



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
- Brian Cummins
- Hana Cutler
- Tara Manzke
- Robert Welling
- Craig Cook
- Tim Schertz

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	May 5, 2026 2:30 PM	Location:	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
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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
 - D. Board Chair Report
 - E. Events 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 April 7, 2025.
2. Approve WEDC-CDI-Vibrant Spaces Grant Contract.
3. Approve Communication Policies & Quick Reference Guides.
4. 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 Strong's 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 Strong's 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	177,310	7,950-
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	11,900	3,400
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,182	857	245
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,381	776	219
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	23	15	5
254.56.00700.1930	WORKERS COMPENSATION PREM	795	213	61
254.56.00700.1950	MEDICAL INSURANCE PREM	17,917	3,946	1,493
254.56.00700.1955	HSA CONTRIBUTION	780	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	137	46
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	24,000	4,093	1,613
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	.00	300
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,750	373	228
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	431	40
Total BUSINESS IMPROV DISTRICT:		121,093	22,740	7,650
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		124,393	85,636	.00
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		124,393	22,740	7,650

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
	Net Total BUSINESS IMPROV DISTRICT (BID):	.00	62,896	7,650-
	Net Grand Totals:	.00	240,206	15,600-

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	22,126	101-
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	.00
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	250	60
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	15	15
Total MISCELLANEOUS EXPENSES:		39,300	365	75
FRIENDS OF DOWNTOWN Revenue Total:		39,300	.00	.00
FRIENDS OF DOWNTOWN Expenditure Total:		39,300	365	75
Net Total FRIENDS OF DOWNTOWN:		.00	365-	75-
Net Grand Totals:		.00	21,761	176-

Conference Summary – Main Street America National Conference, Tulsa, OK

April 12–16, 2026 | Attendee: Karen Margelofsky, ED – Stevens Point Downtown BID

Adaptive Tech for Thriving Main Street

Session Focus: Leveraging technology to support small businesses and improve organizational efficiency

Key Notes & Takeaways:

- Use of **Microsoft PowerPoint** to create short, instructional video tutorials (e.g., how to set up Google listings or maps)
- Videos are often developed by **tech students or interns**, creating a low-cost, scalable resource
- Importance of evaluating CRM systems such as **HubSpot** and **Microsoft Dynamics**, which may also include project management tools
- When implemented effectively, CRM systems can **save time and improve coordination across stakeholders**
- Recommended platforms and tools to explore or expand use:
 - ChatGPT
 - Canva
 - Google Workspace
 - Mailchimp
 - Hootsuite
 - Zeffy (free platform)
- Entrepreneurial support resources:
 - E3Alliance.org
 - Eship.org

Cultivating Connections – Presented by Maggie Strong (Strong Consulting, Quincy, IL)

Session Focus: Building authentic community relationships and engagement strategies

Key Notes & Takeaways:

- Introduction to the **7 Community Capitals** (with a worksheet to evaluate how you are doing):
 - Natural, Cultural, Human, Social, Political, Financial, Built
- Authentic engagement defined as **genuine, meaningful, and transparent**
- Distinction between:
 - Asking for input vs. **gathering input that will let to programs that will influence decision to become involved (find their passion)**
- Recommendation to implement a **Board Member “Buddy System”**:
 - Assign board members to build direct relationships with business owners
- Emphasis on **sharing the process, not just outcomes**
- Encourage **shared ownership** by inviting stakeholders to contribute to planning, research, and implementation
- Framework for cultivating connections:
 - **Discover:** Gather input and understand needs before defining solutions
 - **Plan:** Align resources and ensure all voices are represented (reference to McNellis Compression Planning process)
 - **Thrive:** Establish clear goals, structure, timelines, and maintain strong communication
- Strong communication and engagement create a **ripple effect across projects**

Revolving Loan Funds – Downtown Owosso, MI

Session Focus: Overview of a successful revolving loan fund program

Key Notes & Takeaways:

- Provided a high-level overview of program structure and evolution over time
- Emphasized importance of:
 - Learning from early implementation challenges
 - Adapting program guidelines to improve long-term sustainability
- Encouraged review of detailed materials (PowerPoints) for replication strategies

Opening General Session – Presented by Kennedy Smith

Session Focus: The value of downtown identity and creative programming

Key Notes & Takeaways:

- Example: “Noontime Downtown” program increased lunch sales by **80%**
 - Included coordinated lunch offerings and themed entertainment (soap opera-style programming)
- Reinforced that **small businesses are the lifeblood of communities**
- Highlighted the importance of **unique, place-based experiences** that differentiate downtowns from franchises and business parks

Digital Front Door: Google Presence

Session Focus: Strengthening online visibility for small businesses

Key Notes & Takeaways:

- Approximately **90% of searches occur on Google**
- Every business should claim and maintain a **Google Business Profile**
- Foundational information must be accurate and complete:
 - Business name, address, phone number, categories, hours, website
- Engagement content:
 - Business descriptions, high-quality photos/videos, products/services
- Reputation management:
 - Encourage, monitor, and respond to reviews **promptly and professionally**
- Best-in-class profiles demonstrate:
 - Timeliness, consistency, responsiveness, and accuracy

Event Evaluation – Batavia Main Street

Session Focus: Data-driven framework for evaluating events

Key Notes & Takeaways:

- Introduced a structured **Event Evaluation Framework** (handout)
- Core evaluation pillars:
 - Mission alignment
 - Financial sustainability
 - Community engagement
 - Sponsor value
- Additional considerations:
 - Staff impact, committee impact, merchant impact, volunteer impact, community impact
- Includes scoring system (high/medium/low) and analysis of program pros/cons
- Encourages annual review process with clear decision points:
 - **Keep, Revamp, or Retire events**
- Reminder to account for **staff and volunteer time investment**

Belonging Session

Session Focus: Understanding inclusion and community dynamics

Key Notes & Takeaways:

- Belonging described as an **“invisible current”** shaping how individuals experience work and community
- Reinforced importance of creating environments where individuals feel welcomed and valued

Understanding Microbusiness & Building Local Entrepreneur Capacity

Session Focus: Supporting entrepreneurs at different stages

Key Notes & Takeaways:

- Identified three stages of microbusiness development:
 - **Explorer:** Independent, early-stage, seeks information privately
 - **Connector:** Desires community, learning opportunities, and engagement
 - **Builder:** Growth-focused, seeks mentorship and accountability
- Importance of tailoring programming and support based on stage
- Resource provided: www.smartstartcommunity.com for tools and guidance

General Session – International Economic Development Council

Session Focus: Economic development leadership

Key Notes & Takeaways:

- Recognition of IEDC’s **100th anniversary**
- Reinforced the evolving role of economic development in supporting local communities

Better Together: Igniting Collaboration & Innovation – Mount Jackson, VA

Session Focus: Encouraging business collaboration through small grants

Key Notes & Takeaways:

- Program began with **\$10,000 COVID grant funding**, now expanded to \$15,000 annually from their own budget
- Businesses must collaborate to apply; each receives funding to execute joint projects (\$500 each)
- Example collaborations:
 - Retail + recycling, bookstore + salon, theater + inn
- Result: Shift from competition to **partnership mindset among businesses**
- Simple 2-page application with rolling deadlines
- Recommended reading: *“Be the Purple Cow”*

Business Retention & Expansion Programs That Work (We were the presenters)

Session Focus: State and local strategies for business support

Key Notes & Takeaways:

- Presented alongside peers on effective BRE & Entrepreneur Support strategies and replicable programs
- Session was **well attended**, indicating strong interest in this topic
- Follow-up engagement included discussions with other directors, including international interest from Japan
- Reinforced value of Wisconsin Main Streets collaborations

Transformation Strategy Session

Session Focus: Strategic planning and implementation

Key Notes & Takeaways:

- Provided handouts for Transformation Strategy Readiness Checklist, Readiness Spectrum Mapping Template and Partner Engagement Worksheet
- Reinforced importance of aligning projects with clear goals and measurable outcomes

Conference Closing – Sapulpa “Big Bash”

Session Focus: Experiential downtown activation

Key Notes & Takeaways:

- Self-guided downtown event featuring:
 - Games, shopping incentives, and community-wide participation
- Provided opportunity to observe **place-based activation strategies in action**
- Valuable networking and peer-to-peer learning with other Main Street directors

Overall Conference Reflection

- The conference provided **practical tools, proven frameworks, and peer insights** applicable to Stevens Point Downtown
- Strong emphasis on:
 - Collaboration
 - Data-driven decision-making
 - Authentic community engagement
 - Support for small and microbusinesses
- Reinforced alignment with current initiatives and identified opportunities for continued growth and innovation

Executive Director Report

Karen Margelofsky

Stevens Point Downtown Business Improvement District

May 5, 2026

1. Conference Participation & Professional Development

I attended the Main Street America National Conference in Tulsa, OK (April 12–16, 2026).

This conference provided valuable insight into best practices in downtown revitalization, including technology integration, authentic community engagement, small business support, and data-driven event evaluation.

A detailed **conference summary and session notes are attached** for your review as documentation of attendance and key takeaways that can inform our ongoing and future initiatives.

2. Work Group Engagement

I attended all scheduled work group meetings this month and continue to support coordination across all committees.

At this time, I will defer to each **Work Group Chair** to provide updates on current projects, initiatives, and progress within their respective areas.

3. Key Project Updates

WEDC Vibrant Spaces Grant – Library Alley Activation Project

- Received contract award for **\$50,000 grant funding**
- Completed all required onboarding meetings and have been briefed on compliance and implementation processes
- Contract has been reviewed and approved by the City Attorney and is **presented for Board approval** to authorize **Jarod Kivela** to sign and accept
- Ordered required project signage through the grant program

Mural Project

- Presented updated mural agreement to property owner following City Attorney review
- Received updated mural contract totaling **\$3,620**
- Project timeline scheduled for **July 7–9, 2026**
- Coordinating with Parks & Recreation to:
 - Remove existing mural
 - Power wash surface areas in advance of installation
- Currently working with muralist to finalize **paint type and color specifications**

Sponsorship & Investment Development (Kennari Consulting)

- Completed final cohort session with Kennari
- Presented our **Investment Guide** to peer communities
- Preparing next steps:
 - Board member engagement in outreach (assignment of business contacts)
 - Development of a **“Friends of Downtown”** support document as recommended

4. Events, Marketing & Programming

- Ongoing coordination with Events Coordinator (Kris Carne) on all upcoming events
- Continued development and updates of:
 - Marketing materials

- Website content
- Facebook promotions
- Givebutter event registrations

5. Organizational Development

Staffing & Intern Support

- Conducted interviews and successfully hired a qualified **Events & Marketing Intern**
- Coordinating onboarding process with Melissa, including:
 - Orientation development
 - Training plan for May start
- Currently working with the City to finalize internship onboarding procedures

Board Development

- Onboarding new Board Member **Tim Schertz**
- Provided all necessary materials and documentation to support understanding of roles, responsibilities, and current initiatives

6. Partnerships & Community Engagement

Downtown Collective & Quarterly Social – April 28

- Hosted combined Downtown Collective meeting and quarterly social event
- Attendance: approximately **15–20 participants**
- Featured guest speakers:
 - **Chris Klesmith (City of Stevens Point)** – overview of local, regional, and statewide funding opportunities
 - **Sarah Behrens (Mid-State Technical College)** – introduction to upcoming **Grant Writing Course**
 - Session options:
 - May 12 (8:00–10:00 AM)
 - May 18 (4:00–6:00 PM)
 - Cost: \$25

This event supported continued engagement, education, and connection within the downtown business community.

Closing

Progress this month reflects continued momentum in project implementation, organizational development, and strategic alignment with our mission. Emphasis remains on strengthening partnerships, advancing key initiatives, and supporting a vibrant and sustainable downtown.

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

Stevens Point Downtown BID
Stevens Point, Wisconsin

PROJECT SUMMARY

Project: Stevens Point Downtown BID

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

Total Project Fee: \$3,620

Work Schedule: Estimated Duration: 2-3 working days
July 7-9

1. PROJECT DESCRIPTION

Stevens Point Downtown BID 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.

Existing murals will be removed during the painting of the ribbons and reinstalled after ribbon mural is completed.

This project is part of the Stevens Point Downtown BID 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
 - Provide standard mural painting tools, materials, and supplies necessary to complete the work
-

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
- Standard mural painting supplies (rollers, brushes, tape, etc.)

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

4. WALL PREPARATION

The Stevens Point Downtown BID 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 & PAINT

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

The Stevens Point Downtown BID will provide Jessie with the colors needed for the project. Paint is purchased at Sherwin Williams.

6. TIMELINE

The mural work will be completed over **2-3 working days**.

Scheduled work dates:

Tuesday, July 7 through Thursday July 9. 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: **\$3620**

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

Payment Schedule: Payments are complete after grant approval

Deposit (40%) — \$1,448

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

Second Payment (30%) — \$1086

Due **July 6**, prior to the start of mural work.

Final Payment (30%) — \$1086

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 **Stevens Point Downtown BID**

The Artist is contracted solely to execute the design.

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

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

9. INSURANCE

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

10. 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.

11. 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.

12. 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.
-

13. CONTACT

Jessie Fritsch
Trailblazer Murals
Buzz in Art Studios LLC

1816 McCulloch St. Stevens Point, WI 54481
715-252-4125
jessie@jessiefritsch.com
@Trailblazer_mural

14. ACCEPTANCE

Artist

Jessie Fritsch
Trailblazer Murals
Buzz in Art Studios LLC

Signature: _____

Date: _____

Client

Stevens Point Downtown BID

Signature: _____

Date: _____

EXHIBIT A

Ribbon Mural Design Reference

This exhibit contains the ribbon mural design provided by the Stevens Point Downtown BID 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.



EAST WALL: PAINT WALL WHITE WITH COLORED RIBBONS

Board Meeting Notes for May Events Coordinator

From Kristeen Carne <kristeencarne@yahoo.com>

Date Wed 4/29/2026 5:17 PM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>

Hi Karen, below are a few notes for the board meeting.

Updates for 2026 events:

- Walk: sponsors, participants, activities.
- Make Music Day (MMD). Have sent in for free harmonicas and drumsticks from the MMD organization. Waiting to hear back from the city where and if public piano will be going up.
- Notes @ Night (N@N): update on collaboration with Farmers Market/night market and tavern/vendor collaborations.
- Discover Downtown (DD): Permit sent in. Have solicited for interest in car show.

- Wine Walk: Informational and Planning Meeting went well. Letter will be going out to businesses soon.

Kris will be in Poland and Lituanian from May 21- June 6. Everything will be in place for coverage at Notes @ Night and all pieces in place prior to leaving.

1. Why did you pick this event? What made it appealing to you?

I chose this event because I was not familiar with Stevens Point and thought the premise of the event was appealing because it seemed broad. Retail engagement, live entertainment, and community oriented programming, which didn't seem to be heavily promoted as family programming are all great things that, at least in theory, can translate to any community and any business. They're all comprehensive downtown activation strategies so it seems like the entire event and definitely facets of it would be relevant for best case practices. Additionally, because it is more open ended, it seems like it would be an inclusive event that nearly any business could easily be a part of if they want.

2. Was the event area easy to navigate?

Overall, the event area was generally well defined and pedestrian friendly. Having the street closed made it obvious that you were where you were supposed to be. In the interest of checking out the entire event, we parked at a public lot on one end – closest to where the firetruck was and walked. Activities were concentrated along the primary downtown corridor. However, there felt like a disconnect between the farmers market that was happening at the same time at the beginning of the event. The natural flow took us to that courtyard area, but without a map and signage it felt like a well organized event would have been missed.

3. Was parking easy to find?

Parking was moderately accessible. While on-street spaces near the event core were either closed off or taken on Saturday, adequate parking was available within a short walking distance. Names of public parking lots could be improved and reverse signage (once you're away from where you parked) would be nice.

4. Did the event signage clearly define what was offered?

Signage effectively identified major attractions such as live music and sidewalk sales. The weather was definitely a factor. It rained in the middle of the afternoon. But signage was limited to posters in some windows that did not include a map or more specifics. Almost everyone we talked to mentioned the Ping Pong Drop, but it only listed the name of the business it was happening at, so if you didn't use your phone to connect things, it was hard to know the direction to head toward. And, likely, because of the weather, a lot of retail sales were inside and any smaller or secondary activities lacked visibility and recognition. It felt like, in hoping to keep the event broadly defined and open to all without maybe a ton of organization (herding cats) information was not fully shared.

5. Did you feel safe during the event?

Yes. The event environment felt safe. There were a good number of all types of people. The firemen were especially friendly and contributed positively to the overall perception of security even if that is not exactly their job or why they were there. Following the event, we did walk down to the river and along the path. It was considerably quieter with some individuals that may have been off putting, especially near the band shell, for younger families.

6. Could you find information online before the event?

Basic event information (date, time, general description) was accessible online especially on Stevens Point Area website. However, more detailed materials like a map, vendor list, and performance schedule, were not provided. I do not believe an event page was on Facebook either. What came up was posts, all with different graphics, from different businesses making note of the event, but leaving a slightly disjointed feel.

7. What was the overall vibe?

Despite the rain, the atmosphere was welcoming, community-oriented, and moderately paced. There were some ebbs and flows. The fire truck creating a giant sprinkler for children was awesome and really feel good. Gepetto's was the main retail store with a great set up, including a photo op of sorts. Without a map, it was harder to know what shops to stop into and as basically a first time visitor it was also trickier to get suggestions.

Most everyone we talked to had an idea of the event, but beyond sales, the ping pong drop, and live music, they really did not have any details and employees of shops usually directed us down further.

8. If a ticketed event, how was the check-in process? And was it easy to purchase tickets?

N/A

9. Was the experience equal to what was advertised?

Yes, but I would say slightly less than expectations. Everything that was advertised occurred, so it was not misleading, but the overall number of things happening was less than expected. The Main Street was not horribly long so it was not a question of too much walking or going back and forth, but if the event were to be slightly smaller in area there would have been more buzz with the same number of vendors. I realize that is likely challenging to get people farther off the main drag to participate and feel included.

10. What can be improved?

Again, it was likely harder to properly evaluate because of the weather, but I'd say just the number of businesses participating and if not participating than at least aware of what is happening and promoting it with the same posters/graphics. An event map and schedule would have been nice to have. Could there be a centralized information booth? The farmers market was really a pleasant surprise and could be a starting point? That would also help improve visibility of smaller vendors and activities. Even if shops are deciding on what they're doing the week of, hearing about it firsthand from an information booth would be great for the visitor experience.

11. How long did you stay at the event?

We stayed downtown virtually all day. The event was advertised as 11am-4pm with live music. We got downtown about 10am and did not leave until after dinner and a drink after it.

12. What feedback did you overhear from participants (businesses, volunteers, and/or attendees)?

Attendee feedback was largely positive. People seemed to have a lot of pride about the event happening and recognized the fun with it. The ping pong drop got brought up more than anything. It really emphasized the relaxed atmosphere and variety of offerings. Some shop owners did share that the traffic had steady but not overwhelming, which allowed for us to have more engaged conversations.

13. What was the customer service experience like?

Customer service was consistently positive. Sentry World hotel was topnotch and felt like they had done the most homework or were the most informed on the weekend happenings and what recommendations they shared. No one was disengaged, possibly just slightly out of the loop if anything.

14. Provide any additional feedback.

We had a great time in Stevens Point, and the event was the reason that got us there! It is a solid model for an all encompassing event that really allowed us to explore. It showcased downtown's assets and businesses. With a few more vendors and increased communication, it would be a homerun. And it would be easy to come back to the event.

Guu's on Main, Father Fats Public House (especially!), The Wooden Chair for breakfast, Joe's Bar, Mission Coffee House, Gepetto's, Divepoint Scuba, the farmers market, the brewery (tour), and Fall Line Outfitters were all awesome places that provided topnotch

experiences. Repeating the weekend, including staying at SentryWorld, is definitely something I'd like to do again thanks to all of the experiences we had.

Stevens Point Downtown Business Improvement District Board Meeting Minutes
Tuesday, April 7, 2026 at 2:30 pm in the SPACVB Conference Room Start Time: 14:01

Opening Section: Hana Cutler (Vice Chair will be leading the meeting in Brian Cummins absence) – meeting called to order at

1. Roll Call: Board Present: Ald. Marc Christianson, Tara Manzke (Excused) Hana Cutler, BJ Welling, Craig Cook, Excused: Brian Cummins
Staff & Public: Karen Margelofsky (ED), Kris Carne (Events Coor.),

2. Comments from the public on non-agenda items. None

3. General Reports and Updates

A. City Staff Updates

Chris Klesmith: Shopko Apartments project is moving; it's at the application for WED Grant process to help for funding. Old plumbing location on water street is being looked at for possible condo location, along with the old Edge Water location. 2nd street Condo project has been approved next to Northern Distillery.

B. Treasurer Report, BJ Welling had a death in the family, so no report was reported, however Karen mentioned a -7,000 report that is believed to be from 2025 budget.

March- Treasurer report was motioned for approval by Craig Cook and 2nd by Alderman Marc Christenson

C. Downtown Executive Director Report

i. [Business Resource Guide](#)

ii. 2026 Partnership and Investment Guide

iii. Downtown BID Board Policies and Bylaws Handbook

iv. 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.

4. Board Chair Report: Hannah in place of Brian, Unhoused issue by the old Gruba Jewelers, has been worked through the new Police Chief, he communicated, that having the lease or the owner file complaints goes further than the public. The New proposed homeless shelter has been approved by the City Plan Commission now heads the City Counsel. The Downtown Franciscans unhoused feeding will be shifted to the Salvation Army 1 May 2026

5. Event Coordinator Report

Chris Carne: events are moving along, almost all bands are booked for Notes at Night. Run or walk is scheduled and business and groups are continuing to sign up. Wine Walk sign up will start soon and looking to have businesses get their own bartenders licensed through the city after they take their training and test.

6. 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.

Motion for approval by Mark Christenson and 2nd by Craig Cook

2. Present and take action on Mural Execution Agreement for Library Alley Mural Project.

County wants to ensure that there is not a priority for the mural project over the regular maintenance that still has to be done by the county. They are on board with the project taking place.

3. Present and take action on Downtown Mural Agreement with Laabs. Still has to be presented to the Laabs but wanted the board to see first for approval.

4. Present and take action on Contract from Metro Wire. Board all agreed that investing in the Metro Wire with the emphasis on the Downtown Events and news that relates to the downtown is a investment worth taking on financially.

Motion to Approved by BJ Welling and 2nd by Craig Cook

5. Adjournment. Meeting was adjourned at 16:15

Also in attendance: Troy Hojnacki, Suzanne Bostwick, Kara Adams and Kiba.

Reported by and certified by Craig Cook

**COMMUNITY DEVELOPMENT INVESTMENT VIBRANT SPACES GRANT
AGREEMENT**

BETWEEN

THE WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

AND

CITY OF STEVENS POINT

This Agreement is entered into pursuant to Chapter 238 of the Wisconsin Statutes between the Wisconsin Economic Development Corporation (“WEDC”), a public body corporate and politic authorized to grant funds for the purpose of economic development pursuant to Chapter 238 of the Wisconsin Statutes, and City of Stevens Point (“Recipient”). Certain capitalized terms are defined in Section 1 of this Agreement.

WITNESSETH

WHEREAS, the Recipient has submitted an Application to WEDC, requesting funds from WEDC’s Community Development Investment Vibrant Spaces Grant Program (“CDI-VS Funds”);

WHEREAS, WEDC has determined that the Recipient is an eligible recipient of CDI-VS Funds; and

WHEREAS, in reliance upon the Application, WEDC has approved the Recipient for up to Fifty Thousand Dollars (\$50,000) in CDI-VS Funds.

NOW, THEREFORE, for valid consideration, the receipt of which is hereby acknowledged, and in consideration for the promises and covenants in this Agreement, WEDC and the Recipient agree as follows:

1. Definitions. For purposes of this Agreement, the following terms have the following meanings:

(a) “Agreement” means this agreement, to include all documents required to be delivered contemporaneously with the execution and delivery of this Agreement, and the attached Exhibits, together with any future amendments executed in compliance with Section 21 of this Agreement.

(b) “Application” means the materials submitted by the Recipient to WEDC relating to this allocation of CDI-VS Funds.

(c) “CDI-VS Funds” means the grant monies the Recipient is eligible to receive from WEDC’s Community Development Investment Vibrant Spaces Grant Program in accordance with this Agreement.

(d) “Effective Date” means the date on which this Agreement is fully executed by both parties.

(e) “Eligible Project Costs” means costs for which CDI-VS Funds and Matching Funds may be used, as outlined in Section 3(b) of this Agreement, which the Recipient incurs between the Project Start Date and the Project End Date.

(f) “Ineligible Costs” means costs for which CDI-VS Funds and Matching Funds may not be used including: costs incurred prior to the Project Start Date; costs for acquisition; costs related to grant applications or bid preparation; costs for events; costs for private spaces that are not open to the public; indirect expenses or soft costs; in-kind contributions; costs which may be covered by other grant or statutory programs; permits; Phase I and II environmental studies; Lien claims of the Department of Natural Resources and Environmental Protection Agency; performance and payment bonds; contingencies; developer fees; insurance premiums; signage (except for wayfinding, interpretive signage, a single entrance or gateway sign and kiosks); financing fees, interest payments, or the assumption of debt; relocation fees; accounting, legal, appraisal, and architectural fees; mergers and acquisitions; project administration fees, including costs associated with WEDC compliance reporting, schedules of expenditures, and payment requests, interior renovations (except for restrooms), district or community-wide improvement projects, staffing, programming, ongoing maintenance, lease costs, and demolition costs.

(g) “Leverage” means funding provided for the Project other than CDI-VS Funds, including Matching Funds.

(h) “Matching Funds” means non-WEDC funds secured by the Recipient to meet the match requirement of CDI-VS Funds under this Agreement. Eligible Matching Funds must be incurred between the Project Start Date and Project End Date. In order to receive the full amount of CDI-VS Funds contemplated under this Agreement, Matching Funds must be at least Fifty Thousand Dollars (\$50,000). No more than Fifty Percent (50%) of the Matching Funds may consist of other state and/or federal grants. Matching Funds must be cash and may not be in-kind.

(i) “Program Guidelines” means the WEDC approved rules and eligibility requirements for the Community Development Investment Vibrant Spaces Grant Program in force as of the Effective Date.

(j) “Project” means the Recipient assisting in the transformation of the front, alley, and rear common areas of the Portage County Public Library, in accordance with the Application and the terms of this Agreement.

(k) “Project End Date” means December 31, 2027, the date by which the Project will be complete and the last day which the Recipient may incur costs against CDI-VS Funds and Matching Funds.

(l) “Project Location” means the site or sites at which the Project will take place, specifically 1001 Main Street, Stevens Point, Wisconsin.

(m) “Project Start Date” means February 24, 2026, the date on which the Project begins and the Recipient may start incurring costs against CDI-VS Funds and Matching Funds.

(n) “Recipient” means City of Stevens Point.

(o) “WEDC” means the Wisconsin Economic Development Corporation, together with its successors and assigns.

2. CDI-VS Funds. Subject to the terms and conditions set forth in this Agreement, Program Guidelines, and in Wisconsin law, WEDC shall provide to the Recipient a grant of up to Fifty Thousand Dollars (\$50,000) in CDI-VS Funds.

3. Recipient’s Obligations. The Recipient will or will ensure that:

(a) The Project is completed as it is contemplated in the Application and in accordance with the terms of this Agreement,

(b) CDI-VS Funds and Matching Funds are used for Eligible Project Costs, incurred between the Project Start Date and Project End Date, as outlined in the following budget:

USES		SOURCES		TOTAL
Budget Code	Eligible Project Costs	CDI-VS Funds	Public Funds	
0330	Public Facilities	\$50,000	\$50,469	\$100,469

(i) Eligible Project Costs to be applied to CDI-VS Funds for public facilities include specifically permanent interactive musical structures, concrete, lighting, mural/public art, landscaping, seasonal equipment, and mounted plaques.

(c) CDI-VS Funds or Matching Funds are not used for Ineligible Costs.

(d) Matching Funds from non-WEDC sources are secured sufficient to achieve the match requirement of the CDI-VS Funds under this Agreement. Matching Funds must equal at least Fifty Thousand Dollars (\$50,000) in order for the Recipient to obtain the maximum amount of the CDI-VS Funds, and must be documented prior to the final reimbursement.

(e) WEDC’s logo is prominently displayed on any signage at the Project Location.

(f) Reports are provided to WEDC as further described in Section 5 of this Agreement, in such form as required by WEDC.

4. Release of Funds. WEDC will release the CDI-VS Funds contemplated by this Agreement to the Recipient on a reimbursement basis. The Recipient may request CDI-VS Funds in up to Two (2) reimbursements and each reimbursement will be contingent on the following:

(a) The Recipient submitting to WEDC a request for payment of funds in such form as required by WEDC, a sample of which is attached to this Agreement as Exhibit A.

(b) Recipient creating a Bill.com account unless Recipient has an existing account with Bill.com. Instructions for creating a Bill.com account will be provided by WEDC under separate cover. Recipient shall provide their Payment Network ID to WEDC with each request for payment.

(c) The Recipient submitting to WEDC a summary report of the Eligible Project Costs incurred against both the CDI-VS Funds and Matching Funds. The amount of Matching Funds

incurred for any request must be in an amount pro rata with the amount incurred against the CDI-VS Funds being requested.

(d) If an Eligible Project Cost is more than Two Thousand Five Hundred Dollars (\$2,500), the Recipient submitting to WEDC proof of payment documentation evidencing that the Eligible Project Cost incurred at the Project Location against the CDI-VS Funds and the Matching Funds covered by the request have been paid. Proof of payment documentation may include the following:

- (i) Receipt showing payment;
- (ii) Statement from the vendor showing the payment has been applied to a particular invoice;
- (iii) Subsequent invoices showing the first payment was applied;
- (iv) Copy of a cancelled check;
- (v) Image of original check with check number, accompanied by a bank statement showing check number clearing;
- (vi) Credit card statement showing purchase amount and vendor which match the invoice;
- (vii) Bank statement showing wire or ACH purchase that matches the invoice;
- (viii) Letter from vendor, on vendor letterhead, specifying the invoice number was paid; or
- (ix) Lien waivers for construction including the dollar amount which matches the invoice or invoice totals.

(e) If an Eligible Project Cost is Two Thousand Five Hundred Dollars (\$2,500) or less, the Recipient submitting documentation evidencing that the Eligible Project Cost incurred at the Project Location against both the CDI-VS Funds and the Matching Funds covered by the request has been purchased or will be purchased through an invoice, receipt, registration form, or other third-party documentation that contains the following information:

- (i) Vendor name and contact information;
- (ii) Description of the item(s) purchased;
- (iii) Cost of purchase;
- (iv) Date of purchase (invoice date or date received, not date ordered unless it is the same); and
- (v) Project Location.

(f) The Recipient being in compliance with this Agreement, and with any other agreements by and between the Recipient and WEDC.

(g) The Recipient requesting all CDI-VS Funds no later than February 29, 2028.

5. Reporting. The Recipient shall provide reports and information to WEDC according to the following requirements:

(a) A performance report, due according to the Schedule of Reporting set forth in Section 5(b) below, in such form as required by WEDC. The report must include information required by WEDC to determine Project performance which must include, at a minimum, photos of the completed Project, which may be used for marketing purposes, a financial overview and narrative

summary of the Project including the impact that the Project had on the number and type of audiences using the space, nearby businesses, and the number of events held at the Project Location, Project expenditures, and the Recipient’s progress on achieving the goals related to the following Project-specific metrics:

Metric	Goal*
Site Work- Construction	\$23,175
Capital Investment	\$106,440
Leverage – Total	\$60,040

* These goals represent anticipated Project outcomes and failure to achieve these goals will not constitute an Event of Default, unless they are noted as a requirement elsewhere in the Agreement.

(b) Schedule of Reporting:

PERIOD COVERED	DOCUMENTATION	DUE DATE
February 24, 2026-February 28, 2027	Performance Report	May 1, 2027
February 24, 2026-December 31, 2028	Performance Report	March 1, 2028

(c) Within Thirty (30) days, notify WEDC in writing of any event or occurrence that may adversely impact the completion of the Project as represented in Recipient’s Application. Adverse impacts include, but are not limited to, lawsuits, regulatory intervention, and inadequate capital to complete the Project.

6. Event of Default. The occurrence of any one or more of the following events constitute an “Event of Default” for the purposes of this Agreement:

(a) The Recipient ceases the Project within Five (5) years of the Effective Date of this Agreement and commences substantially the same economic activity outside of Wisconsin.

(b) The Recipient supplies false or misleading information to WEDC in connection with this Agreement, without providing a satisfactory explanation, in WEDC’s sole discretion, for the false or misleading information.

(c) The Recipient fails to comply with or perform, in any material respect, any of its obligations under this Agreement, without providing a satisfactory explanation, in WEDC’s sole discretion, for the noncompliance.

(d) The Recipient is in default under any other agreement between WEDC and the Recipient.

7. Remedies in Event of Default.

(a) Upon the occurrence of any Event of Default, WEDC shall send a written notice of default to the Recipient, setting forth with reasonable specificity the nature of the default. If the Recipient fails to cure any such Event of Default to the reasonable satisfaction of WEDC within Thirty (30) calendar days, WEDC may extend the cure period if WEDC determines, in its sole discretion, that the Recipient has begun to cure the Event of Default and diligently pursues such

cure, or, without further written notice to the Recipient, declare the Recipient in default. The cure period will in no event be extended more than Ninety (90) days. In the Event of Default, WEDC shall terminate the Agreement and recover from the Recipient:

(i) One Hundred Percent (100%) of the funds disbursed to the Recipient under this Agreement;

(ii) All court costs and attorneys' fees incurred by WEDC in terminating this Agreement and recovering the amounts owed by the Recipient under this provision; and

(iii) A financial penalty of up to One Percent (1%) of the CDI-VS Funds.

(b) These amounts must be paid to WEDC within Thirty (30) calendar days of demand by WEDC hereunder. If the Recipient fails to pay these amounts to WEDC as and when due, the Recipient will be liable for the full unpaid balance plus interest at the annual rate of up to Twelve Percent (12%) from the date of the notice of Event of Default.

(c) Upon an Event of Default, WEDC shall, without further notice, withhold remaining disbursements of the CDI-VS Funds.

8. Recipient's Warranties and Representations. In addition to the other provisions of this Agreement, the Recipient hereby warrants and represents to the best of its knowledge that as of the Effective Date and as long as Recipient has obligations under this Agreement:

(a) The Recipient is in compliance with all laws, regulations, ordinances and orders of public authorities applicable to it, the violation of which would have a material adverse effect on the Recipient's ability to perform its obligations under this Agreement or to otherwise engage in its business.

(b) The Recipient is not in default under the terms of any loan, lease or financing agreements with any creditor where such default would have a material adverse effect on the Recipient's ability to fulfill its obligations under this Agreement.

(c) The financial statements and other information provided by the Recipient to WEDC are complete and accurate in accordance in all material respects with Generally Accepted Accounting Principles where applicable and have been relied on by WEDC in deciding whether to enter into this Agreement with the Recipient.

(d) There are no actions, suits or proceedings, whether litigation, arbitration, or administrative, pending or threatened against or affecting the Recipient or the Project which, if adversely determined, would individually or in the aggregate materially impair the ability of the Recipient to perform any of its obligations under this Agreement or adversely affect the financial condition or the assets of the Recipient.

(e) The Recipient is unaware of any conditions which could subject it to any damages, penalties or clean-up costs under any federal or state environmental laws which would have a material adverse effect on the Recipient's ability to comply with this Agreement.

(f) The Recipient has or will acquire before commencing any work for which they are required, all necessary permits, licenses, certificates or other approval, governmental or otherwise, necessary to operate its business and own and operate its assets, all of which are in full force and effect and not subject to proceedings to revoke, suspend, forfeit or modify.

(g) The Recipient has filed when due all federal and state income and other tax returns required to be filed by the Recipient and has paid all taxes shown thereon to be due. The Recipient has no knowledge of any uncompleted audit of the returns or assessment of additional taxes thereon.

(h) The Recipient and the undersigned officer thereof has all necessary or requisite power and authority to execute and deliver this Agreement.

(i) The execution and delivery by the Recipient of this Agreement has been duly authorized by all necessary action of the Recipient and no other proceedings on the part of the Recipient are necessary to authorize this Agreement or to consummate the transactions contemplated hereby.

(j) The Recipient has available or has the capacity to secure funds necessary to cover, as and when incurred, the costs and expenditures necessary for the completion of the Project, as identified in the Application and this Agreement.

(k) The Recipient is not making these representations and warranties specifically based upon information furnished by WEDC.

(l) These warranties and representations herein are true and accurate as of the Effective Date of this Agreement, and survive the execution thereof.

(m) The information disclosed to WEDC in the course of WEDC's evaluation of the Recipient's eligibility for the Program does not contain any untrue statement of a material fact or omit to state a material fact necessary in order to make the statements contained therein, taken as a whole and in light of the circumstances under which they were made, not misleading.

9. Wisconsin Public Records Law. The Recipient understands that this Agreement and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin's Public Records Law, Wis. Stats. §§ 19.31-39, and any successor statutes and regulations.

10. Additional Requirements.

(a) Project Records and Financial Records. The Recipient shall prepare, keep and maintain such records as may be reasonably required by WEDC to validate the Recipient's performance under this Agreement, whether held by the Recipient or by a third party conducting Project-related activities on behalf of the Recipient, and the performance report provided to WEDC. All of the Recipient's financial records must be complete and accurate, and prepared, kept, and maintained in accordance with Generally Accepted Accounting Principles. The Recipient shall provide such records to WEDC during the term of this Agreement as may be requested by WEDC. Such materials must be retained by the Recipient for a period of at least Three (3) years after March 1, 2028.

(b) Inspection.

(i) WEDC and its respective agents, shall, upon Forty-Eight (48) hours advance written notice to the Recipient, have the right to enter the Recipient's premises, during normal business hours, to inspect the Recipient's operations documentation relating to this Agreement, provided, however, that such access does not unreasonably disrupt the normal operations of the Recipient.

(ii) The Recipient shall produce for inspection, examination, auditing and copying, upon reasonable advance notice, any and all records which relate to this Agreement, whether held by the Recipient or by a third-party conducting Project-related activities on behalf of the Recipient.

(iii) WEDC reserves the right to conduct physical site visits of the Project during the term of this Agreement.

(c) Authorization to Receive Confidential Information. The Recipient hereby authorizes WEDC to request and receive confidential information that the Recipient has submitted to, including any adjustments to such information by, the Wisconsin Department of Revenue ("DOR") and the Wisconsin Department of Workforce Development ("DWD"), and to use such information solely for the purposes of assessing the Recipient's performance for the duration of the Project and ensuring that WEDC is properly administering or evaluating economic development programs. With regard to the information contained in the DWD unemployment insurance files, WEDC may access the following for the Eight (8) most recent quarters: the quarterly gross wages paid to the Recipient's employees; the monthly employee count; and the Recipient's FEIN, NAICS code, and legal and trade names. The Recipient also authorizes WEDC to share information submitted to WEDC by the Recipient with the DOR and DWD and to redisclose to the public the information received from the DOR and DWD used to evaluate the Recipient's performance under their specific economic development program and the impact of WEDC economic development programs. Records exempted from the public records law by Wis. Stat. § 19.36(1) will be handled by WEDC in accordance with that law.

(d) Consolidation or Merger. During the term of this Agreement, the Recipient shall provide written notice to WEDC within Thirty (30) days of any consolidation or merger with or into any other unrelated corporation or business entity.

(e) Public Announcement. The Recipient agrees to cooperate with WEDC in making a public announcement of this Agreement.

(f) Insurance. The Recipient covenants that it will maintain insurance in such amounts and against such liabilities and hazards as customarily is maintained by other companies operating similar businesses.

(g) Online Portal and Document Delivery. Recipient agrees to respond timely to any invitation sent by WEDC to create an online account for use with WEDC's online customer portal ("Portal"). Upon opening the account, Recipient hereby agrees to use the Portal to submit any required performance reports, schedule of expenditures and supporting documentation, unless WEDC directs otherwise. Recipient further agrees to identify appropriate assigned users, duly authorized by Recipient, to serve as contacts, to execute necessary documents, and to support

specific tasks Recipient must complete in the Portal. WEDC may, in its sole discretion, rely on any document, performance report, schedule of expenditures, financial statement, tax return, agreement or other communication (“Document”) physically delivered to WEDC by mail, hand delivery, delivery service, email, facsimile, the Portal or other electronic means which WEDC in good faith believes was sent by Recipient or any representatives or employees of Recipient. WEDC may treat any Document as genuine and authorized to the same extent as if it was an original document validly executed or authenticated as genuine by Recipient. WEDC may from time to time in its sole discretion reject any such Document and require a signed original or require Recipient to provide acceptable authentication of any such Document before accepting or relying on the same. Recipient understands and acknowledges that there is a risk that Documents sent by electronic means may be viewed or received by unauthorized persons and Recipient agrees by sending Documents by electronic means that Recipient shall be deemed to have accepted this risk and the consequences of any such unauthorized disclosure. Recipient also agrees to create an account with Bill.com and provide a Payment Network ID in order to receive any payments from WEDC. Recipient accepts any risk associated with creating an account with Bill.com and releases WEDC from any liability related thereto.

11. Notice. Notice under this Agreement must be in writing and delivered by email. Notice will be considered received when sent. If a party sending a notice via email receives a machine-generated message that delivery has failed, the sender must, no later than five (5) business days after sending the email message, mail a tangible copy of that notice by a nationally recognized overnight courier service with end-to-end tracking and all fees prepaid or by certified mail, postage prepaid, return receipt requested. The mailing address and regularly monitored email address(es) for the parties are as follows:

To Recipient:

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481
Attn: Karen Margelofsky
Email: kmargelofsky@stevenspoint.com

To WEDC:

Wisconsin Economic Development Corporation
2352 South Park Street, Suite 303
Madison, WI 53713
Attn: Community Development Investment
Contract # CDI-VS FY26-54808
Email: legal@wedc.org

12. Conflicts. In the event of any conflict between the provisions of this Agreement and any accompanying documents, the terms of this Agreement control.

13. Choice of Law. THIS AGREEMENT AND ALL MATTERS RELATING TO IT OR ARISING FROM IT – WHETHER SOUNDING IN CONTRACT LAW OR OTHERWISE – WILL BE GOVERNED BY, AND CONSTRUED AND ENFORCED PURSUANT TO, THE LAWS OF THE STATE OF WISCONSIN.

14. Venue, Jurisdiction. Any judicial action relating to the construction, interpretation, or enforcement of this Agreement, or the recovery of any principal, accrued interest, court costs, attorney’s fees and other amounts owed hereunder, must be brought and venued in the U.S. District Court for the Western District of Wisconsin or the Dane County Circuit Court in Madison, Wisconsin. **EACH PARTY HEREBY CONSENTS AND AGREES TO JURISDICTION IN THOSE WISCONSIN COURTS, AND WAIVES ANY DEFENSES OR OBJECTIONS**

THAT IT MAY HAVE ON PERSONAL JURISDICTION, IMPROPER VENUE OR FORUM NON CONVENIENS.

15. Waiver of Right to Jury Trial. EACH PARTY WAIVES ITS RIGHT TO A JURY TRIAL IN CONNECTION WITH ANY JUDICIAL ACTION OR PROCEEDING THAT MAY ARISE BY AND BETWEEN WEDC AND THE RECIPIENT CONCERNING OR RELATING TO THE CONSTRUCTION, INTERPRETATION OR ENFORCEMENT OF THIS AGREEMENT, OR THE RECOVERY OF ANY PRINCIPAL, ACCRUED INTEREST, COURT COSTS, ATTORNEYS' FEES AND OTHER AMOUNTS THAT MAY BE OWED BY THE RECIPIENT HEREUNDER. THIS JURY TRIAL WAIVER CONSTITUTES A SUBSTANTIAL CONSIDERATION FOR AND INDUCEMENT TO THE PARTIES TO ENTER INTO THIS AGREEMENT.

16. LIMITATION OF LIABILITY. RECIPIENT HEREBY WAIVES ANY RIGHT IT MAY HAVE TO CLAIM OR RECOVER FROM WEDC ANY SPECIAL, EXEMPLARY, PUNITIVE, CONSEQUENTIAL, OR DAMAGES OF ANY OTHER NATURE OTHER THAN ACTUAL DAMAGES INCURRED OR SUFFERED BY RECIPIENT.

17. Severability. If any provision of this Agreement is held invalid or unenforceable by any Governmental Body of competent jurisdiction, such invalidity or unenforceability will not invalidate the entire Agreement. Instead, this Agreement will be construed as if it did not contain the particular provision or provisions held to be invalid or unenforceable, and an equitable adjustment will be made and necessary provisions added so as to give effect to the intention of the parties as expressed in this Agreement at the time of the execution of this Agreement and of any amendments to this Agreement. In furtherance of and not in limitation of the foregoing, the parties expressly stipulate that this Agreement will be construed in a manner which renders its provisions valid and enforceable to the maximum extent (not exceeding its express terms) possible under applicable law. "Governmental Body" means any federal, state, local, municipal, foreign or other government; courts, arbitration commission, governmental or quasi-governmental authority of any nature; or an official of any of the foregoing.

18. WEDC is Not a Joint Venturer or Partner. WEDC shall not, under any circumstances, be considered or represented to be a partner or joint venturer of the Recipient or any beneficiary thereof.

19. Captions. The captions in this Agreement are for convenience of reference only and not define or limit any of the terms and conditions set forth herein.

20. No Waiver. No failure or delay on the part of WEDC in exercising any power or right under this Agreement will operate as a waiver, nor will any single or partial exercise of any such power or right preclude any other exercise of any other power or right.

21. Entire Agreement. This Agreement embodies the entire agreement of the parties concerning WEDC's and the Recipient's obligations related to the subject of this Agreement. This Agreement may not be amended, modified or altered except in writing signed by the Recipient and WEDC. This Agreement supersedes all prior agreements and understandings between the parties related to the subject matter of this agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, WEDC and the Recipient have executed and delivered this Agreement effective the date set forth next to WEDC's signature below.

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

By: _____ Date _____
John W. Miller,
Secretary and CEO

CITY OF STEVENS POINT

By: _____ Date _____
Jarod Kivela,
Community Development Director

**EXHIBIT A
REQUEST FOR WEDC PAYMENT**

Award Number: CDI-VS FY26-54808		Rep:	Recipient: City of Stevens Point
FEIN #	Bill.com Payment Network ID (PNI):	Request Number:	
Program: Community Development Investment Grant		Award Type: Grant	
Funding Period Covered by this Request From: _____ To _____			

PROJECT EXPENSES INCURRED/PAID DURING THIS PERIOD (see attachment)

Budget Code	Description Line Item	WEDC Funding This Period	+	Matching Funding This Period	=	Total This Period
0330	Public Facilities					
TOTAL:						

- o Check here if this is the Final Request for Payment. If there is a balance remaining on the Project it may lapse.

PAYMENT/PROJECT EXPENSE/MATCH DESCRIPTION - Reimbursement

Prior to the release of funds, the following requirements must be met (to be initialed by WEDC staff):

- Recipient creating a Bill.com account unless Recipient has an existing account with Bill.com. Instructions for creating a Bill.com account will be provided by WEDC under separate cover. Recipient shall provide their Payment Network ID to WEDC with each request for payment. _____
- The Recipient submitting to WEDC a summary report of the Eligible Project Costs incurred against both the CDI-VS Funds and Matching Funds. The amount of Matching Funds incurred for any request must be in an amount pro rata with the amount incurred against the CDI-VS Funds being requested. _____
- If an Eligible Project Cost is more than Two Thousand Five Hundred Dollars (\$2,500), the Recipient submitting to WEDC proof of payment documentation evidencing that the Eligible Project Cost incurred at the Project Location against the CDI-VS Funds and the Matching Funds covered by the request has been paid. Proof of payment documentation may include the following: Receipt showing payment; Statement from the vendor showing the payment has been applied to a particular invoice; Subsequent invoices showing the first payment was applied; Copy of a cancelled check; Image of original check with check number, accompanied by a bank statement showing check number clearing; Credit card statement showing purchase amount and vendor which match the invoice; Bank statement showing wire or ACH purchase which match the invoice; Letter from vendor, on vendor letterhead, specifying the invoice number was paid; or, Lien waivers for construction including the dollar amount which matches the invoice or invoice totals. _____
- If an Eligible Project Cost is Two Thousand Five Hundred Dollars (\$2,500) or less, the Recipient submitting documentation evidencing that the Eligible Project Cost incurred at the Project Location against both the CDI-VS Funds and the Matching Funds covered by the request has been purchased or will be purchased through an invoice, receipt, registration form, or other third-party documentation that contains the following information: Vendor name and contact information; Description of the item(s) purchased; Cost of purchase; Date of purchase (invoice date or date received, not date ordered unless it is the same). _____
- The Recipient being in compliance with this Agreement, and with any other agreements by and between the Recipient and WEDC. _____

- The Recipient requesting all CDI-VS Funds no later than February 29, 2028 _____

I hereby certify that the expenses reported on this form are in accordance with the terms of the Agreement and that complete and accurate records are being kept to substantiate such expenses.

Authorized Recipient Signature

Date

WEDC Division VP or Designee

Date

WEDC Servicing

Date

WEDC Controller or Finance Department

Date

Retain a copy of the completed form for your records and email a copy of the original and documentation to:
disbursements@wedc.org. The hard copy may be required to be sent upon request.

Stevens Point Downtown BID

Communication Policy



Purpose: This policy establishes clear, consistent, and transparent communication practices for the Stevens Point Downtown Business Improvement District (BID). It ensures that information is shared appropriately, supports effective collaboration, protects sensitive discussions, and maintains a strong and consistent organizational identity.

Scope: This policy applies to:

- Board of Directors
- Staff and contractors
- Work group participants (Economic Vitality, Design, Promotion, Organization, and special project groups)
- Volunteers and representatives acting on behalf of the BID

Guiding Principles: All communications will be:

- Accurate, timely, and relevant
- Professional, respectful, and community-focused
- Consistent with BID branding and Main Street principles
- Mindful of confidentiality and organizational integrity

Timely Communication Definition: “Timely” communication means providing information within a reasonable timeframe based on the nature and urgency of the situation:

- **Urgent (safety, operations, immediate impact):** as soon as practicable
- **Time-sensitive (events, deadlines, opportunities):** with sufficient notice for participation or response
- **General updates:** within regular and consistent communication cycles

1. Roles & Responsibilities

- The **Board of Directors** establishes policy and determines official organizational positions
- The **Executive Director (ED)** implements communications and serves as the primary spokesperson unless otherwise designated. The ED is authorized to act in the best interest of public safety and the organization during event-related emergencies, in alignment with established protocols.
- The **ED may delegate specific communication responsibilities to staff**, including an **Events Coordinator** for event-related promotions and communications
- Individuals representing the BID should defer public statements to the ED or designated staff unless authorized

2. Communication with Stakeholders

A. BID Members

The BID provides updates and information relevant to downtown stakeholders, including:

- Events, promotions, and participation opportunities
- Economic development resources and initiatives
- City updates impacting downtown
- Operational, safety, and infrastructure information
- Organizational updates and engagement opportunities

B. Public & Social Media

Official channels are used to:

- Promote events, businesses, and community initiatives
- Share positive, inclusive, and mission-aligned messaging

Stevens Point Downtown BID

Communication Policy



- Highlight partnerships and storytelling

Event-related promotions and communications may be managed by the **Events Coordinator or designated staff**, under the direction of the ED.

Confidential, sensitive, or unapproved information will not be shared publicly.

3. Work Groups (Main Street Approach)

Work groups support the BID's work through collaboration and planning:

- Economic Vitality
- Design
- Promotion
- Organization
- Special project work groups as needed

Expectations

- Work groups are open and collaborative but function as **working sessions**, not formal public meetings
- Discussions may include **preliminary or sensitive information**

Confidentiality

Participants are expected to:

- Respect that discussions are deliberative and not final
- Refrain from sharing information externally until officially released
- Support a productive and trusted planning environment

4. Board Communication & Confidentiality

Board members receive information necessary for governance and are expected to maintain confidentiality regarding:

- Financial, legal, or contractual matters
- Personnel discussions
- Strategic or unapproved initiatives
- Sensitive stakeholder or partner information

Information may only be shared publicly once approved.

5. City of Stevens Point Coordination

The BID will:

- Share relevant and accurate City information impacting downtown
- Clearly distinguish between City-led and BID-led initiatives
- Provide context when appropriate to support stakeholder understanding

6. Information Sharing & Requests

Not all information presented to the BID will be distributed.

Guidelines

- Information is evaluated based on relevance, alignment with BID priorities, and appropriateness
- The BID reserves the right not to distribute content that does not meet these criteria

Response

When information is not shared, a professional response will indicate that:

- The request has been reviewed
- It does not align with current communication priorities or policies

7. Organizational Positions & Public Statements

Stevens Point Downtown BID

Communication Policy



The BID may take a public position on issues affecting downtown.

Process

1. Topic is presented to the ED and/or Board Chair
2. Reviewed for alignment, impact, and relevance
3. Board determines whether to take a position
4. Approved messaging is developed and communicated by the ED

The BID will remain focused on issues directly impacting downtown vitality.

Representation & Use of Title

- Board members, work group chairs, and participants **may not represent or imply representation of the BID** in external communications (including letters, emails, or public comments) without prior authorization
- Individuals may express personal or business opinions; however, they **must not reference their BID role, title, or affiliation** in a way that suggests an official BID position unless approved

Approval Requirement

- Any communication directed to public officials, media, or partner organizations that:
 - References the BID
 - Uses a BID title or affiliation
 - Could be perceived as representing the BID

Must be reviewed and approved in advance by the Executive Director and Board Chair, and when appropriate, the Board of Directors

- Copying (cc'ing) BID leadership on a communication **does not constitute approval or endorsement**

8. Meetings & Transparency

The BID will:

- Comply with applicable open meeting laws for Board meetings
- Provide required notices, agendas, and minutes
- Encourage appropriate stakeholder engagement

9. Event & Emergency Communications

The BID will follow established safety and communication protocols for events, including coordination with the City of Stevens Point and emergency services.

- The BID utilizes the **City of Stevens Point's Emergency Communication Plan** for large-scale events
- Event-day communication and response procedures are outlined in **Appendix A: Event-Day Communication Flow & Emergency Communication Protocol**
- Staff, including the Executive Director and Events Coordinator, will coordinate communication during emergencies
- Communication will prioritize **public safety, clarity, and timely response**
- Only designated individuals will issue official event-related emergency communications

10. Branding & Communication Standards

All communications must:

- Align with the Stevens Point Downtown BID brand identity
- Maintain consistent tone, messaging, and visual standards
- Follow guidelines outlined in the BID's Brand Standards document

Stevens Point Downtown BID

Communication Policy



Creation of Materials

- All branded materials must be approved by the ED or designated staff prior to distribution
- Work groups, the Events Coordinator, and partners must coordinate through the BID for final production
- All event promotions must follow BID branding and approval processes

11. Brand Asset Ownership & File Management

Ownership

All logos, graphics, templates, and marketing materials created for the BID—including events and programs—are the property of the BID.

Requirements

- Fully editable, original source files must be provided to the BID
- The BID retains full usage rights for all materials
- Materials are not considered complete until files are received

Creation Process

- New logos and branded materials require approval prior to development
- Designs must be reviewed and files transferred before public use

Volunteer & Partner Contributions

- Contributions must include transfer of usage rights and editable files
- Materials created without coordination or proper file transfer may not be used

File Management

- The BID will maintain a centralized repository of all assets
- Access will be managed to ensure continuity and long-term use

12. Media Relations

- The ED serves as the primary spokesperson
- Media inquiries should be directed to the ED unless otherwise designated
- Public messaging must align with approved organizational positions

13. Records & Documentation

All communications and records will be maintained in accordance with applicable laws and organizational practices.

14. Policy Review

This policy will be reviewed annually and updated as needed.

15. Appendices

This policy is supported by:

- **Appendix A: Event-Day Communication Flow & Emergency Communication Protocol**
- **Communication Quick Reference Guide (for Board, Work Groups, and Volunteers)**

Adoption: Adopted by the Stevens Point Downtown BID Board of Directors on: _____

Stevens Point Downtown BID

Communication Quick Reference Guide

(For Board Members, Work Group Participants & Volunteers)



Who Speaks for the BID?

- The **Executive Director (ED)** is the official spokesperson
- The **Board Chair** may speak when designated
- Staff (including the **Events Coordinator**) may communicate within their roles under ED direction

➔ If you are unsure—do not speak on behalf of the BID

What You CAN Share

You are encouraged to:

- Promote BID events and activities
- Share official BID posts and communications
- Invite participation and engagement
- Celebrate downtown businesses and successes

➔ When in doubt: **share, don't create**

What You SHOULD NOT Share

Do not share:

- Unapproved plans, ideas, or discussions from work groups or board meetings
- Confidential or sensitive information
- Anything that could be interpreted as an official BID position without approval

Using Your BID Title

✗ You **may NOT**:

- Use your BID title (Board Member, Work Group Chair, etc.) in letters, emails, or public comments
- Suggest or imply you are speaking for the BID

✓ You **may**:

- Share personal or business opinions
- Speak as an individual **without referencing your BID role**

Before Sending or Posting Something Official

Ask yourself:

- Am I representing the BID?
- Am I using my BID title?
- Could this be seen as an official position?

➔ If **YES to any**, get approval from the **ED (and Board Chair if needed)** before sending

Important: CC'ing the ED or Board Chair **does NOT equal approval**

Work Group Conversations

Work groups are for:

- Brainstorming

Stevens Point Downtown BID

Communication Quick Reference Guide

(For Board Members, Work Group Participants & Volunteers)



- Planning
- Developing ideas

➔ These conversations are **not final** and should **not be shared publicly** until released by the BID

Event Promotions

- Managed by the **Events Coordinator and/or staff**
- Must follow BID branding and messaging
- Work groups and volunteers should coordinate with staff

Creating Logos or Materials

Before creating anything:

- Get approval from the **ED**
- Ensure all **editable files** will be provided to the BID

➔ No files = cannot be used

When in Doubt

- ✓ Ask the Executive Director
- ✓ Share official content instead of creating new
- ✓ Wait until information is publicly released

Bottom Line

Protect the organization. Support the message. When unsure—pause and ask.

Stevens Point Downtown BID

Appendix A: Event-Day Communication Flow & Emergency Communication Protocol



Purpose: This appendix provides a clear framework for communication during Stevens Point Downtown BID events, including emergency and operational situations. It aligns with the **City of Stevens Point's Emergency Communication Plan** and establishes roles, responsibilities, and communication flow to ensure public safety and effective coordination.

1. Guiding Principles

During any event-related situation:

- **Public safety is the top priority**
- Stay calm and help keep others calm
- Respond quickly, but remain focused and safety-oriented
- Communicate clearly and follow direction from designated leaders
- Follow direction from **emergency personnel and City officials**

➔ **When in doubt, call Police, Fire, or EMS immediately**

2. Chain of Communication

Executive Director (ED)

- External communication, media, and final organizational authority

Events Coordinator

- On-site lead for operations, internal communication, and coordination

Event Chair (Board Member)

- Advisory support and board liaison
- Collaborates with staff but does not override operational or emergency decisions

Staff & Volunteers

- Report issues, follow direction, and assist as directed

City Partners (Police, Fire, EMS, Public Works)

- Emergency response and official safety authority

➔ **Only the ED or designated staff communicate externally during incidents**

3. Emergency Authority

In an emergency:

- The **ED and Events Coordinator are authorized to make immediate decisions** related to safety and operations
- Decisions are made in coordination with **Police, Fire, EMS, and City officials**

➔ **Do not delay action to seek internal approval in an emergency**

4. Emergency Communication Flow

(Examples: medical emergency, safety threat, severe weather)

Step 1 – Identify & Report

- Notify the **Events Coordinator immediately**
- Call **911** if needed

Step 2 – Activate Response

- Events Coordinator contacts:

Stevens Point Downtown BID



Appendix A: Event-Day Communication Flow & Emergency Communication Protocol

- Executive Director
- Emergency services / City contacts
- Follow the City Emergency Communication Plan

Step 3 – On-Site Direction

- Events Coordinator provides clear instructions to staff, vendors, and attendees

Step 4 – External Communication

- **Executive Director (or designee)** manages public messaging and media

➔ Communication should be **clear, factual, and focused on safety**

5. Operational (Non-Emergency) Communication

(Examples: vendor issue, minor disruption, schedule change)

- Notify the **Events Coordinator**
- Issue is assessed and resolved
- Updates are shared as needed
- Escalate to the ED if broader communication is required

6. Weather-Related Communication

- Events Coordinator and ED assess conditions
- Decision: delay, relocate, or cancel
- Communicate updates as early as possible via:
 - Social media
 - Website
 - Direct outreach

7. Communication Guidelines

- Use **one clear source of information (ED or designated staff)**
- Keep messaging simple, consistent, and actionable
- Do not share incident information on personal or business accounts
- Refer all questions to the **Events Coordinator or ED**

8. Leadership Notification

- The **Executive Director will notify the Board Chair as soon as practicable** during or after an emergency
- Coordinate with City leadership when appropriate

➔ **Notification does not delay immediate response**

9. Common Event Scenarios & Response Guidance

➔ **When in doubt, call 911**

Lost Child

- Notify Events Coordinator
- Stay with child and keep them safe

Stevens Point Downtown BID



Appendix A: Event-Day Communication Flow & Emergency Communication Protocol

- Contact Police if needed

Medical Emergency

- Call 911 immediately
- Notify Events Coordinator
- Clear space for responders

Theft

- Notify Events Coordinator
- Encourage reporting to Police
- Do not intervene

Disruptive Person

- Notify Events Coordinator
- Remain calm and do not escalate
- Contact Police if behavior becomes threatening

Severe Weather

- Follow staff direction
- Assist in guiding attendees to safety

Serious Threat (Weapon, Bomb Threat, etc.)

- Call 911 immediately
- Notify Events Coordinator
- Follow law enforcement direction

Street Safety / Vehicle Access

- Follow City-approved barricade plan
- Do not allow unauthorized vehicles
- Report any breach immediately

10. Key Reminders

- Follow the **City of Stevens Point Emergency Communication Plan**
- **When in doubt, call Police, Fire, or EMS**
- Stay calm and help keep others calm
- **Respond quickly, but remain focused and safety-oriented**
- Do not act beyond your level of training
- **Get the Events Coordinator or ED involved as soon as possible**
- Do what you are able to do and direct others to assist or get help when needed

Use of This Appendix

This appendix should be:

- Shared with **event staff, volunteers, and work group members**
- Included in **event planning materials**
- Reviewed prior to each event

Stevens Point Downtown BID

Appendix A: Event-Day Communication Flow & Emergency Communication Protocol Event Safety Quick Guide (For Volunteers)



IF SOMETHING HAPPENS:

1. Stay calm
2. Call **911** if needed
3. Notify the **Events Coordinator**
4. Follow directions

DO:

- ✓ Put safety first
- ✓ Stay calm and help others stay calm
- ✓ Listen to Police, Fire, EMS
- ✓ Communicate clearly

DON'T:

- ✗ Don't post on social media
- ✗ Don't try to handle emergencies alone
- ✗ Don't share unverified information
- ✗ Don't escalate situations

REMEMBER:

- 👉 When in doubt, call 911
- 👉 You are not expected to solve the situation—just respond and report