good example is the Metrowire commitment.

On a personal note, I've taken a position outside of Great Northern Distilling and will have less free time to dedicate to the BID (my first day was on Monday and why I'm not here). I still plan to fulfil my duties as Chair until the end of the year.

Event Coordinator Report for April 2026 Board Meeting

Submitted by Kris Carne

Events:

- Created a Popup Event Saturday, April 4th from 12-2pm per a request from businesses to keep people downtown longer off the City's Easter Hunt in the Square – arranged for the Easter Bunny to visit businesses with candy to give to kids and offer a photo opportunity.
- New Event: Walk Don't Run (WDR), May 9: held several meetings for the event, created letter to go out to attract participating businesses, researched items for the event (totes) to order, secured tote sponsors, setting up activities for event day and coordinating partnership with Mid-State.
- Notes @ Night (N@N) starts May 27: line up complete and working on rain locations. Contracts will begin going out this month for May and June acts. Working with the FM to arrange for night markets in coordination with the N@N in July and August.
- Make Music Day (MMD), June 21: pivoting as Tourism grant did not come through for the proposal of weekend event with the downtown taverns, however they encouraged us to bring the grant during the open period later this year, to be considered for 2027. Securing some musical instruments for the day from MMD Association contacts.
- Discover Downtown (DD), July 18: Vendor solicitation going out soon.
- Wine Walk (WW), Aug. 14: Informational and Planning Meeting planned on April 22 at 5:30-7:30pm/CVB with all businesses invited and past businesses sharing ideas for collaborations, activities, photo opportunities and discussion about bartending licenses.

Social Media:

- Shared all previously created Canva files for events with Karen to update and use for Facebook event creation.
- Created social media calendars for March & April and scheduling posts for the month.
- Took the Easter Bunny to some stores to get photos to promote on social media to grow excitement for the popup event.

Administrative:

- Karen and Kris met with Justin Malin (City Safety Planner) on March 6th at 1:30pm regarding implementing safety protocols during events. He provided a plan they use for City events that we will review and start to create something similar to have onsite during our events.
- Updating all events in the shared spreadsheet and working with Karen on tracking information for each event.
- Working with Karen to create a flyer for all the events and a N@N poster that lists the bands.
- Submitted the paperwork to renew Raffle license and provided new license to Karen.
- Prepared agendas for Promo meeting and WDR planning meetings.

Current Needs:

Stevens Point Downtown Business Improvement District

Economic Vitality Workgroup Report

BID Board of Directors Meeting | Tuesday, April 7, 2026

Submitted by: Economic Vitality Workgroup

Workgroup Activity Since Last Meeting

The Economic Vitality Workgroup has been active since the last BID Board meeting, convening through both Microsoft Teams video conference sessions and in-person meetings. The group has focused its discussions on two related initiatives centered on Northside Yard.

Initiatives Under Discussion

Two complementary initiatives are currently being explored, both proposed for the Northside Yard location:

- **Retail Business Incubator** — A program designed to support emerging retail businesses by providing affordable, accessible space and resources to help them establish and grow within the downtown ecosystem.
- **Business Storefront Competition** — A competitive program that would encourage entrepreneurial participation by offering storefront opportunity in Northside Yard, helping to activate the space and stimulate new business development.

Northside Yard Partnership

Joy, representing Northside Yard, has been an active participant in workgroup meetings. On April 2, 2026, the workgroup conducted an on-site tour of the spaces Joy is proposing for use in connection with both the incubator and storefront competition initiatives. The tour provided valuable firsthand context for the workgroup's planning discussions.

SBDC Partnership Meeting

Also on April 2, 2026, the workgroup met with the Small Business Development Center (SBDC) to discuss potential partnership in both initiatives. The SBDC expressed interest in participating, which represents a promising opportunity to leverage their expertise and resources in support of both the incubator and storefront competition programs.

Next Steps

The workgroup's immediate priorities are:

- **Narrow the focus** — Determine which initiative, or combination of initiatives, to prioritize moving forward.
- **Plan for execution** — Once focus is established, develop an actionable implementation plan including timelines, roles, and partnership structures.

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 Coord.), 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.

MURAL EXECUTION AGREEMENT

Stevens Point Alley Activation Ribbon Mural

Ribbon design attached as **Exhibit A**.

This agreement is entered into between:

Artist / Contractor

Trailblazer Murals

A mural initiative of **Buzz in Art Studios LLC**

Jessie Fritsch
Buzz in Art Studios LLC
Stevens Point, Wisconsin

and

Client

Alley Activation Group
Stevens Point, Wisconsin

PROJECT SUMMARY

Project: Alley Ribbon Mural Enhancement

Location: Downtown Stevens Point alley connecting Main Street and Clark Street

Artist:

Jessie Fritsch
Trailblazer Murals
(Buzz in Art Studios LLC)

Surface: Exterior Brick Wall

Scope of Work:

Execution of ribbon mural design and minor paint touch-ups to existing mural figures

Total Project Fee: \$4,440

Work Schedule: Estimated Duration: 5-6 working days

June 15–18, 2026

June 22–24, 2026

1. PROJECT DESCRIPTION

The Alley Activation Group has developed ribbon design elements intended to enhance the existing historical mural located in the alley connecting Main Street and Clark Street in downtown Stevens Point.

Jessie Fritsch of Trailblazer Murals, operating under Buzz in Art Studios LLC, is contracted to execute the ribbon mural elements and perform limited paint touch-ups to existing mural figures where necessary.

The ribbon elements will visually pass behind the existing figures while preserving the integrity of the original artwork.

This project is part of the Alley Activation Group's initiative to activate underused downtown spaces and improve the pedestrian experience within the alley.

2. SCOPE OF WORK

The Artist agrees to:

- Transfer and paint ribbon design elements provided by the Client
- Integrate ribbon elements with the existing mural composition
- Perform minor paint touch-ups to existing mural figures where paint loss or chipping has occurred
- Blend paint transitions where ribbon elements intersect existing imagery
- Provide standard mural painting tools and materials necessary to complete the work

The Artist will perform limited touch-ups to areas of chipped paint on the existing mural figures where necessary for visual continuity with the ribbon elements.

No full restoration, repainting, or modification of the original mural figures is included in this agreement.

3. MATERIALS

The Artist will provide professional exterior painting materials suitable for outdoor mural work.

Materials will include:

- Sherwin-Williams **Extreme Bond Primer** (as needed)
- Sherwin-Williams **Emerald Exterior Acrylic Paint** for ribbon elements
- **Nova Color Acrylic Paint** for touch-ups to the existing mural figures
- Standard mural painting supplies (rollers, brushes, tape, etc.)

Paint selection may vary slightly as needed to match existing colors and achieve visual continuity with the original mural.

No protective sealant or coating is included in this project scope.

4. WALL PREPARATION

The Alley Activation Group will complete wall cleaning and basic preparation prior to the start of painting.

The Artist will evaluate the surface condition before beginning work.

5. EQUIPMENT

The Artist will provide necessary equipment, including scaffolding, required to safely complete the mural work.

6. TIMELINE

The mural work will be completed over **five (5) working days**.

Scheduled work dates:

June 15–18, 2026

June 22–24, 2026

Because the mural is outdoors, work may be delayed due to rain or unsafe weather conditions.

If weather delays occur, the Artist and Client will coordinate alternate completion dates.

7. COMPENSATION

Total project fee: **\$4,440**

This fee includes labor, materials, and execution of the ribbon mural and limited paint touch-up work.

Payment Schedule

Deposit (40%) — \$1,776

Due upon signing this agreement to secure project scheduling and materials.

Second Payment (30%) — \$1,332

Due **June 15, 2026**, prior to the start of mural work.

Final Payment (30%) — \$1,332

Due **within seven (7) days of mural completion**.

Payments shall be made to **Buzz in Art Studios LLC**.

8. DESIGN OWNERSHIP

The ribbon mural design and concept are the intellectual property of the **Alley Activation Group**.

The Artist is contracted solely to execute the design and perform minor touch-ups to the existing mural.

The Artist retains the right to photograph the completed mural and use images for:

- portfolio documentation
 - website and promotional materials
 - exhibitions and presentations
-

9. EXISTING MURAL CONDITION

The Artist will take reasonable care when working around the existing mural.

Because the mural is pre-existing and has been exposed to weather and environmental conditions, exact color matching of aged paint areas cannot be guaranteed.

10. INSURANCE

Trailblazer Murals operates as a mural project under **Buzz in Art Studios LLC**, which carries the liability insurance for this project.

11. WEATHER DELAYS

Outdoor mural work is dependent on suitable weather conditions.

Rain, excessive humidity, or unsafe temperatures may delay the project schedule. Any necessary adjustments will be communicated between the Artist and Client.

12. MAINTENANCE

Following completion, the Client assumes responsibility for long-term maintenance of the mural.

Damage caused by vandalism, environmental wear, or structural wall issues after completion is not the responsibility of the Artist.

Future repairs or restoration may be contracted separately.

13. CANCELLATION

If the project is canceled after work has begun:

- The deposit is non-refundable
 - The Artist will be compensated for work completed and materials purchased.
-

14. ACCEPTANCE

Artist

Jessie Fritsch
Trailblazer Murals
Buzz in Art Studios LLC

Signature: _____

Date: _____

Client

Alley Activation Group Representative

Signature: _____

Date: _____

EXHIBIT A

Ribbon Mural Design Reference

This exhibit contains the ribbon mural design provided by the Alley Activation Group and serves as the visual reference for the artwork described in this agreement.

The ribbon elements depicted in Exhibit A represent the approved design to be executed by the Artist within the existing mural composition.

The design document attached here constitutes the official design reference for this project.



Downtown Mural Agreement

This agreement is made between the ~~City of~~ Stevens Point Downtown Business Improvement District (“DBID”) in the state of ~~Wisconsin~~ (“City”) and James E. & Patricia A. Laabs (“Owner”), for purposes of setting forth the agreement of City-DBID and Owner concerning the painting of a mural on the west side tunnel area of Owner’s building at 1035 Main Street, Stevens Point (the “Building”).

Legal Description

LOTS 1 & 2 CSM 5130 18-155 & A, B & C BNG PRT LOTS 1 & SM 3584-12-242 BNG PRT NE NW
S32 T 24 R8 TOGETHER WITH ESMT DES IN 577/455

Recognizing that the painting of a mural on the side of the Owner’s Building will be of benefit to both City-DBID and Owner, DIBDCity and Owner agree as follows:

1. Purpose:

The purpose of this Agreement is to have the Owner permit the City-DBID and any ~~department within the city (Parks/Rec/Forestry or Downtown-BID)~~ designated department in the City to install, display, and maintain, remove, and/or replace the historic mural painted on 4’x8’ boards with a background painted on the wall on the Building that reflects the history, culture, and community identity of Stevens Point.

2. Design and Installation:

The ~~mural~~ theme, design, and artistic direction of the mural being ~~with~~ in the discretion of the City-DBID. Prior to installation, the City-DBID and Owner will agree upon any necessary wall preparation or modifications, if necessary, and other structures of the Building to accommodate the mural. Any agreed-upon modifications shall be completed at a cost being paid by the city-DBID, or as mutually agreed upon by both parties.

3. Term of Agreement:

This Agreement shall remain in effect from the date of execution for at least ten (10) years (“Term”), unless terminated earlier as provided herein.

The mural may remain on the Building during the Term. Any extension of this Agreement must be mutually agreed upon in writing by both parties.

4. Ownership of the Mural:

The City-DBID retains ownership of the mural as an artistic work, including all associated rights such as copyright, marketing, exhibition, and reproduction.

~~At the expiration or termination of this Agreement:~~

~~Ownership of the physical mural installation shall remain with the City unless otherwise agreed in writing.~~

~~The City shall have the right, but not the obligation, to remove the mural. If the City elects not to remove the mural within a reasonable timeframe (not to exceed 180 days), ownership of the physical mural may transfer to the Owner unless otherwise agreed.~~

5. Maintenance and Alterations:

Commented [AB1]: This appears to be at odds with the green highlighted section on the next page. Or at least duplicative of it.

The City/DBID shall have the primary right and responsibility to maintain the mural and reserves the right to restore, repair, or replace the mural as needed.

The Owner agrees:

- ~~-Not to alter, obstruct, or damage the mural during the Term.~~
- ~~-Not to undertake any modifications to the wall or adjacent areas that would impact the mural without prior written approval from the City.~~

~~The City reserves the right to restore, repair, or replace the mural as needed.~~

6. Removal of the Mural:

At the expiration or termination of this Agreement:

- The City/DBID shall be responsible for removal of the mural, unless otherwise agreed in writing.
- Removal shall occur within a mutually agreed-upon timeframe.
- If removal is required due to building renovations, safety concerns, or structural issues, both parties will coordinate in good faith to determine timing and responsibility.

If the Owner requests early removal, costs and responsibilities shall be negotiated and agreed upon in writing prior to removal.

7. Liability and Wall Condition:

The Owner acknowledges and agrees:

~~-That the DBID/City shall not be responsible for any damage to the Building wall or structure, unless it is clearly demonstrated that such damage was directly caused by the mural installation process or materials.~~

- ~~-The Owner releases and holds harmless the City/DBID from claims related to normal wear, weathering, or pre-existing structural conditions of the Building.~~
- ~~-The Owner remains responsible for general building maintenance and structural integrity.~~

8. Use of Images:

The DBID/City retains the right to photograph, reproduce, and promote the mural.

The Owner may include images of the mural in marketing materials related to the Building or their business, provided such use is incidental and does not misrepresent ownership.

9. Interference and Access:

The Owner agrees not to interfere with public viewing or enjoyment of the mural. The Owner agrees not to alter, obstruct, or damage the mural during the Term nor to undertake any modifications to the wall or adjacent areas that would impact the mural without prior written approval from the DBID.

The City/DBID or its appointed contractors shall have reasonable access to the Building wall for maintenance, repair, or removal of the mural with prior notice to the Owner. This also includes gentle pressure washing the area to provide a clean surface for touchup work.

10. Binding Effect:

This Agreement shall run with the land and be binding upon the successors and assigns of both parties.

Commented [AB2]: Considering our conflict related to the Rivermen mural at Water & Clark, I would prefer to not have this in here. What is "clearly demonstrated" to one party may not be to the other. I would prefer something like "Owner shall, prior to installation of the mural, communicate to City whether any preparation of the wall is necessary for the protection of the wall. City agrees to complete at its cost any such preparation. Owner agrees that City shall not be responsible for any damage to the wall even if caused by the mural or its installation, so long as any preparation indicated by Owner is performed."

11. Termination:

This Agreement may be terminated:

~~By mutual written agreement of both parties.~~

~~By either party with ___ days written notice~~

~~Immediately in the event of safety concerns or structural issues affecting the Building~~

12. Entire Agreement:

This document represents the entire agreement between the parties and supersedes any prior agreements related to the mural.

The parties respectively enter in-to this agreement ~~in duplicate~~ this ___ day of _____, _____.

Signatures

Owners: _____
James E. Laabs Patricia A. Laabs

City of Stevens Point [Downtown Business Improvement District Board Chair](#):

By Signed by: _____ Printed Name: _____

Title: _____

AUTHENTICATION

Signatures of James E. Laabs, Patricia A. Laabs,
and _____ and _____
authenticated this ___ day of _____, _____.

Drafted by [City of Stevens Point Downtown BID Executive Director - Karen Margelofsky](#) and reviewed by [Attorney Andrew L. Beveridge, Mayor Mike Wiza, Dan Kremer and DBID Board.](#)



The very best in local journalism.

ADVERTISING AGREEMENT

This Advertising Agreement (“Agreement”) is entered into by and between Point/Plover Metro Wire (“Publisher”) and the Stevens Point Business Improvement District (“Client”). **1. Services Provided** Publisher agrees to provide the following services:

- A dedicated “What’s Happening Downtown” page on the Publisher’s website
- Space on that page featuring participating businesses’ Facebook posts
- Access for Client (and/or its members) to upload and promote events at no additional cost

Publisher will maintain and update the page on a regular basis to ensure functionality and visibility.

2. Term

This Agreement shall begin on _____ and continue on a month-to-month basis unless terminated by either party.

3. Payment Terms

Client agrees to pay Publisher \$333 per month, billed in advance on a quarterly basis.

Quarterly total: \$999 per quarter

Payment is due within ___ days of invoice.

4. Content Responsibilities

Client is responsible for providing accurate and appropriate content and ensuring it has the rights to any materials submitted.

Publisher reserves the right to refuse or remove content that is unlawful or inappropriate.

5. Access and Use

Publisher will provide reasonable access for Client or its members to upload event information.

Publisher is not responsible for errors in submitted content.

6. Termination

Either party may terminate this Agreement with 30 days written notice.

Any prepaid amounts will not be refunded once a billing period has begun.

7. Limitation of Liability

Publisher is not liable for indirect or consequential damages related to this Agreement.

8. Entire Agreement

This Agreement represents the full understanding between the parties and may only be modified in

writing.

Point/Plover Metro Wire

By: _____

Date: _____

Stevens Point Business Improvement District

By: _____

Date: _____