



Our intention is to have in-person meetings going forward. The Business Park Business Improvement District Board meeting will be held at the Stevens Point Transit Center located at 2700 Week Street. This in-person location will meet the legal requirement for our open meetings.

Members

- Alderperson Donahue
- Heidi Charlesworth
- Erik Carlson
- Jeff Ramlow
- Mike Trzinski
- Debra Marten
- Chase Rettler

AGENDA

BUSINESS PARK BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	June 17, 2026 11:00 AM	Location:	Conference Room Stevens Point Transit Center 2700 Week Street Stevens Point WI 54481
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Opening Section:

1. Roll Call.
2. General Reports and Updates
 - A. City Staff Updates
 - B. Executive Director Report
 - C. Board Chair Report
 - D. Treasurer Report
 - E. Work Group Updates
 1. Deed Restrictions and Protective Covenants (DRPC) Updates
 2. Branding update

Discussion and Possible Action on:

1. Approve Meeting Minutes from May 8, 2026.
2. Discussion and possible action for BID owned Centre Park & Entrances area.
3. Discussion and possible action on business park branding (posted under work group).
4. Approve invoice from DNR for 2026 Water Use Fees for \$125.

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 Business Improvement District Executive Director, Karen Margelofsky, 1105 Main Street Suite A, Stevens Point, WI 54481, or by calling (715) 496-0823, 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 PARK BID				
256.11100	GENERAL OPERATING CASH	.00	166,762	45,167-
TAXES				
256.41.00120.56	BID ASSESSMENTS	230,307	230,307	.00
Total TAXES:		230,307	230,307	.00
OTHER FINANCING SOURCES				
256.49.19310.59	GENERAL FUND BALANCE USAGE	.00	.00	.00
Total OTHER FINANCING SOURCES:		.00	.00	.00
CPA/AUDITING SERVICES				
256.51.19960.2004	AUDIT SERVICES	6,300	3,400	.00
Total CPA/AUDITING SERVICES:		6,300	3,400	.00
BUSINESS IMPROV DISTRICT				
256.56.00700.1154	DOWNTOWN MANAGER SALARY	23,800	10,069	1,831
256.56.00700.1900	EMPLOYER CONTRIB/WISC RET	1,714	725	132
256.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	1,821	654	118
256.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	8	13	3
256.56.00700.1930	WORKERS COMPENSATION PREM	426	180	33
256.56.00700.1950	MEDICAL INSURANCE PREM	6,622	3,733	804
256.56.00700.1955	HSA CONTRIBUTION	420	.00	.00
256.56.00700.2200	GAS/ELECTRIC CHARGES	13,000	1,297	486
256.56.00700.2203	TELEPHONE UTILITY CHARGES	.00	.00	.00
256.56.00700.2204	WATER/SEWER UTIL CHARGES	2,600	796	.00
256.56.00700.2205	PROPERTY TAXES	.00	7,442	.00
256.56.00700.2800	COMPUTER/COMPUTER EQUIP	.00	.00	.00
256.56.00700.3001	GENERAL OFFICE SUPPLIES	596	.00	.00
256.56.00700.5000	MISCELLANEOUS CHARGES	12,000	348	.00
256.56.00700.5751	LAWN CARE/SNOW REMOVAL EXP	75,000	36,801	27,900
256.56.00700.5752	LANDSCAPING EXPENSES	.00	.00	.00
256.56.00700.5753	POND MAINTENANCE	10,000	4,454	4,099
256.56.00700.5754	PRIVATE UTILITY LOCATES	2,000	.00	.00
256.56.00700.5755	FOUNTAIN REPLACEMENTS	28,000	12,461	6,562
256.56.00700.5756	TRAIL MAINTENANCE	20,000	.00	.00
256.56.00700.5757	BRANDING STUDY	26,000	3,200	3,200
Total BUSINESS IMPROV DISTRICT:		224,007	82,173	45,167
BUSINESS PARK BID Revenue Total:		230,307	230,307	.00
BUSINESS PARK BID Expenditure Total:		230,307	85,573	45,167
Net Total BUSINESS PARK BID:		.00	144,734	45,167-

Stevens Point
Business Park Rebranding

Brand Development

June 10, 2026



P.O. Box 1465
961 Main St.
Ouray, CO 81427
aviadg.com

Brand Development

Adds something to the name

- > Adds clarity
- > Expands meaning
- > Helps identify
- > Adds a new dimension
- > Creates a visual abbreviation

Brand Concepts

Logo ideas for each name

- > Combine imagery with each name
- > Initial concepts, not final design

Three Names

EastPoint
Business Park

Point
Business Park

Stevens Point
Business Park

Name Emphasis

EastPoint
Business Park

EastPoint can stand alone

Point
Business Park

All three words need to stay

Stevens Point
Business Park

Business Park is the
unique identifier

EastPoint
Business Park

EastPoint is the unique identifier.
It could stand alone in conversation.

Point
Business Park

All three words need to stay to create a unique identification.
Too many other businesses with Point as part of the name.
Business Park is a generic descriptor.

Stevens Point
Business Park

Business Park becomes the unique identifier.
There are hundreds of businesses with Stevens Point in the name.
Business Park is a generic descriptor and becomes one of three:
Industrial Park; Business Park; Commerce Park.

EastPoint

BUSINESS PARK

EastPoint

BUSINESS PARK

Named can be shortened in conversation to just EastPoint.

There are no other EastPoints in the area to be confused with.

In this situation, East Point is literally the east side of Stevens Point.

Eastpoint

BUSINESS PARK

eastpoint
BUSINESS PARK

EastPoint

Business Park



East Point
BUSINESS PARK



EastPoint

BUSINESS PARK



Eastpoint

BUSINESS PARK

Point Business Park

Point Business Park

All three names are required to create a unique identifier.

In this area, Point is an abbreviation for Stevens Point. In most other places, point as a placename takes on other references.

Shortening the name to just Point creates confusion with Point Brewery, Point Masonry, Point Chiropractic, etc.



POINT
BUSINESS PARK



point
Business Park



point
Business Park

POINT Business Park





Stevens Point **BUSINESS PARK**

Stevens Point **BUSINESS PARK**

Business Park becomes the unique identifier.

You can't shorten the name to just Stevens Point.

This may create confusion with the Industrial Park across the highway.

When emphasizing the Stevens Point name, the logo starts to look like a new brand for the city.

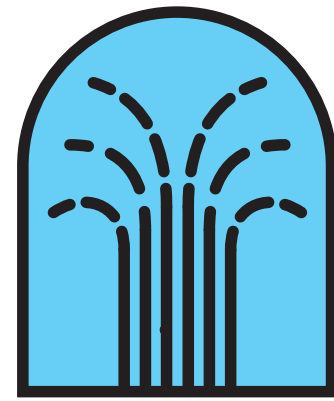


Without a unique name, should the Business Park be treated like any other park in the city?

City of Stevens Point sub-brand.



Without a unique name, should the Business Park be aligned with the visitor bureau brand?



STEVENS POINT
BUSINESS PARK



Stevens Point
BUSINESS PARK

Stevens Point

BUSINESS PARK



Stevens Point
BUSINESS PARK



Stevens Point
BUSINESS PARK



STEVENS POINT
BUSINESS PARK

Next Steps

- > Decide on a single name
- > Continue development of a graphic brand



P.O. Box 1465
961 Main St.
Ouray, CO 81427
aviadg.com

**BUSINESS PARK BUSINESS IMPROVEMENT DISTRICT BOARD
MEETING**

**May 8, 2026 - 8:00 AM
Conference Room
Stevens Point
Transit Center
2700 Week Street
Stevens Point WI 54481**

MINUTES

Opening Section:

1. Roll Call.

The meeting was called to order at approximately 8:05 a.m. Members present: Jeff Ramlow, Mike Trzinski, Chase Rettler, and Alderperson Joe Donahue. Excused: Heidi Charlesworth, Erik Carlson, and, Debra Marten.

2. General Reports and Updates

A. City Staff Updates

Deed Restrictions and Protective Covenants (DRPC) Work Group Update

The work group has completed its review of all pages of the existing deed restrictions and protective covenants. Adam will compile edits and distribute a redlined document to the group. One additional work group meeting will be held before the final product comes to the full board. The one area requiring board input before edits are finalized is the buyback rules previously established by the county. Maps and the revised document will be distributed ahead of that meeting.

Public Utilities Second Pressure Zone Project Update

Joel Lemke presented a proposal to create a second water pressure zone serving the business park and areas to the east. Due to rising ground elevation, current pressure in the park (~50 psi) is significantly lower than downtown (~68–72 psi), which limits fire flow capacity and constrains future development.

The proposal involves isolating the eastern distribution system at three points and constructing small pump stations at each, paired with a new water tower sited on the business park. This would raise pressure in the zone to approximately 80 psi. Each pump station would be a small utility building with two pumps and space for a third.

Three pump station locations were identified: the retention pond (BID-owned), the Skyward/county-city parcel, and the County Highway HH corridor. No firm construction timeline exists — key triggers would be a major East Park development or a planned debt retirement around 2030–31. Joel will work with BID staff and individual property

owners on parcel needs, building dimensions, and aesthetics as planning advances.

DRPC Work Group Update

B. Executive Director Report

Branding and Identity

Nine members participated in the naming poll. Stevens Point Business Park was the clear top choice. East Point Business Park and Point Business Park tied for second. All three have been submitted to Avilla for logo development. A branding work group meeting will follow, with a final recommendation coming to the full board.

Maintenance and Infrastructure

Wetland Waters completed spring pond startup; most fountains are running. Two outstanding issues require repair: a corroded electrical panel and inoperable sprinkler system near the center area (Roberts Irrigation has provided an estimate), and a separate pump issue on another pond (Jay's Lawn Care estimate received). The access road serving the center area has significant potholes; the City confirmed it will not maintain it as it is not a public road. The gazebo needs a new roof, and the flagpole lacks functioning lighting.

Chris Klesmith (City) flagged that the entire business park is eligible for a 40% federal tax credit for solar installations (rooftop, ground-mount, or parking canopy). Credits are set to expire end of year. The board discussed scheduling a North Wind Solar presentation at an upcoming meeting.

Center Area Parcel

The parcel near the GI/Oakwood Center — including the gazebo, small pond, and access road — warrants a dedicated future agenda discussion. Options include transferring ownership or easements to GI, or restructuring maintenance responsibilities. The board agreed to take a minimal-investment posture on this area until that discussion occurs.

Branding Work Group Update

C. Board Chair Report

No report.

D. Treasurer Report

April expenses were on budget, including invoices from Jay's Lawn Care and Lake and Pond Solutions. The board is managing a backlog of deferred maintenance including fountains, trails and flags. Approximately \$20,000 is budgeted for trail/pathway improvements that could be spent this year. Jay's has been asked to provide a 1- and 5-year maintenance outlook for the park to support future planning that should help with future planning and budgeting.

Discussion and Possible Action on:

1. Approve Meeting Minutes from April 10, 2026.

Motion: Chase Rettler moves to approve the April 10, 2026 Meeting Minutes

Second: Jeff Ramlow seconds that motion.

Vote: Unanimous approval.

2. Approve Jay's Lawn Care estimate #1095 for repair to pump electrical box for \$1,620.

Jays Lawn Care provided an original quote for this work totaling \$1,620. After further evaluation, an additional \$750 of electrical work will also be required due to rodent damage to get the equipment operational. The new total for this work is \$2,370. The original estimate was provided in the agenda packet and the updated quote was provided via physical copy during the meeting.

Motion: Chase Rettler moves to approve both the original quote and updated quote with the additional electrical work to total \$2,370.

Second: Jeff Ramlow seconds that motion.

Vote: Unanimous approval.

3. Approve Asphalt Maintenance Estimate from Arrow Precision Asphalt Maintenance, LLC for \$3,360.

Motion: Chase Rettler moves to approve the asphalt maintenance estimate of \$3,360 with Arrow Precision.

Second: Jeff Ramlow seconds that motion.

Vote: Unanimous approval.

4. Approve proposal from Jay's Lawn Care for median project for \$3,500.

Tabled from April meeting. Board elected to defer pending the broader discussion on the future of the center area parcel. No action taken.

5. Adjournment

RE: Solar Incentive Unique to Central WI

From Chris Klesmith <cklesmith@stevenspoint.com>
Date Wed 5/6/2026 11:24 AM
To Karen Margelofsky <kmargelofsky@stevenspoint.com>
Cc Jarod Kivela <jkivela@stevenspoint.com>

I can touch base with Jarod, but all folks really need to know is that the entire business park is eligible for an additional 10% tax credit (40% total tax credit) to install solar on their facilities. This could include ground mount, parking lot covered, or roof-mounted systems. Northwind does a site assessment as a part of their process to recommend the best fitting system for their needs so they aren't overproducing and get the best cost-benefit. I would highly encourage folks to reach out to Northwind or their solar installer of choice to take advantage of the credits because they expire at the end next year and they could potentially save a significant amount of funding *and* support local energy production / economic growth since power is a high-demand utility. We have historically had little interest.

If folks are curious about how much power we can tap into now, we only have about ~5MVA or 5MW to tap into without big infrastructure improvements. A typical residential system produces 7 kW, whereas your typical commercial system produces anywhere between 50-500 kW, so there's a lot more benefit to our commercial/industrial partners to make the jump.

Again, I'd recommend they reach out directly to Northwind (our partner with Grow Solar: Central Wisconsin) or their contractor of choice to evaluate the proper system size and maximize their benefit.

Cheers,

Chris Klesmith (he/him)

Neighborhood Planner / Economic Development Specialist
City of Stevens Point
1515 Strongs Ave, Stevens Point WI
O: (715) 341-4171
C: (715) 496-0164

From: Karen Margelofsky <kmargelofsky@stevenspoint.com>
Sent: Wednesday, May 6, 2026 10:18 AM
To: Chris Klesmith <cklesmith@stevenspoint.com>
Cc: Jarod Kivela <jkivela@stevenspoint.com>
Subject: Re: Solar Incentive Unique to Central WI

Yes, I can add it to the board packet today. Is this something Jarod or Adam can explain a little better at the board meeting or should I know a little bit more about the program so that I can explain it better?

Warmly,

Karen Margelofsky *(She/Her)*
BID-Executive Director

Stevens Point Downtown &
Portage County Business Park
Business Improvement Districts (BIDs)

kmargelofsky@stevenspoint.com | [Website](#) | [Facebook](#) | [Instagram](#) | [City Public Meeting Postings](#)

Office: 715-344-2556

Mobile: 715-496-0823

Please update your records: The contact email for the Stevens Point Business Improvement District (BID) has changed. Kindly replace ckreuser@stevenspoint.com with kmargelofsky@stevenspoint.com, as I've stepped into this role. Thank you!

From: Chris Klesmith <cklesmith@stevenspoint.com>

Sent: Tuesday, May 5, 2026 3:47 PM

To: Karen Margelofsky <kmargelofsky@stevenspoint.com>

Cc: Jarod Kivela <jkivela@stevenspoint.com>

Subject: FW: Solar Incentive Unique to Central WI

Howdy Karen –

Would you be able to share this opportunity with the Portage County Business Park BID at the meeting this Friday? It's also of interest for the downtown, but the business park buildings, parking lots, and properties have much more space and could leverage the 10% bonus tax credit.

Northwind Solar is the selected contractor for Grow Solar: Central Wisconsin and we're hopeful that the program will generate some cost savings for our businesses and community partners.

Cheers,

Chris Klesmith (he/him)

Neighborhood Planner / Economic Development Specialist

City of Stevens Point

1515 Strongs Ave, Stevens Point WI

O: (715) 341-4171

C: (715) 496-0164

From: Matt Rice <matt@northwindre.com>

Sent: Tuesday, May 5, 2026 1:18 PM

To: Jarod Kivela <jkivela@stevenspoint.com>; Chris Klesmith <cklesmith@stevenspoint.com>

Subject: Solar Incentive Unique to Central WI

Hi Jarod & Chris,

I wanted to share something that may be useful for businesses and organizations in your network, as well as for the City of Stevens Point.

As you may know, under the Inflation Reduction Act, commercial, non-profit, and municipal solar installations qualify for a 30% federal Investment Tax Credit. Somewhat uniquely, though, projects in designated "Energy Communities" can claim an additional 10% bonus, bringing the total to 40% of installed system cost. Based on the history of coal-fired power generation in our region, many businesses, organizations, and municipal properties in Stevens Point fall within qualifying census tracts and owners may not realize it.

The opportunity is available through the end of 2027, and awareness is the biggest barrier — most of the property owners in qualifying areas simply haven't heard about it.

I've attached a short letter with more detail. If it prompts a question from anyone in your network, I'm happy to help. Or, if you're inclined to point folks to this [related information from our website](#), please do so as you see fit. No obligation, we just want to make sure local businesses aren't leaving money on the table.

Thanks for your time, and for the work you do supporting economic development in our communities.

Matt Rice

General Manager | Northwind Solar

matt@northwindre.com | 715-570-9743 | www.NorthwindRE.com

Jay's Lawn Care & Snow Removal

3000 South Dr
Plover, WI 54467-3504 USA
7155724438
jayslawncare@gmail.com

Estimate

ADDRESS

Portage County Business Park
1462 Strongs Ave
Stevens Point, WI 54481

ESTIMATE # 1095

DATE 04/24/2026

DATE	ACTIVITY	QTY	RATE	AMOUNT
	Services remove existing starter box and replace with new - contractor 3p 240 3phase 24Vac coil with overload plus labor	1	1,620.00	1,620.00
05/07/2026	service Plug up hole in panel box at pond. #3, replace wiring that has been chewed over the winter by vermin, seal box to protect from elements and vermin entering. this includes labor and materials.	1	750.00	750.00

Karen - I updated the estimate to include the electrical work that needs to be done at pond 3 in order for the fountain to be turned on.

SUBTOTAL	2,370.00
TAX	0.00
TOTAL	\$2,370.00

Accepted By

Accepted Date



*State of Wisconsin
Department of Natural Resources*

Invoice for 2026 Water Use Fees

CITY OF STEVENS POINT BUSINESS PARK BID
KAREN MARGELOFSKYT
1105 MAIN ST
STE A
STEVENS POINT WI 54481

Invoice No:	WU121238
Amount Due:	\$125.00
Invoice Date:	May 22, 2026
Due Date:	June 30, 2026
Owner No:	24537

- The bottom portion of this invoice **must** be returned with your payment to ensure proper crediting.
- Do not submit any communication with your payment. Payments are processed off-site and your communication will not be forwarded to our office.
- For questions, contact: Water Use Staff at (608)266-2299 or dnrwateruserregistration@wisconsin.gov

Property No / Name	Fee Description	Fee
10674 - Business Park	Base Fee	\$125.00
	Total:	\$125.00

Detach and enclose the bottom portion with your payment to Wisconsin DNR

CITY OF STEVENS POINT BUSINESS PARK BID
KAREN MARGELOFSKYT
1105 MAIN ST
STE A
STEVENS POINT WI 54481

Remit to:
**WI DNR
PO BOX 78816
MILWAUKEE WI 53278-0816**

Invoice No: **WU121238**
PS Customer ID: MUNI000227
Amount Due: **\$125.00**

Invoice Date: May 22, 2026
Due Date: **June 30, 2026**

Invoices can be paid online at: dnr.wi.gov/epay