



The Downtown Business Improvement District (BID) is established to help support the residents, business owners, organizations, and owners of property within Downtown Stevens Point. The BID boundaries and operating documents may be found at: <https://stevenspoint.com/1296/Business-Improvement-Districts>.

Downtown BID meetings are scheduled for the first Tuesday of each month but moved for special circumstances. Additional ad hoc meetings are held as needed. All board meetings of the board are hosted in-person and are open to the public.

Members

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

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	August 4, 2026 2:30 PM	Location:	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
-----------------------	---------------------------	------------------	---

Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda items.
3. General Reports and Updates
 - A. City Staff Updates
 - i. Presentation and discussion on AECOM One-way to Two-way Street Conversion Study by Scott Beduhn.
 - B. Board Chair Report
 - i. Action Item: Accept resignation from Craig Cook.
 - ii. Action Item: Appoint new Secretary for the board.
 - iii. Propose date, time, location for Annual Town Hall Meeting.
 - C. Treasurer Report
 - D. Downtown Executive Director Report
 - E. Event Coordinator Report
4. Work Group Reports

- A. Promotion Work Group Lead
- B. Design Work Group Lead
- C. Economic Vitality Work Group Lead
- D. Organization Work Group (Need a Lead for this group)

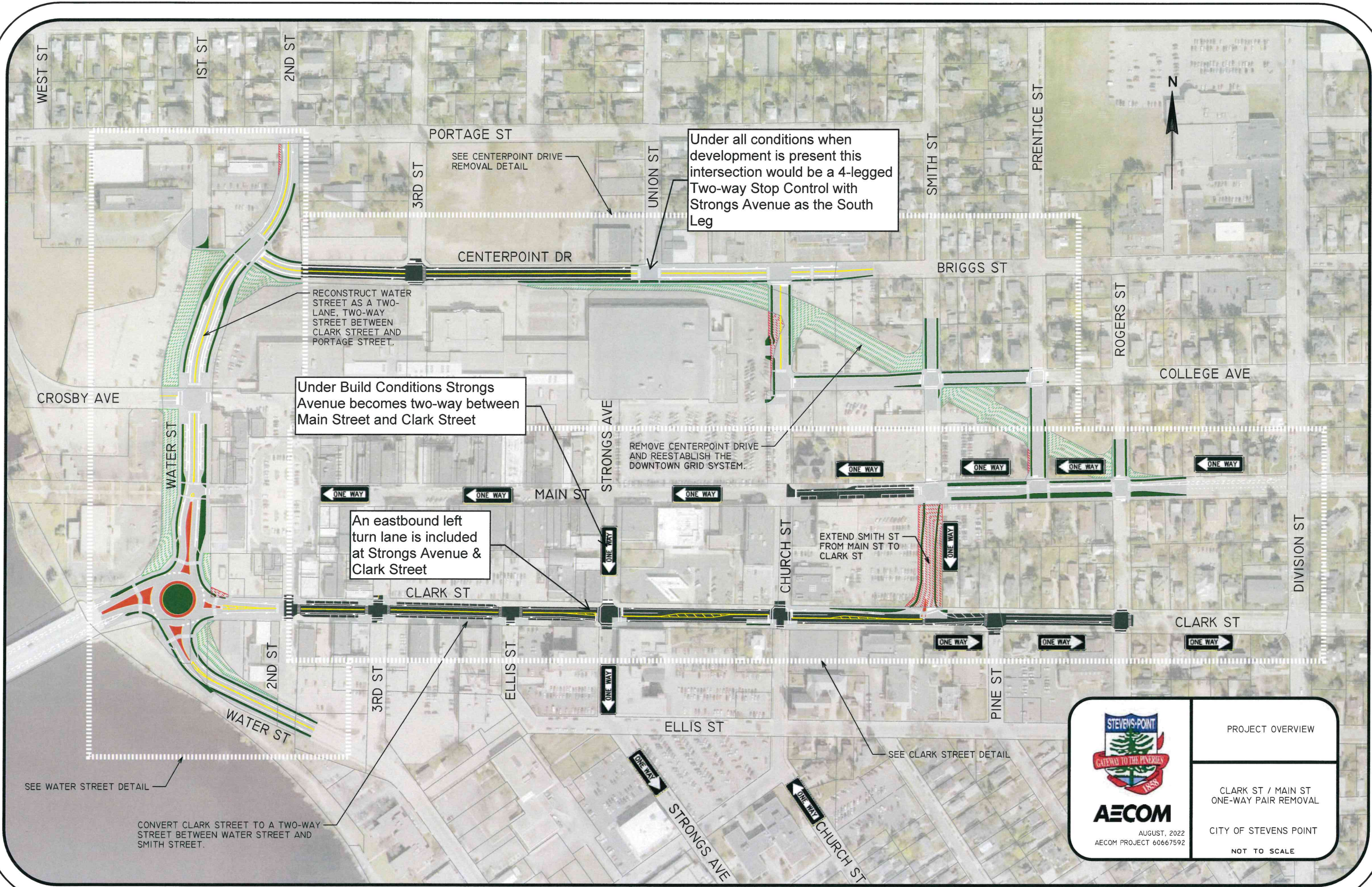
Discussion and Possible Action on:

1. Approve Meeting Minutes from July 7, 2026.
2. Discussion and possible action on proposal to redirect Storefront Competition prize funds to an Economic Vitality Small Grant fund..
3. Discussion and possible action on Locable proposal.
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.



Under all conditions when development is present this intersection would be a 4-legged Two-way Stop Control with Strong's Avenue as the South Leg

Under Build Conditions Strong's Avenue becomes two-way between Main Street and Clark Street

An eastbound left turn lane is included at Strong's Avenue & Clark Street

SEE WATER STREET DETAIL

CONVERT CLARK STREET TO A TWO-WAY STREET BETWEEN WATER STREET AND SMITH STREET.

SEE CENTERPOINT DRIVE REMOVAL DETAIL

REMOVE CENTERPOINT DRIVE AND REESTABLISH THE DOWNTOWN GRID SYSTEM.

EXTEND SMITH ST FROM MAIN ST TO CLARK ST

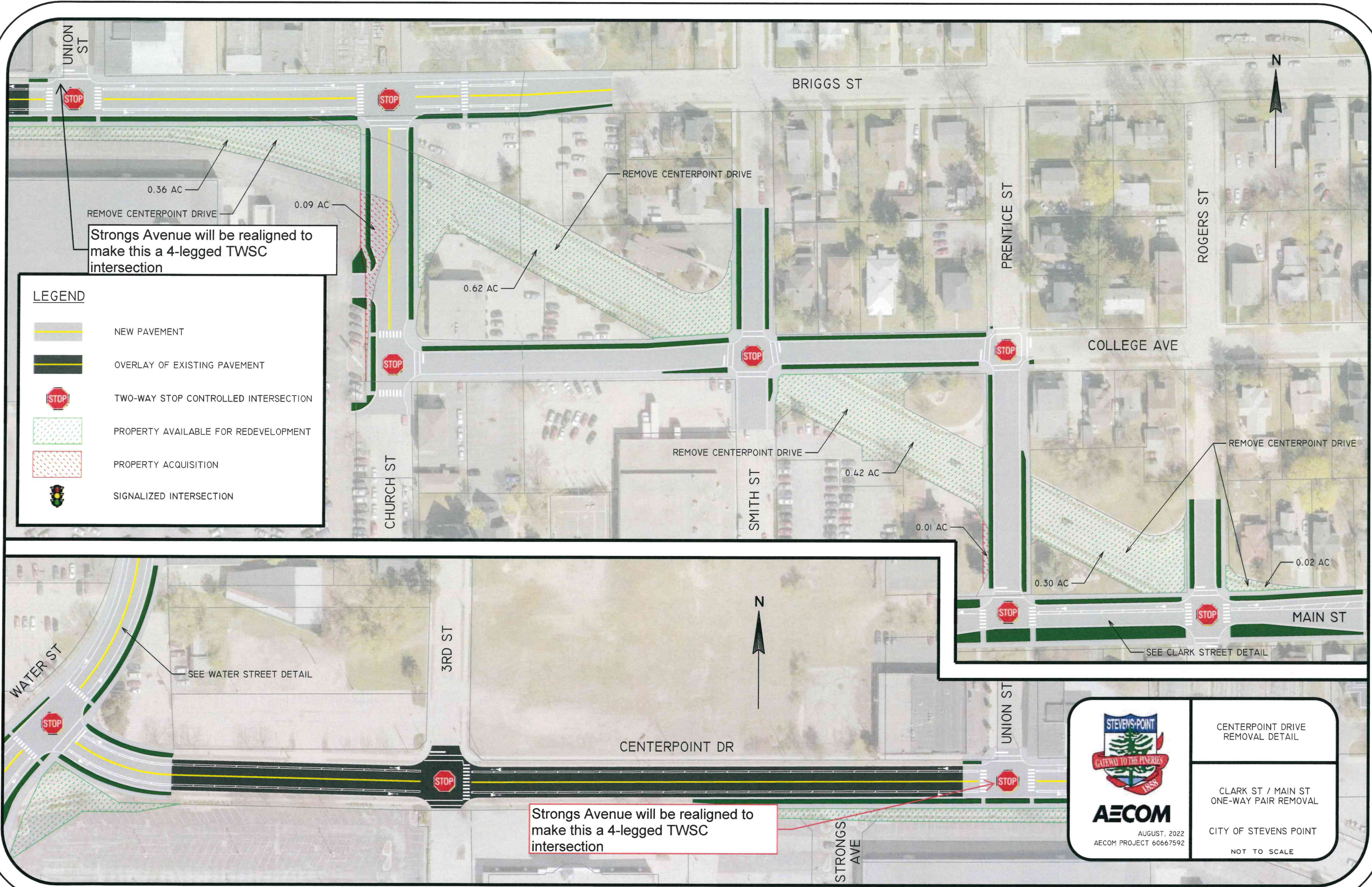
SEE CLARK STREET DETAIL



AECOM

AUGUST, 2022
AECOM PROJECT 60667592

PROJECT OVERVIEW
CLARK ST / MAIN ST ONE-WAY PAIR REMOVAL
CITY OF STEVENS POINT
NOT TO SCALE



LEGEND

- NEW PAVEMENT
- OVERLAY OF EXISTING PAVEMENT
- TWO-WAY STOP CONTROLLED INTERSECTION
- PROPERTY AVAILABLE FOR REDEVELOPMENT
- PROPERTY ACQUISITION
- SIGNALIZED INTERSECTION

Strong's Avenue will be realigned to make this a 4-legged TWSC intersection

Strong's Avenue will be realigned to make this a 4-legged TWSC intersection

AECOM

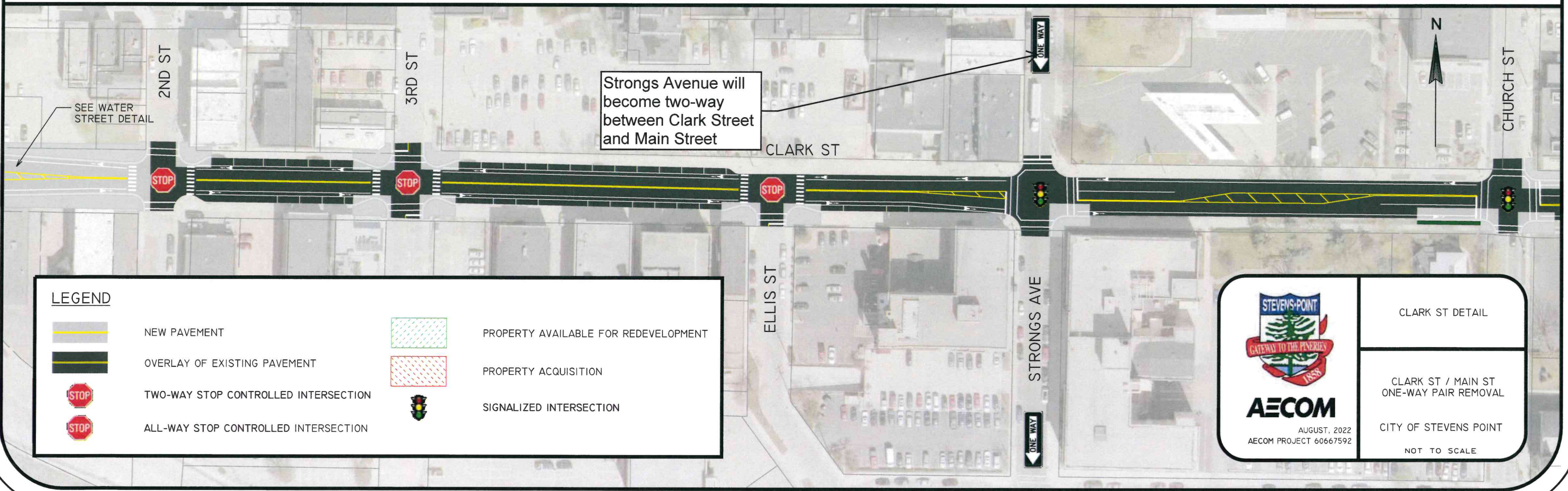
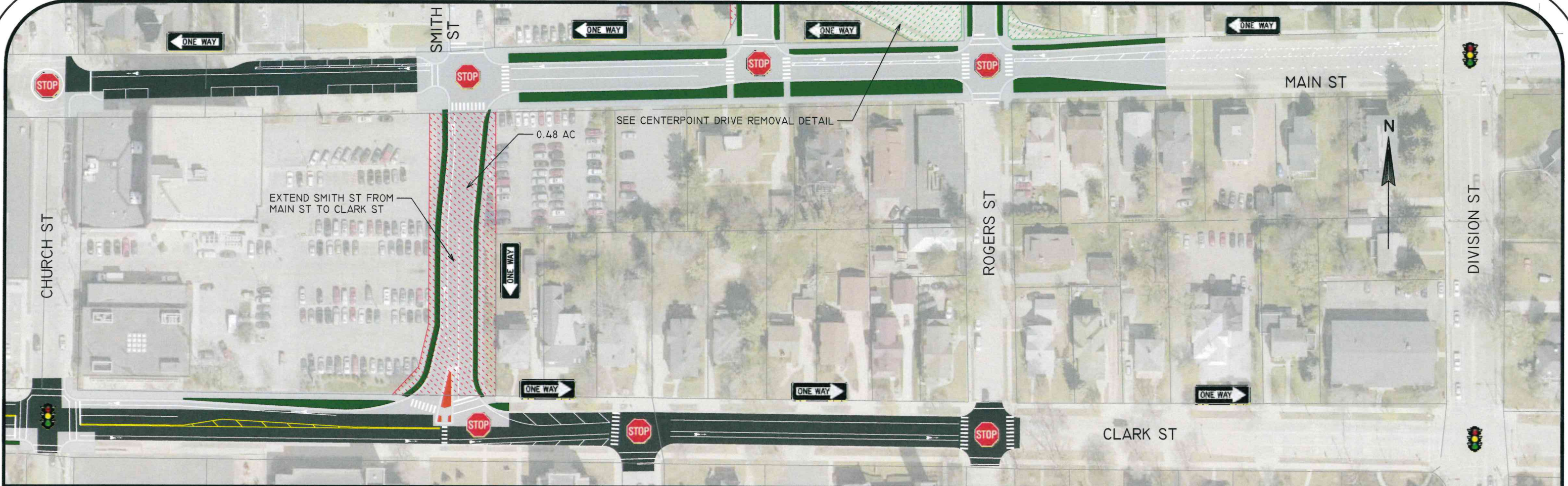
AUGUST, 2022
AECOM PROJECT 60667592

CENTERPOINT DRIVE
REMOVAL DETAIL

CLARK ST / MAIN ST
ONE-WAY PAIR REMOVAL

CITY OF STEVENS POINT

NOT TO SCALE



LEGEND

	NEW PAVEMENT		PROPERTY AVAILABLE FOR REDEVELOPMENT
	OVERLAY OF EXISTING PAVEMENT		PROPERTY ACQUISITION
	TWO-WAY STOP CONTROLLED INTERSECTION		SIGNALIZED INTERSECTION
	ALL-WAY STOP CONTROLLED INTERSECTION		

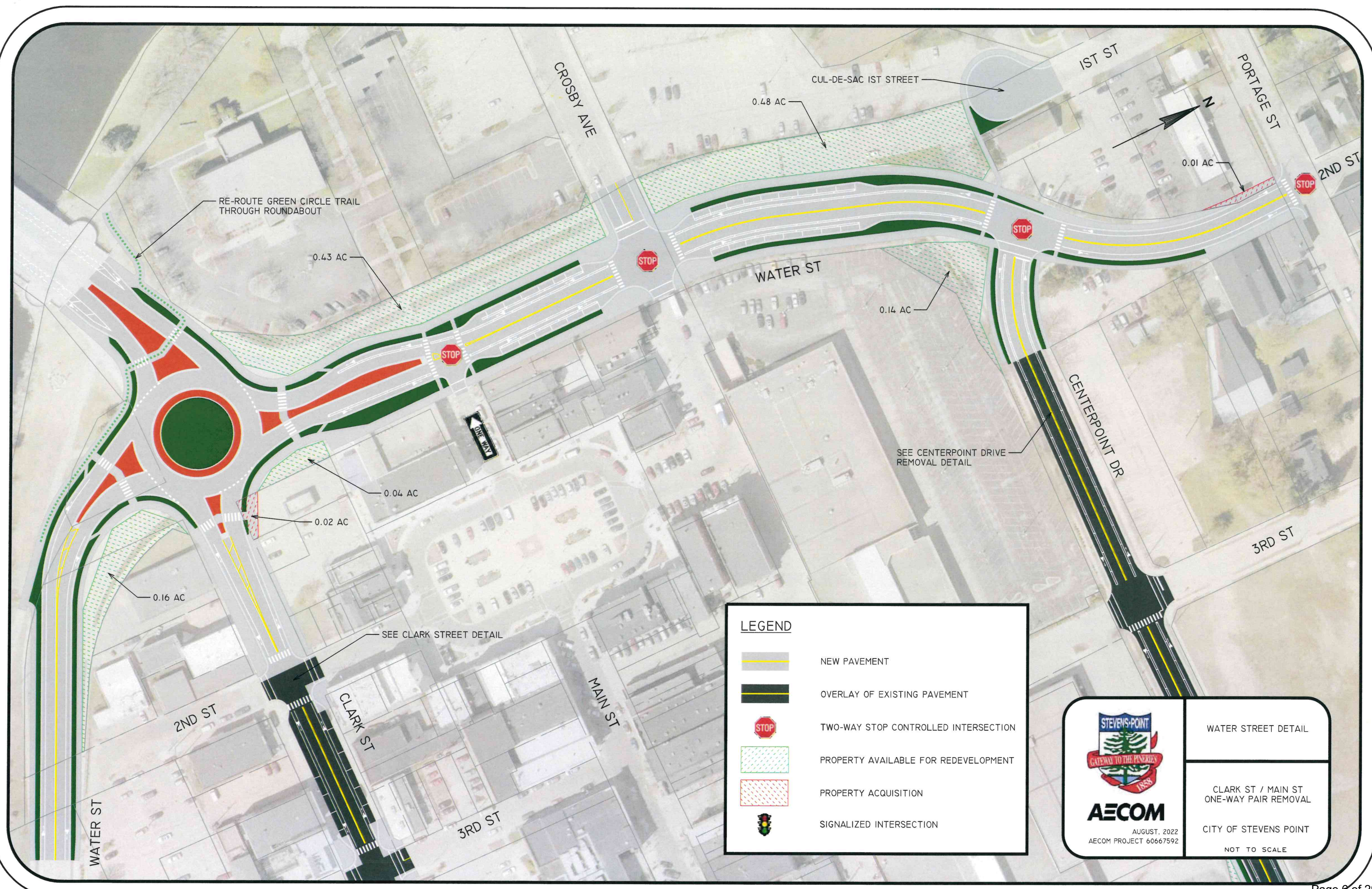
AECOM
AUGUST, 2022
AECOM PROJECT 60667592

CLARK ST DETAIL

CLARK ST / MAIN ST
ONE-WAY PAIR REMOVAL

CITY OF STEVENS POINT

NOT TO SCALE



LEGEND

	NEW PAVEMENT
	OVERLAY OF EXISTING PAVEMENT
	TWO-WAY STOP CONTROLLED INTERSECTION
	PROPERTY AVAILABLE FOR REDEVELOPMENT
	PROPERTY ACQUISITION
	SIGNALIZED INTERSECTION

STEVEN'S POINT
GATEWAY TO THE PINELANDS
1858

AECOM

AUGUST, 2022
AECOM PROJECT 60667592

WATER STREET DETAIL

CLARK ST / MAIN ST
ONE-WAY PAIR REMOVAL

CITY OF STEVENS POINT

NOT TO SCALE

Resignation from BID board

From Craig Cook <dbidbusprop2@gmail.com>

Date Fri 7/31/2026 3:23 PM

To Mike Wiza <MWiza@stevenspoint.com>; DowntownBID5 <briancumminsspbid@gmail.com>; Karen Margelofsky <kmargelofsky@stevenspoint.com>; Jarod Kivela <jkivela@stevenspoint.com>

All,

I would like to send this as my official request for immediate resignation due to the shutting down of Fall Line Outfitters LLC. The decision to close the business was not an easy one to make, but after 30 plus years of service to the country and running the business it's time for me to slow down a bit and enjoy more time with my family.

I know that I was appointed just last January to fill a 2 year obligation, which at the time I had no plans to close the business, in fact we were looking to possibly expand our retail offerings and services. I apologize for not fulfilling my obligation and I hope the Mayor and the Board can understand.

Thank you again for the opportunity, and I hope that my business has been positive in the community and downtown these past 8 plus years.

R,

Craig Cook- Owner

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	168,391	23,518-
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	21	21
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	21	21
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	35,000	.00
Total OTHER FINANCING SOURCES:		39,027	35,000	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	3,300	3,400	.00
Total EXTERNAL AUDIT SERVICES:		3,300	3,400	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,200	22,100	3,400
254.56.00700.1460	LTE WAGES	.00	870	870
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,182	1,591	245
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,381	1,435	219
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	23	29	5
254.56.00700.1930	WORKERS COMPENSATION PREM	795	396	61
254.56.00700.1950	MEDICAL INSURANCE PREM	17,917	8,425	1,493
254.56.00700.1955	HSA CONTRIBUTION	780	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	272	45
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	24,000	8,833	720
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	61	61
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	63	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	498	270
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	4,324	2,405
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,750	469	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	13,724	13,724
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,000	491	20
Total BUSINESS IMPROV DISTRICT:		121,093	63,580	23,539
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		124,393	120,657	21
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		124,393	66,980	23,539

Account Number	Account Title	2026	2026	2026
		Current year Budget	Current year Actual	Current month Actual

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	17,771	1,778-
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	140	140
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	370	370
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	100	.00
258.48.00561.55	WALK DON'T RUN	6,750	1,510	560
Total MISCELLANEOUS REVENUE:		39,300	2,120	1,070
MISCELLANEOUS EXPENSES				
258.55.19850.5000	NOTES AT NIGHT	8,000	5,092	2,750
258.55.19850.5001	MAKE MUSIC DAY	.00	200	100
258.55.19850.5002	DISCOVER DOWNTOWN	500	.00	.00
258.55.19850.5003	WINE WALK	7,000	32	.00
258.55.19850.5004	TRICK OR TREATING	200	.00	.00
258.55.19850.5005	SHOP SMALL WEEK	800	250	.00
258.55.19850.5006	HOLIDAY PARADE	350	.00	.00
258.55.19850.5007	SMALL BUSINESS SATURDAY	1,000	.00	.00
258.55.19850.5008	DOWNTOWN CHRISTMAS	2,500	2-	2-
258.55.19850.5009	WALK DON'T RUN	3,893	1,226	.00
258.55.19850.5010	EVENT INSURANCE	2,000	.00	.00
258.55.19850.5900	MISCELLANEOUS EXPENSES	13,057	67	.00
Total MISCELLANEOUS EXPENSES:		39,300	6,866	2,848
FRIENDS OF DOWNTOWN Revenue Total:		39,300	2,120	1,070
FRIENDS OF DOWNTOWN Expenditure Total:		39,300	6,866	2,848
Net Total FRIENDS OF DOWNTOWN:		.00	4,746-	1,778-

Executive Director Monthly Report

August 4, 2026 Board Meeting – 2:30 PM

Prepared by: Karen Margelofsky, Executive Director

July 2026 Highlights

- Conducted and attended **9 Downtown and Business Park BID board/work group meetings** to advance organizational priorities, projects, and initiatives.
- Assisted with **six downtown events**, including **five Notes @ Night/Night Market events** and **Discover Downtown**. Coordinated with Kris Carne to navigate challenging air quality conditions and event logistics. (One event occurred during my scheduled vacation.)
- Processed **two payrolls** and provided ongoing supervision and project coordination for our intern, Lydia, including creating seasonal downtown window displays to promote upcoming events.
- Updated BID website; created online ticket sales, business registration, and donation pages; and continued developing and expanding databases for both Business Improvement Districts.
- Participated in **9 meetings with community partners and organizations**, including:
 - Accessing Capital webinars
 - SPACVB Sports Complex discussions
 - Stevens Point Area School District – New Teacher Downtown Tour planning
 - City coordination for underline powerline projects
 - Edgewater development meeting
 - Women in Business luncheon
 - Guest appearance on Trina & Brandi's *Red Hot Takes* Podcast
- Met with **27+ business owners, entrepreneurs, vendors, and stakeholders** regarding the Wine Walk, Economic Vitality interviews, new business development, vendor recruitment, and other downtown initiatives.
- Continued implementation of the **Library Alley Activation Project** by:
 - Obtaining contractor quotes for power washing, masonry, painting, and other project components.
 - Coordinating wall cleaning and mural installation.
 - Advancing project planning and implementation with City staff and contractors.
- Requested **four downtown design assistance projects** through WEDC Design Specialist Joe Lawniczak.

- Continued researching and monitoring opportunities for a **WEDC Small Business Development Grant** to support downtown businesses.
- Sent multiple communications to Downtown BID members regarding:
 - Downtown Parking Survey
 - Restaurant consultant interest
 - Event registrations
 - Event feedback
 - Input for the New Teacher Downtown Tour
- Reviewed **geofencing and visitor analytics data** provided through WEDC to better understand downtown visitation patterns and support future marketing and event planning. [View report here.](#)
- Continued marketing, sponsorship and donor outreach, event coordination, and day-to-day operations for both Business Improvement Districts.

Looking Ahead

- Continue fundraising efforts and implementation of the Library Alley Activation Project.
- Finalize preparations for the **Wine Walk** and continue promotion of remaining summer events.
- If approved, implement the new Locable software program.
- Work with Chris Klesmith, City staff, and contractors to obtain sample project costs for the proposed underground power line initiative to assist interested property owners.
- Continue Economic Vitality outreach and support for existing and prospective downtown businesses while developing the application, timeline, scoring criteria, and program guidelines for the DBID Grant.
- Work with the Economic Vitality Work Group and the City to apply for the WEDC Small Business Development Grant.
- Work with the Treasurer and Board Chair on 2027 budget development and preparations for the annual Town Hall Meeting.
- Begin revising the 2027 Operating Plan for presentation to the Board in September and submission to the City Council with the annual budget in October.
- Advance Business Park branding and maintenance initiatives while preparing the 2027 Business Park BID budget.

August Board Meeting Notes Events Coordinator

From Kristeen Carne <kristeencarne@yahoo.com>

Date Thu 7/30/2026 3:36 PM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>

Hi Karen, this is a brief update.

- Notes @ Night (N@N): update on collaboration with Farmers Market/night market and tavern/vendor collaborations, survey for night change in 2026. Tuesday currently looks like the highest votes.

- Discover Downtown (DD): survey is out to businesses. If you have not already submitted a survey, please do. Results will be shared at September meeting. Attendance estimates through entire day 3000.

- Wine Walk. July 30th 193 tickets sold and promoting through August 7th with a boost to 50-mile radius/21-65 yr female target. T-shirt's being made and will be posted on the site with ticket sales and day of event.

- Halloween permit is in. Initial planning has begun. Plans for Fire and Police Dept.

Trunk or Treat with classic cars and hurst. Photo Opps, games, entertainment, and costume contests for: child, adult, group and new this new, pet category.

- 2027 Events:

Notes @ Night May 25th - August 31st

June - Collaboration with Tavern for Music Weekend

July - Discover Downtown July 17th

August - Wine Walk August 13th

October - Halloween October 24th

November - Holiday Parade November 18th

Passport Week November 27th

December - End of Passport Week December 4th

Downtown Christmas December 11th

Library Alley Activation Project Update

- Concrete work on Clark st. is done... waiting for concrete work on Main
- This week, Jessie has started the painting process on the Labbs wall.
- In August, new vinyl artwork will be installed on the opposite alley/tunnel wall.
- We have drawings of some of the sculptures from Artist
- We meet tomorrow morning to finalize some of the ordering.
- Our fundraising campaign has officially launched! We need help getting support the project:
-



Nana Cutler

Downtown Business Improvement District

☎ 1715 252-4059

✉ cutler.stevenspoint@gmail.com

🌐 www.stevenspointarea.com/downtownstevenspoint/



Stevens Point Downtown Business Improvement District

Economic Vitality Workgroup Report

BID Board Meeting — August 4, 2026

Workgroup Focus

The Economic Vitality Workgroup continues its outreach around the available resources for business and property owners through direct, one-on-one meetings. The goal remains identifying each stakeholder's specific needs — financial or professional — and connecting them with available assistance, with the workgroup acting on those needs to help move each project forward.

Stakeholder Engagement Summary

Since the last board meeting, the workgroup has met with the following downtown businesses and property owners (identities kept confidential):

- **Downtown Retail Business:** Chris Klesmith and I met with the owners to learn more about their business and explore how available BID resources might support them. They are considering several projects, including new signage, an awning, updated flooring, and store layout changes. Chris is working with them on financing options, and the owners have been connected with Joe at the WEDC for design assistance on the exterior projects.
- **Downtown Hospitality Business:** We reached back out regarding the owner's possible second-floor renovation project. She is interested in learning more about how to move the project forward. Ximena and Chris are assisting her with next steps.
- **New Inquiry — Downtown Business:** A different downtown business owner reached out regarding available resources to support an expansion. This is expected to move toward a CWED financing application, and the workgroup is assisting with next steps.

City Coordination Update

There is movement with the City on a possible one-time grant program to help offset the cost of putting overhead electric utilities underground. The workgroup is monitoring this development and will report back as more details become available.

Next Steps

- **Downtown Retail Business:** Continue supporting financing discussions with Chris and follow up on WEDC design assistance for signage, awning, and other exterior improvements.
- **Downtown Hospitality Business:** Continue assisting the owner, through Ximena and Chris, in developing a path forward for the second-floor renovation. Explore the possibility of bringing in a partner.
- **New Inquiry — Downtown Business:** Continue assisting with resource identification and support the move toward a CWED application.
- **City Coordination:** Continue tracking the City's progress on a one-time underground utility grant program.
- **Workgroup meeting:** Next Economic Vitality Workgroup meeting is Monday, August 3.

Stevens Point Downtown Business Improvement District Board Meeting Minutes

Tuesday, July 7th, 2026, at 2:30 pm in the SPACVB Conference Room

Opening Section: Brian Cummins call to order with quorum **Start Time: 14:31**

1. Roll Call: Board Present: Tara Manske, Hana Cutler, BJ Welling, Craig Cook, Brian Cummins, Tim Schertz

Staff & City: Kris Carne (Events Coor.), Chris Klesmith (City)

Absent/Excused: Ald. Marc Christianson, Karen Margelofsky (ED)

Non-board members present: Ravi Barkey, Xerah Okray, John Hartman, Brandi Makuski (MetroWire)

2. Comments from the public on non-agenda items. **Craig Cook-Possibly looking to shift the July 2027 meeting to the following Tuesday to keep the meeting away from the 4th holiday. BJ-Look to add an agenda item next month to build a grant from the Economic Vitality Workgroup.**

Jerry Gargulak Homeless situation downtown: Meals are now being served at the Salvation Army. The homeless shelter is being worked on to get ready for occupation later in 2026.

3. General Reports and Updates

A. City Staff Updates, **Chris Klesmith, City Hall site prep is on its way. Groundbreaking on the 10th of July. Edgewater property plans commission for possible construction in spring/summer of 2027. Shopko site will be getting contamination cleanup down this summer. City did preliminary designs for the Shopko site. This is for street connections. Half a million award to the city for area site assessment, ie for the Chase bank property and others. Next Tuesday the 14th for Great Lakes building. Survey for downtown parking from businesses and landowners to help have a better understand for future development. Central Wisconsin Economic board has extended applications for funds for future expansions.**

B. Treasurer Report, Report, **BJ- TIF district money transfer in the amount of 35k. \$2,500 for BID audit, per the city. Expenditure through May was 44k, was reported. Friends report financials. 5K from Tommy's sponsorship, for Notes at Night has been delivered. The walk don't- \$ 375.00.**

C. Downtown Executive Director Report-

- i. **Mural Artist has begun work on the alleyway by the library.**
- ii. **Report has been added to the packet- please see report.**

4. Board Chair Report: **Financial cycle starts this time of the year, and the town hall is at the end of September. This all leads into public input that eventually make its way for the city council.**

5. Event Coordinator Report: **Make Music Day had bad attendance. Mother Nature has not cooperated yet this year for Notes@Night as most Wednesday's have been indoors. Discovery Downtown event is next week Sat. July 18. Wine Walk, tickets have begun to sell. 10% sales to this point.**

6. Work Group Reports

A. Promotion Work Group Lead: Tara- Met Carter from Marshfield who is the Executive Director and is looking to collaborate. Utilizing, the newspaper website to promote downtown businesses and events.

B. Design Work Group Lead: Hana- Tore out old tarps from the flower beds of the new library project planted all new plants. The project received news coverage from Channel 7 T.V.

C. Economic Vitality Work Group Lead: BJ- Since the last board meeting, the workgroup has met with the following downtown businesses and property owners: (identities kept confidential)

- Restaurant: Workgroup is exploring technical assistance to support the business's transition into a “destination” dining spot serving the downtown workforce and late-night crowd. Restaurant-specific technical assistance resources are being confirmed, with follow-up to the owner once available.

- Retail store: Owner is exploring relocation, with a preference for an ownership opportunity. They have been given contact information for available downtown properties and may pursue Small Business Development Grant (SBDG) pass-through funding. Their space needs have also been shared with a prospective downtown developer.

- Retail store: Owner is planning a back-of-house kitchen addition and has received guidance from the City's commercial building inspector on design and permitting, along with a referral to the SBDC. SBDG and CWED financing are both being explored to fund the project. Workgroup is checking in biweekly.

- Vacant location: A prospective new business idea is under consideration. The owner has related to the city regarding combining the two parcels, a façade improvement grants for exterior repairs, and building-access requirements for a ramp entry. This is a potential SBDG candidate for a new business.

- Restaurant: Owner is discussing a phased approach to renovating the second floor to benefit the existing business. She prefers not to take on financing but is open to bringing on a financial partner. Workgroup is facilitating an introduction to a downtown investor who has expressed interest in supporting property improvements.

- Property Owner: Owner is not ready to renovate the second floor but sees long-term potential for an Airbnb or residential use. Near-term interest is in undergrounding power lines and upgrading electrical service, improving façade weatherproofing, and reviving the mural on the building's south side — steps that would also open additional windows and exits on the second floor. Workgroup is coordinating with the utility provider on feasibility.

- Underutilized building tenant: Limited near-term interest in major building improvements, but the tenant supports keeping the adjacent space active for fitness/wellness use. Workgroup is watching for fitness or instruction businesses that could occupy the space; an initial outreach to a yoga instructor is underway.

- Retail tenant: Owner is considering franchising and expanding into the basement, and is exploring regional marketing campaigns. SBDG funding has been identified to support operations, marketing, and inventory, and JEM grant funding through Travel Wisconsin is being discussed for regional

marketing work. Workgroup is also exploring her interest in helping coordinate downtown business social events.

Next Steps

- Continue scheduled check-ins
- Facilitate connections: between owner and a prospective downtown investor, and between owner and the City regarding parcel combination and façade grant funding.
- Coordinate resources: including SBDC, SBDG, CWED, and JEM grant funding, and utility coordination with WPS for building.
- Continue identifying fitness/wellness tenant prospects for building and explore owners interest in an organizational/social events role for downtown businesses. Continue to explore grant writing and low interest loans.

D. Organization Work Group Lead: No Members, Kris Carne has verified to have enough volunteers for Wine Walk, and Notes and Night. Realizing that the BID website being imbedded with the CBB is an issue. Needs to be revisited.

Discussion and Possible Action on:

1. Approve Meeting Minutes from June 2, 2026. Motion to approve: Craig Cook, 2nd by Tim Schertz
2. Present and take action, Discussion and possible action on Locable proposal. (Tabled until August).

7. Meeting adjourned at 15:35

Reported by and certified by Craig Cook

Proposal: Redirecting Storefront Competition Funds to an Economic Vitality Small Grant Fund

BID Board Meeting — August 4, 2026 | Agenda Item Summary

Background

The BID budgeted \$5,000 in 2025 and \$5,000 in 2026 — \$10,000 total — for a prize fund tied to the Storefront Competition initiative. That project has stalled due to limited engagement from property owners, and the Economic Vitality Workgroup has since shifted its focus to direct, one-on-one outreach with downtown businesses and property owners.

Through that outreach, the workgroup has identified specific financial and professional needs across the businesses it has engaged with, but currently has no mechanism to act on those needs with actual dollars.

Proposal

Redirect the \$10,000 currently earmarked for the Storefront Competition into a small grant fund for BID businesses and property owners. Grantees would be selected by the Economic Vitality Workgroup based on needs identified through its ongoing outreach. This would put existing, already-budgeted funds to direct use — supporting projects such as façade improvements, kitchen buildouts, or other costs for businesses that are ready to move forward but need a financial push.

The specific application and grant-award process, along with any funding limits, would still need to be formalized by the Economic Vitality Workgroup and brought back to the board for approval.

Requested Action

A motion to approve redirecting the \$10,000 currently budgeted for the Storefront Competition to a small grant fund administered by the Economic Vitality Workgroup.

Note

This item was originally brought before the board on July 7, 2026, but was tabled as it had not been included on that meeting's agenda.

Proposal: Economic Vitality Grant Disbursements Program

BID Board Meeting — August 4, 2026 | Agenda Item Summary

Background

The 2026 BID budget includes \$5,000 under the “Grant Disbursements” line item. This line item has not yet been utilized, and no structure currently exists for how these funds would be applied for or disbursed.

Separately, the Economic Vitality Workgroup has shifted its focus away from the earlier Storefront Competition concept and toward direct, one-on-one outreach with downtown businesses and property owners. Through that outreach, the Workgroup has identified specific financial and professional needs, but currently has no mechanism to act on those needs with actual dollars.

Putting the existing Grant Disbursements funds to use this year would both benefit BID businesses directly and strengthen the BID's position when applying for a much larger annual state grant that would benefit BID businesses and property owners.

Proposal

The Economic Vitality Workgroup requests board approval to create the structure for the Grant Disbursements program and to manage grant disbursements under it. This includes developing the application process, selection criteria, and any funding limits.

Grantees would be selected by the Economic Vitality Workgroup based on needs identified through its ongoing outreach, and could support projects such as façade improvements, kitchen buildouts, or other costs for businesses that are ready to move forward but need a financial push.

No change to the existing budget line or its title is being requested. This proposal concerns how the already-budgeted \$5,000 in Grant Disbursements funds for 2026 will be structured and administered, not a redirection of prior-year or additional funds.

Requested Action

A motion to approve the Economic Vitality Workgroup developing the structure for, and managing disbursements under, the 2026 Grant Disbursements program (\$5,000 budgeted). If approved, the Workgroup will proceed in developing the grant parameters and bring them back to the board.

Note

A related item was originally brought before the board on July 7, 2026, but was tabled as it had not been included on that meeting's agenda. This revised version reflects the correct 2026 budget amount (\$5,000, not \$10,000) and clarifies that the ask is for the Workgroup to structure and manage the existing Grant Disbursements line, not to redirect funds from a differently named line item.



STEVENS POINT, WISCONSIN BID

June 30, 2026

Prepared for

Stevens Point, Wisconsin

1515 Strong's Avenue
Stevens Point, WI 54481

Karen Margelofsky
Executive Director
kmargelofsky@stevenspoint.com
+17154960823

Locable
929 Winchester Hwy #103
Fayetteville, TN 37334
www.locable.com

Brian Ostrovsky
+19312812300
brian@locable.com

1 PROPOSAL SUMMARY

Stevens Point Business Improvement Districts (BIDs) - Downtown & Business Park needs a more practical way to keep key information current, simplify recurring marketing and administrative work, and make participation easier for the businesses, partners, and people it serves.

Locable provides practical software built for small teams to bring those efforts into one connected system without adding unnecessary complexity.

Based on our conversations, this proposal outlines the recommended Locable Core(s) and supporting services most likely to reduce busywork, improve consistency, and help your team get more done with less manual effort.

You can start with the area that matters most and expand over time as your needs grow.

What this proposal is designed to do

- Reduce manual updates and repetitive work
- Keep your website and community information more current
- Make participation easier for businesses, partners, and stakeholders
- Simplify recurring marketing and administrative tasks in one connected system

Locable works best as a practical partnership - combining the right software, guided implementation, and steady communication from your team.

What you can expect from us

✓ We'll start by understanding what matters most

- We'll listen carefully, look for the real bottlenecks, and focus on solutions that fit your goals, capacity, and priorities.

✓ We'll work to make your life easier

- Everything we recommend should save time, reduce friction, and help your team make meaningful progress without unnecessary complexity.

✓ We'll guide you through the process

- From onboarding to rollout to ongoing use, we'll provide practical support, training, and direction so you are not left figuring things out alone.

✓ We'll keep showing up

- We're here to build a long-term working relationship, help you adapt over time, and continue improving how your team uses Locable.

What we expect of you

✓ Be open and direct with us

- Share your goals, priorities, constraints, and concerns - even when they change - so we can stay aligned with what is actually happening.

✓ Stay engaged in the process

- Your participation matters. The teams that get the most from Locable stay involved, follow through, and keep moving step by step.

✓ Keep us informed when staff or leadership changes

- This is a big one. Staff turnover is one of the biggest risks to momentum. If roles change, tell us early so we can help onboard the next person, preserve context, and avoid unnecessary backtracking or a reset based on incomplete information.

✓ Help maintain internal support

- Share progress, wins, and lessons with your board, staff, and stakeholders so the work continues to get the attention and support it needs.

✓ Trust the process

- You do not need to do everything at once, but success does require consistency, responsiveness, and a willingness to work through the process together.

Implementation is designed to be manageable

Locable is built to be implemented in practical steps, not through a painful all-at-once rollout. In many cases, website projects require just 4-10 hours of client time over about 30 days, while Core onboarding often takes less than an hour to get us the information we need to begin setup.

2 RECOMMENDED SOLUTION

Locable is organized around three flexible software Cores so you can start with the area that matters most, reduce busywork quickly, and expand over time as your needs grow.

Community Engagement Core

Keep your **community calendar, business directory, job board, and other community resources** current with less chasing and less manual work. Powered by **Local Connections™**, this Core makes it easier for businesses, partners, and organizations to contribute and stay visible.

Content Marketing & Distribution Core

Simplify **blogging, email newsletters, and outreach** so your team can communicate more consistently with less effort. Guided by the **Marketing 3-4-5™ approach**, this Core helps turn everyday updates into practical marketing with **Guided Blogging™** and **Express Email Newsletters™**.

Administrative Efficiency Core

Streamline with **smart forms, membership management, billing, event registration, payments, sales opportunities tracking, and deliverables fulfillment** in one connected system. This Core helps reduce operational friction, improve follow-through, and keep commitments from slipping through the cracks so your team can spend less time managing details and more time on impact.



Issued
June 30, 2026
Expires
August 31, 2026

Prepared for
Karen Margelofsky
Executive Director
kmargelofsky@stevenspoint.com
+17154960823

This proposal reflects our recommended approach based on your priorities, constraints, budget, and current needs. It may include bundled pricing, promotional discounts, or included services based on the combination of Cores and term selected.

Get 2x \$500 pay-it-forward website credits.

Products & Services	Billing Frequency	Quantity	Unit price	Price
Nonprofit Community Engagement Core - Annual Plan Annual subscription fee for the nonprofit rate at the Coordinate level of the Community Engagement Core, pre-paid with an annual discount.	Annually	1	\$1,188.00 / year	\$1,188.00 / year
Community Engagement Core Onboarding & Account Setup Simply provide business and partner information via spreadsheet - we'll provide a template. Locable will complete account setup activities including setting up the calendar(s), directory(ies), and more. Includes training, our Community Engagement Packet filled with resources, and partner engagement support via our Community Activation Manager. This done-for-you service reduces setup time for many to around 30-minutes and we'll show		1	\$750.00	\$750.00

Products & Services	Billing Frequency	Quantity	Unit price	Price
you how to manage the process so you can make updates and additions as needed in the future.				
Nonprofit Administrative Efficiency Core - Annual Plan Annual subscription fee for the nonprofit rate at the Coordinate level of the Administrative Efficiency Core, prepaid with an annual discount.	Annually	1	\$1,188.00 / year	\$831.60 / year after 30% discount
Up to 125 recurring billing profiles (members).				
Administrative Efficiency Account Setup & Data Migration Simply provide business, vendor, and member information via spreadsheet - we'll provide a template.		1	\$750.00	\$750.00
Account setup for the Administrative Efficiency Core includes configuration of membership types and statuses, billing settings; support for one-time and recurring payments, donation options, vendor payment setup, and form				

Products & Services	Billing Frequency	Quantity	Unit price	Price
setup. We'll help you get the right foundations in place to streamline admin tasks and simplify future growth.				
This done-for-you service reduces setup time for many to around 30-minutes and we'll show you how to manage the process so you can make updates and additions as needed in the future.				
Includes up to 250 Members.				
Nonprofit Content Marketing & Distribution Core - Annual Plan Annual subscription fee for the Coordinate level of the Content Marketing & Distribution Core, prepaid with an annual discount.	Annually	1	\$1,188.00 / year	\$475.20 / year after 60% discount
Content Marketing & Distribution Core Onboarding & Account Setup Locable will complete account setup activities including setup of your Content Marketing Microsite, Guided Blogging™ onboarding		1	\$750.00	\$750.00

Products & Services	Billing Frequency	Quantity	Unit price	Price
with hands-on training, Express Email Newsletter™ configuration, subscriber import (CSV or integration), and setup of your subscriber signup form. We'll also help you prepare your first campaign or post so you can hit the ground running and we'll train your content creators as part of our new Content Marketing Training series. Simply provide your subscriber information via spreadsheet. This done-for-you service reduces setup time for many to around 30-minutes and we'll show you how to manage the process so you can make updates and additions as needed in the future.				
Professional Assistance Website Setup Your website is one of the most critical aspects of marketing and also one of the more challenging tasks to get right. We'll migrate your existing content and		1	\$1,775.00	\$1,775.00

Products & Services	Billing Frequency	Quantity	Unit price	Price
guide in creating additional content based on our proprietary Marketing 3-4-5™ approach. We'll deliver a website with a well-structured modern and mobile-friendly design, and implement calls-to-action along with a robust directory, calendar, job board, and volunteer opportunities board. Includes 10 prepared pages as well as a blog, community calendar, directory, and more including Express Email Newsletters to simplify the creation and sending process, Google Business Profile integration, and cross-promotion. Social media profiles will be featured on the site with links. Migrating blog posts (articles) and events can be done for \$15 per post. Prepared Pages are those pages Locable implements for you utilizing our approach. You're				

Products & Services	Billing Frequency	Quantity	Unit price	Price
free to add unlimited pages and data-driven pages such as the directory, calendar, blog posts, customer reviews, and more don't count toward the Prepared Pages count.				
Advanced design elements and greater customization including integrations are available for an additional one-time fee.				
Annual subtotal				\$2,494.80
				after \$1,069.20 discount
One-time subtotal				\$4,025.00
Discount: August start with 3 Year Agreement get Content Marketing Core (\$1,975.20) free for 12 month (\$475.20-value) and Free Content Marketing and Admin Core Setups (\$1500-value)				
Total			\$4,544.60	

 Pay now

4 IMPLEMENTATION & WHAT TO EXPECT

Once approved, we guide setup in practical steps so your team can get moving without feeling overwhelmed.

What happens next

After approval, we'll confirm your priorities, gather the materials and access we need, and guide you through setup in manageable steps. Your Customer Success Manager will help keep the process moving and make sure your team knows what to expect.

What we need from you

Success comes faster when your team shares information promptly, identifies a clear point person, and stays engaged through onboarding. We keep the process practical, but participation matters.

5 WHY LOCABLE

Locable provides practical software built for Main Streets, Chambers, Tourism organizations, and other community-focused teams that need to keep information current, simplify marketing, and make participation easier without adding more busywork.

Built for small teams

Locable helps small teams bring community engagement, content marketing, and administrative work into one connected system so they can reduce manual effort, improve consistency, and make it easier for businesses, partners, and stakeholders to stay involved.

What makes Locable different

What makes Locable different is that it is built on more than just your website. Guided by our Marketing 3-4-5™ approach and powered by Local Connections™ technology, Locable helps businesses, organizations, and partners contribute once and support multiple parts of your marketing and communications. That creates a more connected, practical system for small teams.

- **Built on a network, not just your website** - businesses, organizations, and partners can contribute once and support your calendar, directory, website, email, and more
- **Less chasing and repeat work** - reduce the manual follow-up, reformatting, and reposting that drain staff time
- **Guided by the Marketing 3-4-5™ approach** - use practical, repeatable activities that help make marketing more manageable and sustainable
- **Designed for small teams** - start with what matters most, simplify recurring work, and grow over time without unnecessary complexity

What organizations like yours are saying



"I save a minimum of 10-15 hours per week using the Locable system. Between the events – newsletters – business blogging and CRM – it makes the day to day work so much easier and faster."

Jayme Chapin
Former Director at Go!Augusta

"As a very small nonprofit with limited staff and not much technical knowledge we needed help to make our vision of a website and community marketing campaign a reality. The ability to integrate platforms and collaborate with community businesses and organizations is a game changer! The people at Locable made it so easy!"

Jody Ocker
Sunbury Revitalization Inc





Locable made what could have been a stressful website transition feel straightforward. Their platform empowers us to better showcase Langley, support our local businesses, and keep our community informed. We're grateful for their partnership and would confidently recommend them to other Main Street programs.

Allison Gubata
Langley Main Street Association

This section outlines the term, renewal details, billing, and important conditions related to the services included in this proposal.

6 AGREEMENT

You will be charged on a recurring basis via credit card or ACH. Setup activities begin once this agreement is signed and the first invoice is paid.

I authorize Locable to automatically charge my [bank account/card] for the agreed amount on a recurring basis until I cancel in writing at least 30 days before my renewal date.

This proposal is made in conjunction with Locable's Terms of Service, Privacy Policy, and applicable software plans as outlined at www.locable.com.

Promotional discounts may be included when combining cores.

This Agreement outlines a 3-year commitment covering multiple service plans, billed annually. As part of this Agreement, the Content Marketing & Distribution Core is included at no cost for the first 12 months.

This Agreement is non-cancelable during the 3-year term. Your account will automatically renew on an annual basis thereafter unless cancellation or changes are submitted in writing at least 30 days prior to the renewal date.

7 APPROVAL

By accepting this proposal, you confirm that you are authorized to approve this agreement on behalf of your organization and that your team is ready to move forward with the recommended services.

Signature

Choose a profile to start the e-signature process.

Karen Margelofsky
kmargelofsky@stevenspoint.com

Verify to sign

Print