



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
- TBD

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	September 1, 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. Guest Speaker - Meliss Haack, Regional Farmers Market Coordinator (Intern & FM Updates)
4. General Reports and Updates
 - A. City Staff Updates
 - B. Treasurer Report
 - C. Board Chair Report

D. Downtown Executive Director Report

i. 2027 Merchandising Tech Visit with WEDC

ii. 2027 Business Engagement Cohort with WEDC.

E. Event Coordinator Report

5. 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 August 4, 2026.
2. Approval to implement the Vitality Grant Program.
3. Approval to request the City of Stevens Point for a resolution for the DBID to apply for the Small Business Development Grant Program offered through the WEDC.

4. Discussion and possible action on Library Alley Project purchases to include Cattail Chimes not to exceed \$7,000.
(<https://www.percussionplay.com/instruments/cattails/c-major/>)
5. Discussion and possible action on purchasing for the Library Alley Activation project a portable stage not to exceed \$4,500.
6. Discussion and possible action on the 2027 DBID Budget and Friends of DBID Budget proposals.
7. Consideration of motion to go into Closed Session under WI State Statute 19.85(1)(c) for the purpose of considering employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility and more specifically relating to the negotiating the Executive Director performance review and salary.
8. Consideration of the motion to reconvene to Open Session for discussion and approval of Executive Director review and salary proposal.
9. Discussion and possible action on contracts held specifically relating to Events such as Events Coordinator and Media Contracts in relation to the 2027 budget planning.
10. Adjournment.

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	152,878	15,512-
TAXES				
254.41.00120.56	BID ASSESSMENTS	85,366	85,366	270-
Total TAXES:		85,366	85,366	270-
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	21	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	21	.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	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	27,200	5,100
254.56.00700.1460	LTE WAGES	.00	3,210	2,340
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,182	1,958	367
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,381	1,784	349
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	23	34	5
254.56.00700.1930	WORKERS COMPENSATION PREM	795	487	91
254.56.00700.1950	MEDICAL INSURANCE PREM	17,917	9,918	1,493
254.56.00700.1955	HSA CONTRIBUTION	780	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	318	46
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	24,000	11,668	2,835
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	407	346
254.56.00700.3005	PARKING CHARGES	350	1	1
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	535	37
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	4,731	407
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,750	568	99
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	15,120	1,396
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	309	309
254.56.00700.8011	SOFTWARE PURCHASES	1,000	511	20
Total BUSINESS IMPROV DISTRICT:		121,093	78,823	15,242
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		124,393	120,387	270-
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		124,393	82,223	15,242

Account Number	Account Title	2026	2026	2026
		Current year Budget	Current year Actual	Current month Actual
Net Total BUSINESS IMPROV DISTRICT (BID):		.00	38,164	15,512-

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	17,168	603-
MISCELLANEOUS REVENUE				
258.48.00550.55	EVENT SPONSORSHIPS	.00	.00	.00
258.48.00551.55	MISCELLANEOUS DONATIONS	.00	140	140
258.48.00552.55	NOTES AT NIGHT REV	7,000	639	499
258.48.00553.55	MAKE MUSIC DAY REV	.00	.00	.00
258.48.00554.55	DISCOVER DOWNTOWN REV	500	75	75
258.48.00555.55	WINE WALK REV	17,000	420	50
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	.00
Total MISCELLANEOUS REVENUE:		39,300	2,884	764
MISCELLANEOUS EXPENSES				
258.55.19850.5000	NOTES AT NIGHT	8,000	5,292	200
258.55.19850.5001	MAKE MUSIC DAY	.00	200	.00
258.55.19850.5002	DISCOVER DOWNTOWN	500	169	169
258.55.19850.5003	WINE WALK	7,000	1,030	998
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-	.00
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	8,233	1,367
FRIENDS OF DOWNTOWN Revenue Total:		39,300	2,884	764
FRIENDS OF DOWNTOWN Expenditure Total:		39,300	8,233	1,367
Net Total FRIENDS OF DOWNTOWN:		.00	5,349-	603-

Downtown BID Executive Director Report – September 2026

by Karen Margelofsky

Reporting on August 2026 Activities

Administration, Technology & Financial Management

- Began implementation and onboarding of the **Locable software platform**, including completing a comprehensive update of the BID contact database prior to submission and completing the required questionnaire and information for development of the new website.
- Managed **Givebutter financial activity** for events and fundraising, including processing event revenue and project donations.
- Developed preliminary **2027 budgets for the Downtown BID, Friends organization, and Business Park BID** to begin planning for the upcoming budget year.

Economic Vitality & Business Support

- Advanced the Economic Vitality Work Group's proposed **Downtown Vitality Grant**, developing the program criteria, informational materials, application, grant logo, scoring criteria, and evaluation scorecard. The proposed program is designed to leverage BID investment to encourage meaningful private investment in business expansions, renovations, new businesses, and marketing/event initiatives that strengthen the district.
- Requested application materials for a **Small Business Development Grant** opportunity and began developing the City resolution required as part of the application process.
- Continued direct communication and coordination with downtown businesses regarding event participation, district initiatives, business needs, and planning for 2027.

Events, Marketing & Downtown Engagement

- Coordinated the administrative and financial components of the **August 14 Downtown Wine Walk**, including launching Givebutter ticket and T-shirt sales, establishing event-day check-in processes, and coordinating with staff and participating businesses.
- The Wine Walk welcomed approximately **300 participants** throughout Downtown and concluded with live music by **Mia Brown and the Get Downs** on the Square.
- Began gathering post-event feedback from participating businesses and attendees to assist with evaluating the Wine Walk and identifying opportunities for future events.
- Continued working with Kris and the Promotion Work Group on **2027 event planning**, including evaluating the best night for Notes @ Night based on competing community programming and feedback received.
- Continued support and coordination for the remaining **Notes @ Night and Night Market** programming.

Library Alley Activation Project

- Continued active implementation of the **Library Alley Activation Project**, coordinating contractors, City departments, vendors, artists, project partners, and fundraising efforts.
- Secured and reviewed **two quotes for removal of the existing wall**, with Dulac Masonry selected and removal scheduled for September 1.
- Secured **three quotes for painting the alley ceiling** and continued working toward final contractor selection and scheduling.
- Coordinated relocation of plantings from the front garden area to the **rear garden**, advancing the landscaping component of the project.
- Continued securing quotes and coordinating specifications for the **stage and additional artistic/interactive project elements**.
- Coordinated with the City on scheduling replacement of the **concrete on the north side of the alley**, continuing the infrastructure improvements necessary to complete the space.
- Continued fundraising and donor outreach for approximately **\$25,000 in remaining project needs**, with approximately \$75,000 already secured toward the project.
- Continued managing the sequencing of construction, landscaping, artistic, electrical, and installation components to keep the various aspects of the project moving toward completion.

Partnerships, Outreach & Community Development

- Developed a **Downtown Teacher Resource Guide** highlighting downtown businesses, educational resources, experiences, and community connections available to local educators.
- Coordinated and provided a **downtown tour for new teachers**, introducing them to businesses, resources, and opportunities available within the district and encouraging stronger connections between educators and Downtown Stevens Point.
- Provided an August update to the **Stevens Point Area Convention & Visitors Bureau Board**, sharing information on the Wine Walk, Teacher Resource Guide, Library Alley Activation Project, 2027 event planning, and Business Park initiatives.
- Continued collaboration with City staff, WEDC/Wisconsin Main Street, community organizations, businesses, and other partners on downtown development, programming, and business support initiatives.

Business Park BID

- Continued working with **Avia and the Business Park branding group** on development of the Business Park's new identity and branding.
- Continued work on updates to the **Deed Restrictions and Protective Covenants (DRPC)** to reflect the expanded Business Park and its new BID ownership.
- Incorporated Business Park priorities into preliminary **2027 budget planning** and continued coordination regarding infrastructure, maintenance, and future development needs.

Looking Ahead

September priorities include continued implementation of the **Library Alley Activation Project**; advancement of the **Downtown Vitality Grant** and **Small Business Development Grant** application; continued Locable website and database implementation; and preparations for the Downtown fall and holiday event season.

Annual planning will also be a significant focus, including completion of the **2027 Downtown BID and Business Park BID budgets and Operating Plans**. This process includes updating the required attorney's opinion and preparing the **BID tax assessment spreadsheets** submitted to the City for placement of the respective BID assessments on property tax bills.

Additional priorities include continued **Business Park branding and Deed Restrictions and Protective Covenants (DRPC) updates**, along with ongoing infrastructure, maintenance, and development coordination.

At the request of the Downtown BID Board, I will also **review the DBID bylaws as they relate to board position appointments** and identify any areas that may require clarification or consideration by the Board.

Merchandising Tech Visist - WEDC FY27

From Adriana Humbert <adriana.humbert@wedc.org>

Date Wed 8/19/2026 1:59 PM

To claire <claire@legendarylakemills.com>; Watertown MainStreet <watertownmainstreet@gmail.com>; Karen Margelofsky <kmargelofsky@stevenspoint.com>; Monroe Main <monroemainstreet@tds.net>

Hey all,

I hope you are having a good day! You are receiving this email because your community has been selected to receive a Merchandising Tech Visit this year. Note: these typically take place in spring of 2027. Below is a brief overview and commitment level.

The merchandising technical service is a one-day service to your community by retail merchandising experts. The visit consists of a merchandising best practices presentation (open to the public), followed by six one-on-one consultations with businesses to provide ideas and recommendations for interior and exterior displays, signage, lighting, layout, marketing, and more. This visit is also paired with a \$500 reimbursable grant to participating businesses that implement recommendations.

The local Main Street director must organize and market the visit and secure a space (and A.V.) for the presentation. Participating businesses must schedule their consult with the local Main Street director in advance, complete a survey, and attend the presentation.

Commitment:

- Time: 2-3 hours (per business)
- Local Program:
 - Organize and market the visit
 - Secure a space with A.V.
 - Coordinate business attendance and schedule one-on-one consultations

Let me know at your earliest convenience if this is something you can commit to for FY27 and/or if you have any questions.

Thank you.

Best,

Adriana

Adriana Humbert

Downtown Development Senior Program Manager

She/Her/Hers

Wisconsin Economic Development Corporation

Email: adriana.humbert@wedc.org

Phone: +1.608.210.6854

WEDC @ The Hub

2352 S. Park St., Suite 303

Madison, WI 53713



Websites: [Lookforwardwisconsin.com](https://lookforwardwisconsin.com) | wedc.org

Newsletters: wedc.org/newsletters



Business Engagement Cohort - WEDC FY27

From Adriana Humbert <adriana.humbert@wedc.org>

Date Wed 8/19/2026 2:26 PM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>; Michael Walsh <director@plattevillemainstreet.com>; Roger Russove <director@tworiversmainstreet.com>; Mary Rhode <mary@onbroadway.org>; Brian Johnson <brian@onbroadway.org>

Hey all,

I hope you are having a good day! You are receiving this email because you signed up for the Business Engagement Cohort. Note: this cohort will take place from sometime in fall of 2026 and extend until spring of 2027. Below is a brief overview and commitment level.

Wisconsin Main Street cohorts are multi-month educational courses on various topics. Topics are chosen each fiscal year based on survey results. Participants in these cohorts agree to have at least two individuals attend each of the monthly training sessions, complete regular homework assignments and a final project (selected by the community), which will be presented to other participants at the end of the cohort. Each community will complete an assessment after the initial call to determine their areas of strength and weakness and help inform their final project.

Topic: Business Engagement

Project Overview

Main Street programs are often well-positioned to support local businesses but may not have the time, tools, or staff capacity to complete projects they know are needed. A business welcome kit may need to be updated. A property owner resource may have been discussed for years. Business visits may happen informally without a consistent process. Local resources may exist, but business owners don't always know where to begin or who to contact.

This cohort will help participating communities choose one business-support priority and complete it. Over five working sessions, participants will review their current efforts, select a focused project, gather input, develop the necessary tools, and prepare the work for use. A sixth session will give each community an opportunity to present its completed project and next steps. The cohort will focus on practical work that communities can use and maintain after the series ends.

Cohort Goals

The cohort will help participating communities:

- Clarify the role their Main Street program can play in local business support
- Identify gaps in existing tools, outreach, communication, and partnerships
- Select a realistic project that can be completed during the cohort
- Gather useful input from businesses, property owners, and local partners
- Create or improve a business-support tool or process
- Build shared ownership between staff and board or committee members
- Establish clear responsibilities and next steps after the cohort

Potential Community Projects

Each community will select one primary project based on its needs and available capacity.

Potential projects may include:

- Business welcome kit
- Property owner toolkit
- Small business resource guide
- Business retention and expansion visit program
- New business onboarding process
- Local referral and resource system
- Business assistance and incentive guide
- Vacant storefront information package
- Business communication and outreach process
- Business expansion or succession resource
- Another related project approved through the cohort

Projects don't need to be identical. Each community will follow the same general process while producing a resource that fits its local needs.

Commitment:

- Time: 5-10 hours
- Local Program:
 - Have at least two people from the community attend all scheduled meetings
 - Finish all required homework
 - Final presentation on related project

Let me know at your earliest convenience if this is something you can commit to for FY27 and/or if you have any questions.

Thank you.

Best,

Adriana

Adriana Humbert
Downtown Development Senior Program Manager
She/Her/Hers

Wisconsin Economic Development Corporation

Email: adriana.humbert@wedc.org

Phone: +1.608.210.6854

WEDC @ The Hub

2352 S. Park St., Suite 303

Madison, WI 53713



Websites: Lookforwardwisconsin.com | wedc.org

Newsletters: wedc.org/newsletters



Business Feedback Survey – Discover Downtown (July 18, 2026)

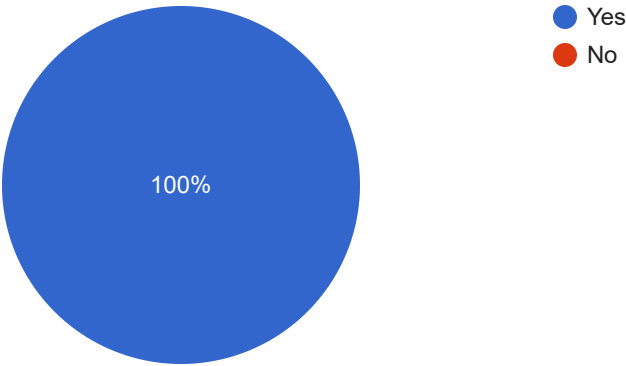
6 responses

[Publish analytics](#)

Did your business participate in Discover Downtown on July 18, 2026?

 [Copy chart](#)

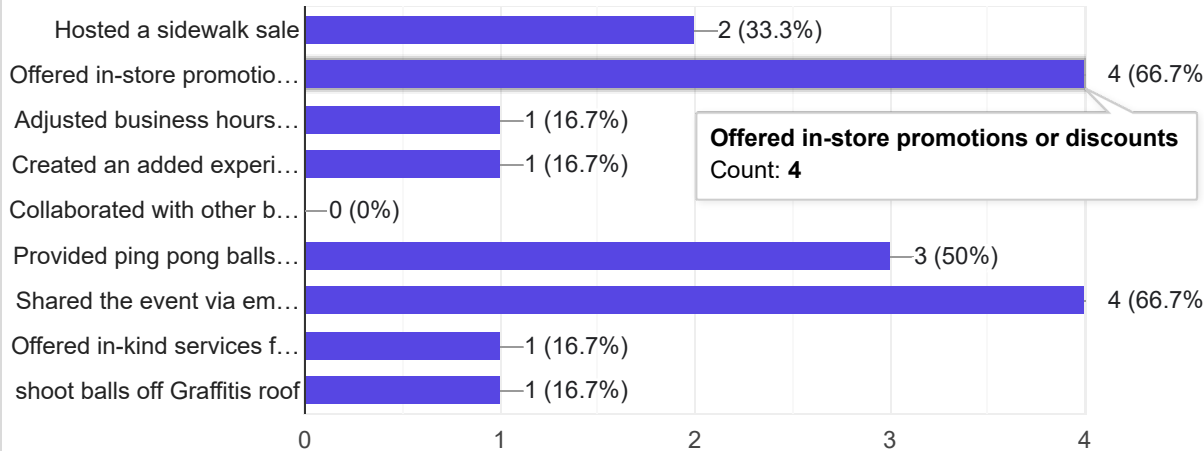
6 responses



If yes, how did you participate? (Check all that apply)

 [Copy chart](#)

6 responses



If no, what prevented you from participating?

0 responses

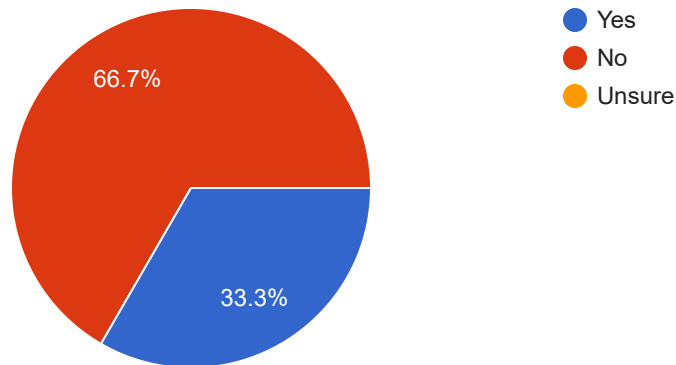
No responses yet for this question.



Do you feel like the event had a positive economic impact for your business?

 Copy chart

6 responses



What did you like about Discover Downtown?

6 responses

Brings people downtown for exposure.

I love the idea of it and appreciate time and effort from Kris!

Letting new people come to discover local downtown area businesses

It gives us a chance to become more well known in the community.

the additional activities

it was hard to tell if the amount of people walking around Saturday morning where primarily here for the farmers market or discover downtown. But a good amount of foot traffic was downtown.



How do you think we could improve Discover Downtown?

6 responses

More day time entertainment.

Printed Promotion outside of the downtown, there was confusion with the construction and road being closed.

It's hard when you're not on main street but I the ping pong balls we got a few people to turn them in

Signage that point to walk ways to other businesses off main st.

Letting businesses do chalk art on the main street to promote business of main street

The booth option is really great but I know some businesses like mine don't always have the bandwidth to do a booth and have the businesses be open.

Clear information ahead of time as to booth placement and traffic closures. A new vendor would have difficulty.

Stop closing the road, it's not necessary for the few added activities.

The Main Street, main artery for shoppers to travel to and fro business cannot be shut down. This message has been communicated for numerous years but it seems to still be happening. At a minimum leave Main St. Open from Strongs to 3rd Street and close off around the square.

What other activities would you like to see at future Discover Downtown events?

3 responses

More bands all day.
More family friendly events for kiddos

Although I was a part of it, and I just saw the cool handout you had shared, I guess knowing more about what else was going on would help (this is probably my own fault for not knowing)

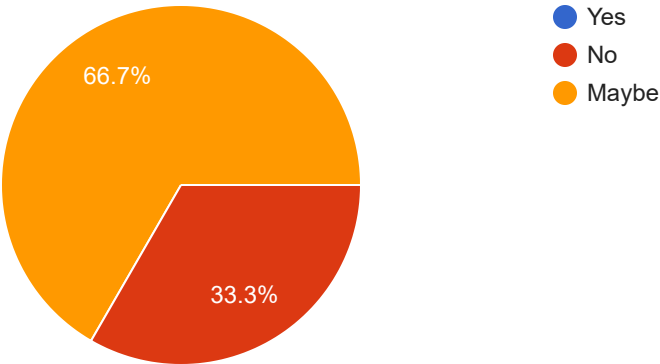
Live music somewhere situated around the square. The small 5 main quartet in front of Graffiti's was nice but they wrapped up playing around noon. Possibly have something that kicks off Friday evening, live music on the square, food vendors from all over set up for sampling in conjunction with live music. Maybe its time to move on from "Discover Downtown" and rebrand a new event at a different month etc



Would you like to see Discover Downtown as a multi-day event?

 [Copy chart](#)

6 responses



What worked well for your business during the event?

5 responses

The added guests into the downtown

Really liked the stage by the bus stop being utilized, I would love to see more of that.

In some ways it was a slower Saturday than usual, not sure if the event scared away some of our regulars? Not sure how to balance that?

Ping pong balls are a great way for us to kind of participate..

Good traffic flow, although not a lot of people stopped. Most people were walking on the sidewalk behind our booth, rather than in front on Main Street.

The flow of traffic for out of town tourist was confusing with the closed down road, sales down 25% than a regular Saturday.



What could be improved for your business experience at future events?

4 responses

A lot of things were great! I was busy with other things so my lack of knowing and participating is on me. I would say getting more people downtown and aware the event is happening is always what we can improve-yes I know, it's the same time every year and it's been promoted, but somehow there is always room for improvement 🤔 I think yard signs like notes and night would help. Also a huge sign at the entrance to downtown promoting it that day/week would really help.

More vendors and sidewalk displays, although weather conditions certainly influence this.

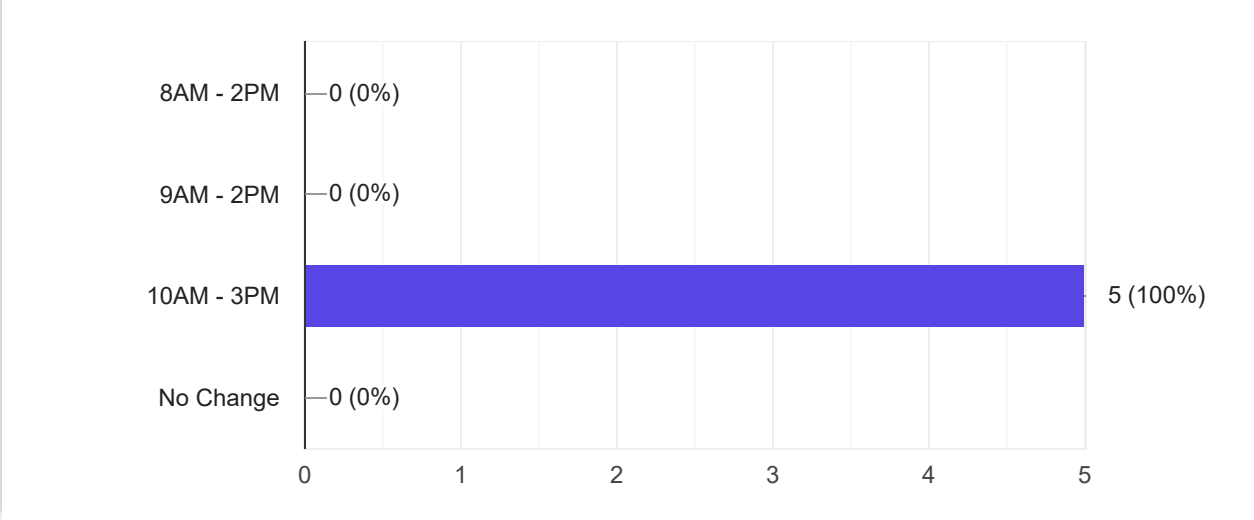
more stuff on sidewalks

I'm very grateful for the hard work of Kris and Karen with these events. I believe in most specific events that center around some of out city's history, to draw out of town folks to our city than something that is just marketed for locals to come down and see what our downtown has to offer.

Please indicate below any time frame change you might like to see for this event.

 [Copy chart](#)

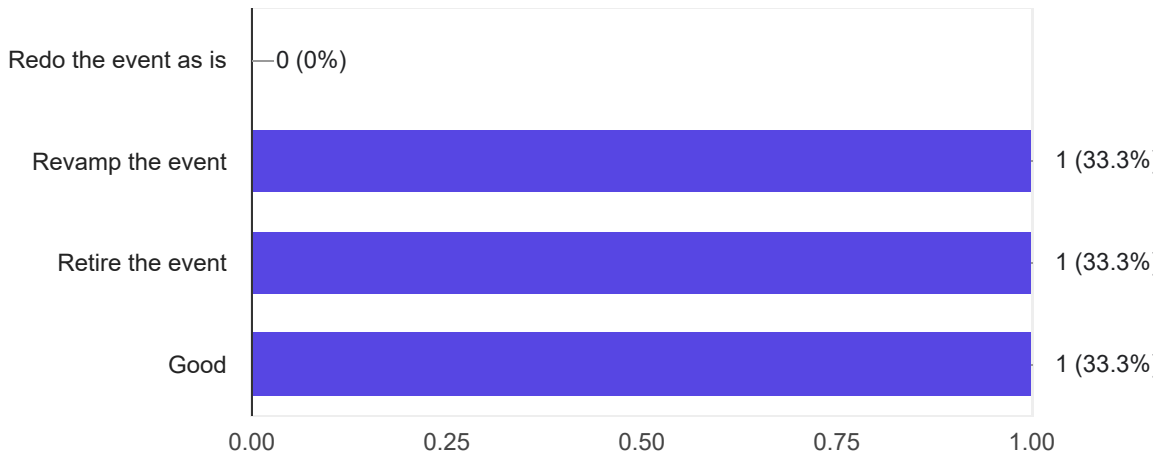
5 responses



Looking to the future, what would you like to see happen for Discover Downtown?

[Copy chart](#)

3 responses



Please add any additional information or comments.

Thank you!

4 responses

Once entertainment is over.... OPEN the Streets back up... No need to keep closed. Need traffic and parking back open asap..

To answer the redo/revamp/retire: I think it's important to always grow and adjust the event as needed and evaluate as the experience teaches us. I can't just check a box to answer that.

Thank you all for all the time and love you put into the event!

I appreciate not having outside vendors, to help support downtown businesses. I think there were plenty of food and drink options available.

Thank you Kris and Karen for working hard on this and other events that happen downtown. I do think it time to look at rebranding and re-naming events for the future.

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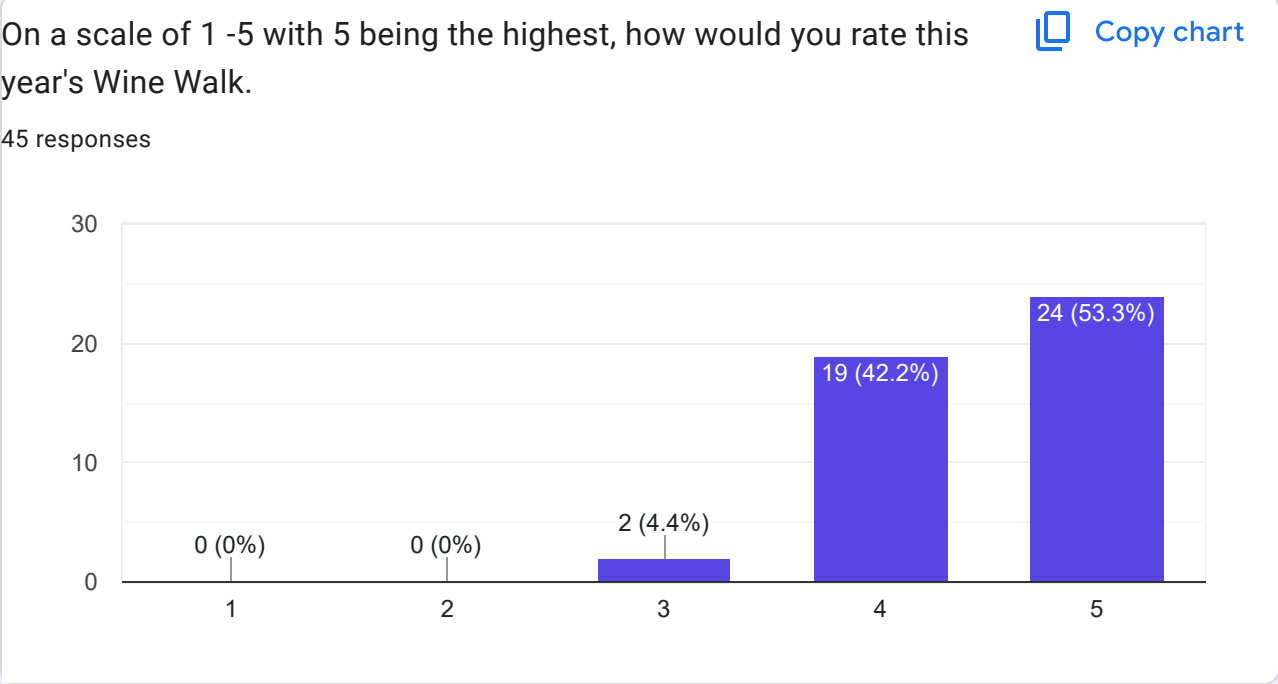
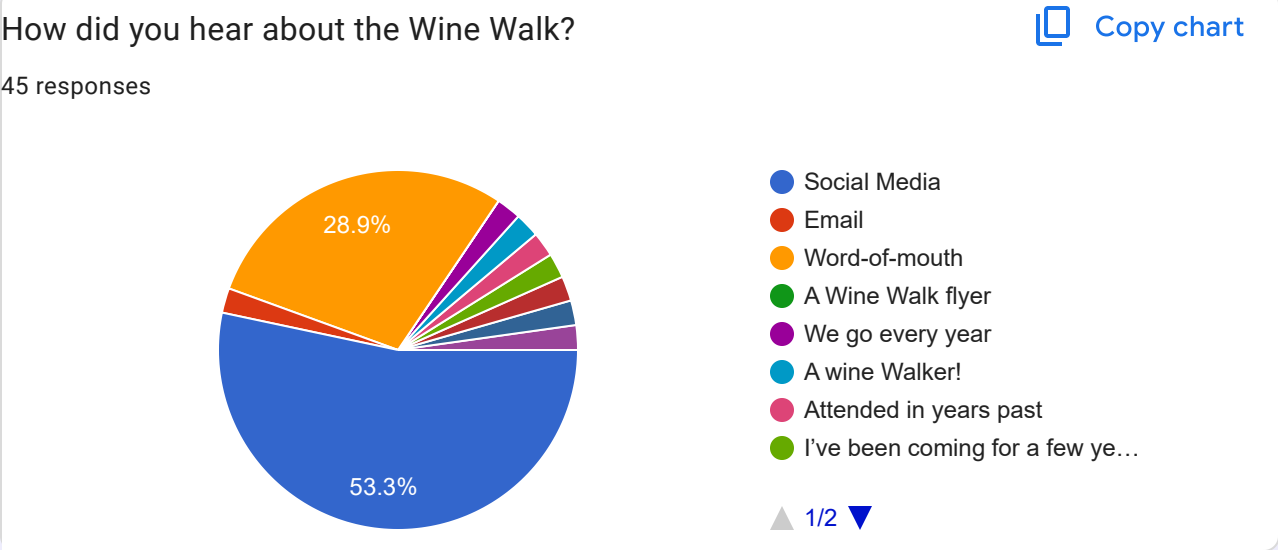


Wine Walk 2026 250 Years - 25 Cheers

Survey

45 responses

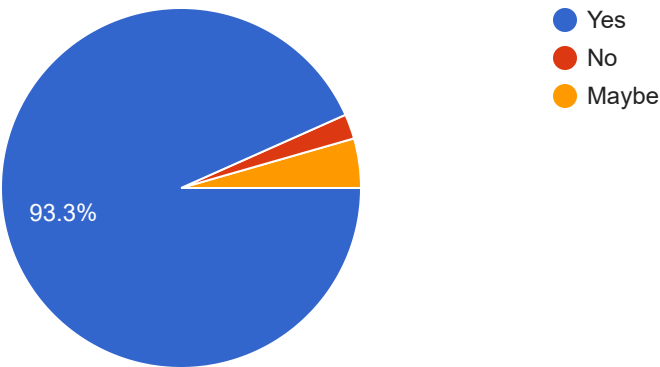
Publish analytics



Would you participate in the Wine Walk in the future?

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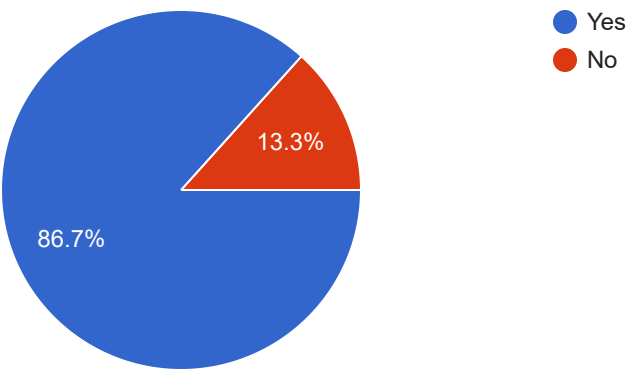
45 responses



Did you shop at a downtown business before, during, or after the event?

 Copy chart

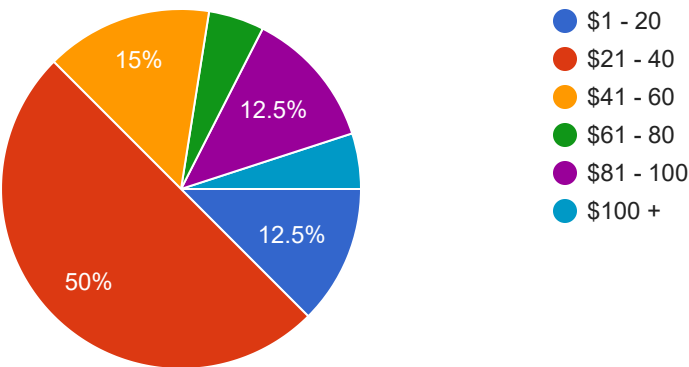
45 responses



If you shopped downtown before, during, or after the Wine Walk, how much did you spend?

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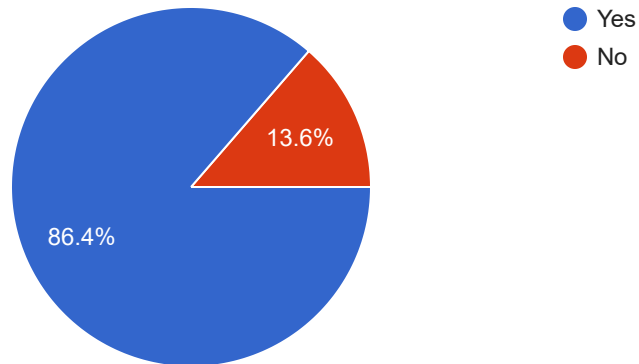
40 responses



Did you dine or enjoy a beverage at a downtown business before, during, or after the event?

 [Copy chart](#)

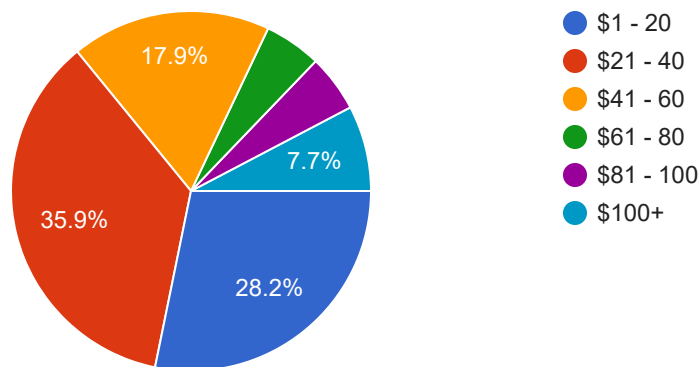
44 responses



If you dined or enjoyed a beverage downtown before, during or after the Wine Walk, how much did you spend?

 [Copy chart](#)

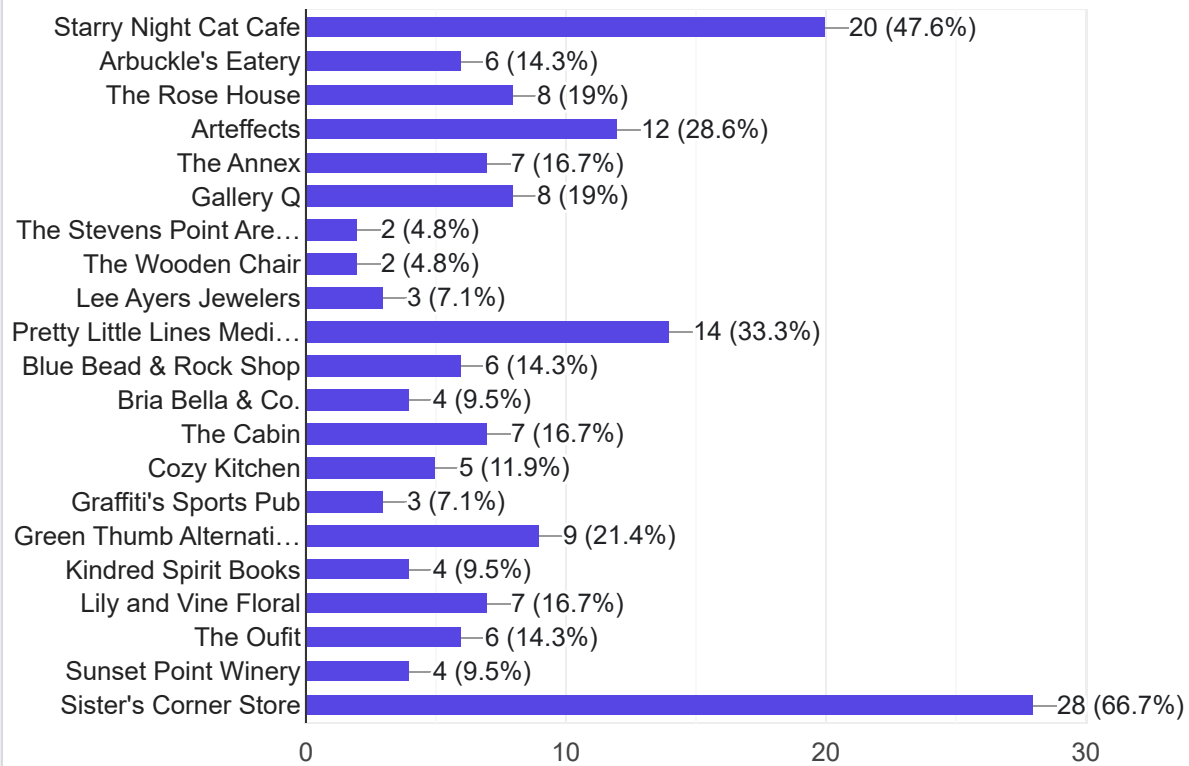
39 responses



Of the participating businesses, which were new to you?

 Copy chart

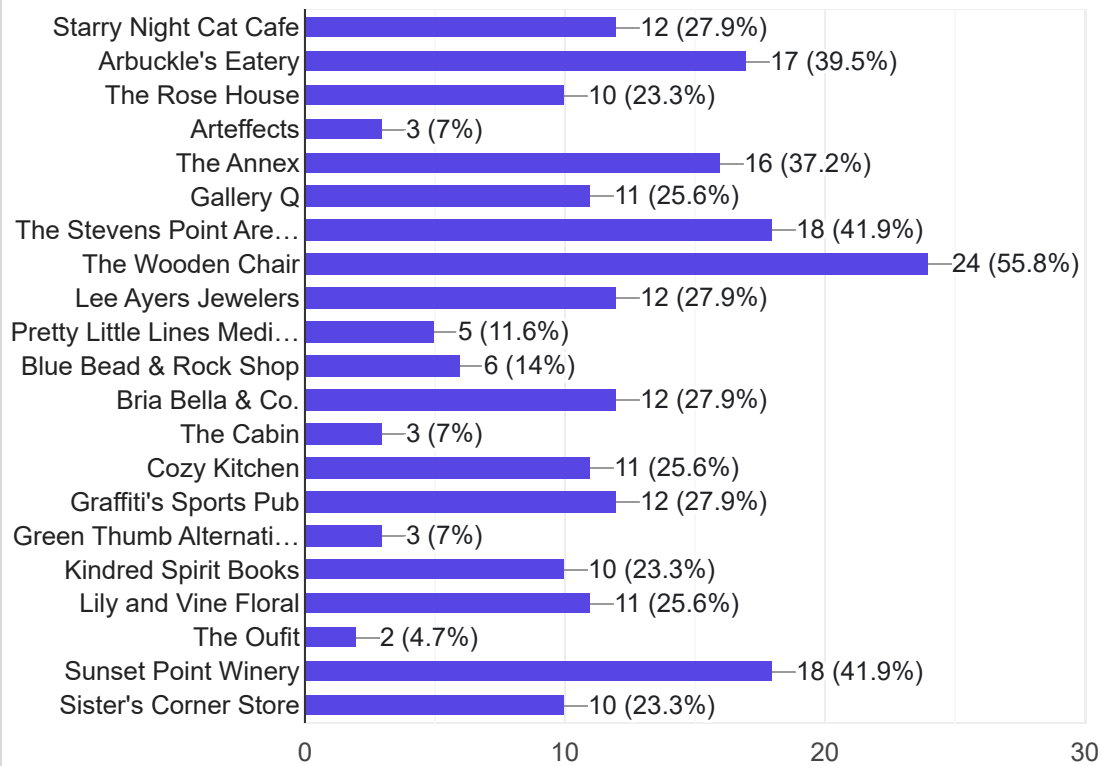
42 responses



Of the participating businesses, which will you visit again?

 Copy chart

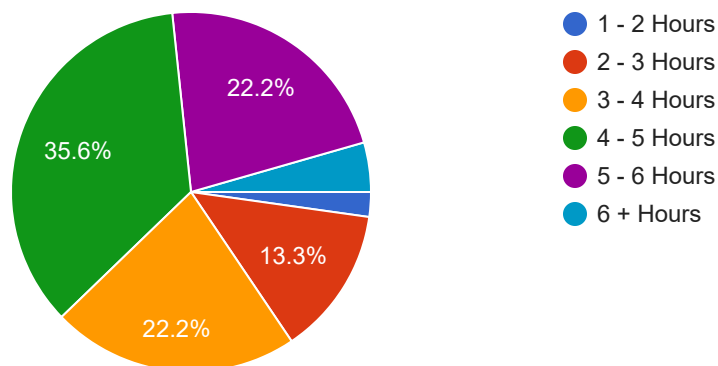
43 responses



On average, how long did you spend downtown in total on the day of the event?

 Copy chart

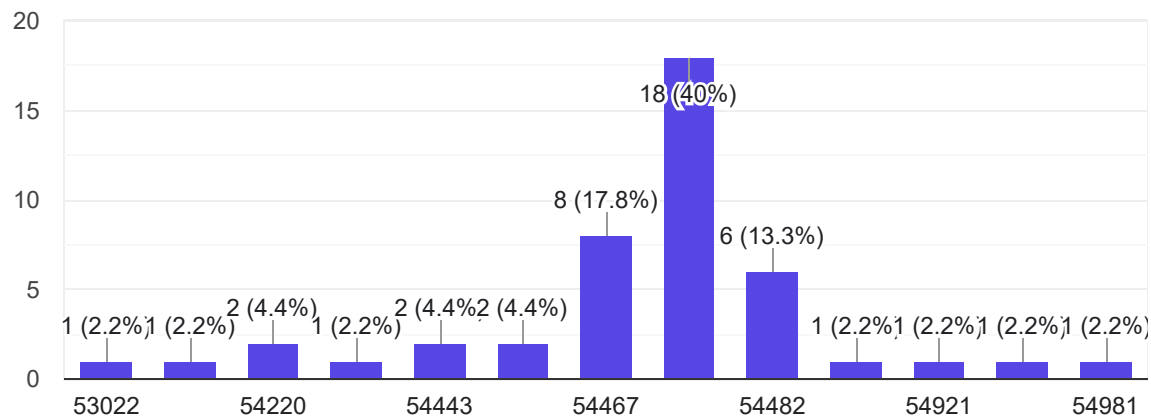
45 responses



What is your zip code?

 Copy chart

45 responses



Do you have any suggestions for making the Wine Walk even better next year?

27 responses

Make it longer with more venues to stop in at

None

Loved this years walk, wine selections and food were awesome. Next year please consider a wine glass with a white or etched design, not black, and be sure to have the year in the design. I save them all and like to see which glass was from what year.

More of a mix of wines. There were predominantly dry wines. Perhaps serve one dry and one sweet, as in the past.

The entertainment this year was my favorite so far.

Cozy kitchen had best food!!!

More sweet and semi-sweet wines. Snacks are always good to have!!

Shut down the road where the main businesses are and do dining outside/ stands outside - weather permitting

I thoroughly enjoy the Wine Walk, you guys put on a great event. The papers to get stamped at the businesses were kind of cumbersome, smaller ones would be nice. I did really like the addition of the q code.

it was great, loved the wine selections, food was awesome! Some stores went far above expectations!

I was only able to choose one establishment, maybe allow more than one. Have more dry wines.

Can the samples be outside? And people can choose to go into a location or not?

Offer more interesting and diverse selection of wines.

None it was a great event out with friends.

No. But the food selections were BEYOND what we've experienced before! And that's a good thing!

I have been to every wine walk in Stevens Point and have loved them all. Keep up the good work!



List local vendors for each wine

I loved the businesses that had food with single packaged/cupped/bagged portions or tongs to serve the food with. Several businesses had amazing food this year!

Better snacks at some establishments.

Larger variety of Wisconsin wines/wineries

NOT impressed by Bria & Bella. I used to shop here, I even bought something the day of the event. They have lost my business as well as the people I was with. Very rude and off putting which was a bummer because we started the wine walk here so it set a bad mood. Cozy kitchen was new to all of us in the group! Loved it, and they were very hospitable and knowledgeable. The Cabin was also rude to our group and we left without a tasting. Pretty Little Lines was new to us as well and they were amazing. Very sweet, welcoming, and knowledgeable. Cannot wait to give them new business!

the wine selections were great this year . keep up the good work!!

make the sheet we check off each location smaller

Have 1 sweet and one semi dry at each business. Sometimes it feels like there are way too many dry wines

The wine walk was extremely well organized and I loved the many stops! The biggest disappointment was the amount of dry wines, I had to dump so many out as they were absolutely horrible. I'd love to attend in the future and invite more friends, but please do not have that many dry wines! Even Sunset Winery served dry wines, but...they allowed us to go to their bar and get different ones. Otherwise it was an outstanding wine walk!!!!

I thought it was a great event. I am unlikely to participate again as I am mobility challenged.

Bring back Mangled Mane as a stop!

Cabin and Outfit should have separate set up for wine walk. Bartender (at the outfit) did not like the wine walkers.....they were making comments to the people at the bar. Also the snacks there were lame.....if any snacks...

Bring back Mangled Mane! We miss them!

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September Board Meeting Notes Events Coordinator

From Kristeen Carne <kristeencarne@yahoo.com>

Date Wed 8/26/2026 3:25 PM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>

Hi Karen, this is a brief update. I wasn't sure if you wanted to print any of the results from the surveys or if we should share on the screen?

- Notes @ Night (N@N): September 2nd is last evening for 2026. Survey sent to businesses for feedback on potential day change for 2026. Full report about the season at October board meeting.

- Discover Downtown (DD): survey results from businesses. Link below.

- Wine Walk: 300 tickets sold. Waiting on final expense/profit. Estimated profit \$10,000.

- Halloween/ Trick-or-Treat permit was approved. Planning has begun.

- Holiday Parade permit has been turned in. Planning will begin this month.

- Planning will begin for Shop Small and Downtown Christmas shortly.

[Business Feedback Survey - Discover Downtown July 18, 2026 - Google Forms](#)

[Wine Walk 2026 250 Years - 25 Cheers Business Survey - Google Forms](#)

[Wine Walk 2026 250 Years - 25 Cheers Attendee Survey - Google Forms](#)

Wine Walk 2026 250 Years - 25 Cheers

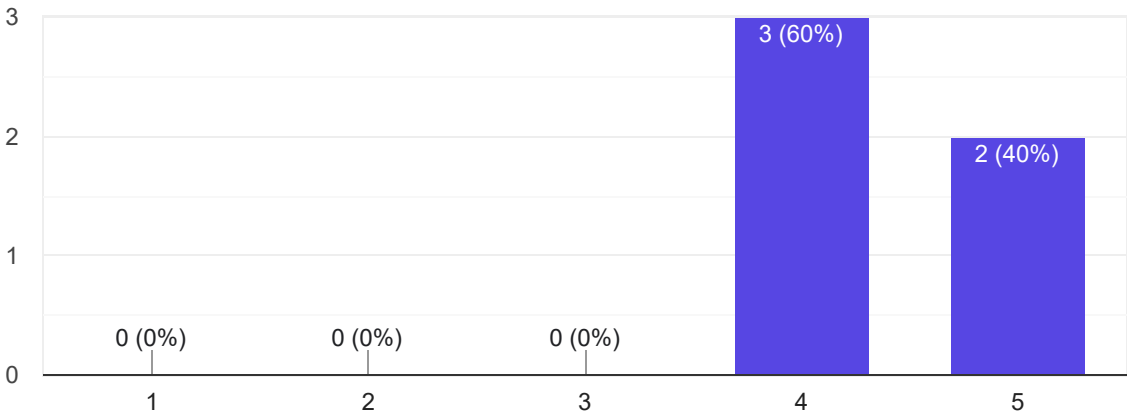
Business Survey

5 responses

Overall, how would you rate the Wine Walk, with 5 being the highest.

 Copy chart

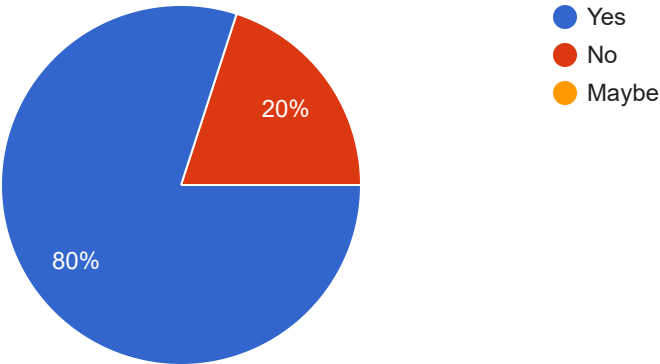
5 responses



Is your business likely to participate in this event again next year?

 Copy chart

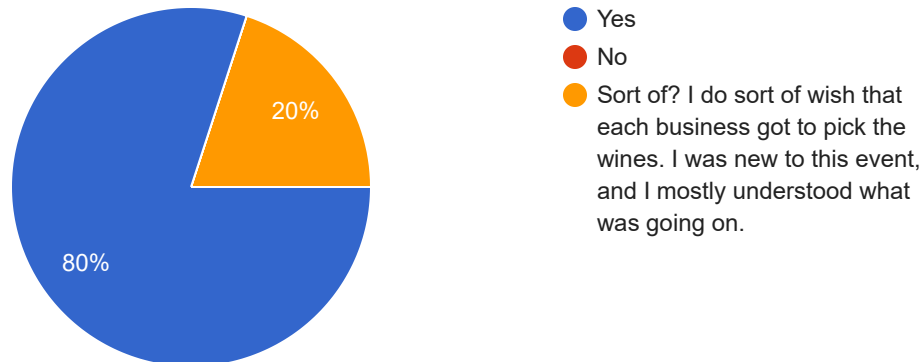
5 responses



Was the Wine Walk Work Group, helpful in communicating prior to the event?

 [Copy chart](#)

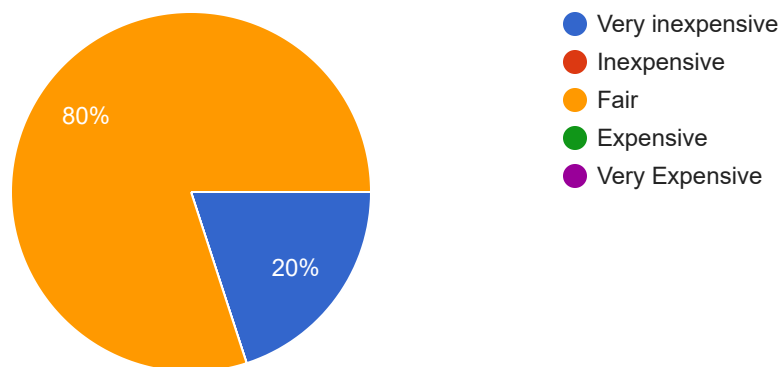
5 responses



How would you rate the cost to participate?

 [Copy chart](#)

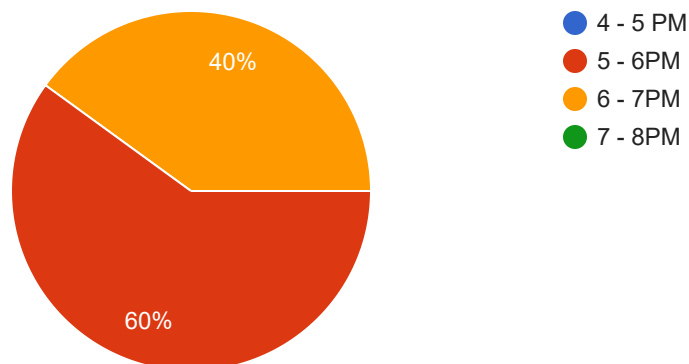
5 responses



What times were the busiest for your business during the event?

 [Copy chart](#)

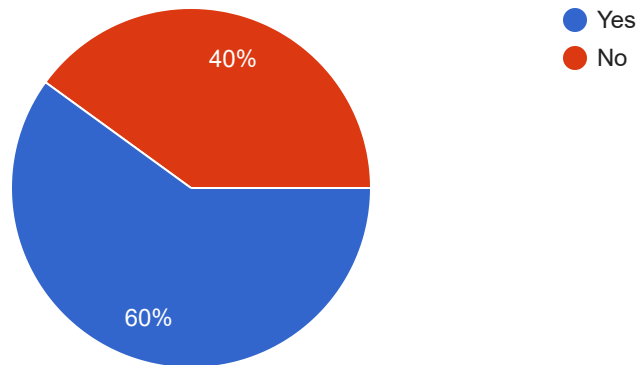
5 responses



Did you do additional marketing or offer specials for this event?

 [Copy chart](#)

5 responses



If you did additional marketing or specials during the Wine Walk, what did you offer?

4 responses

Advertising in Central Wisconsin markets such as Wausau and Rapids, handed out coupons.

N/A

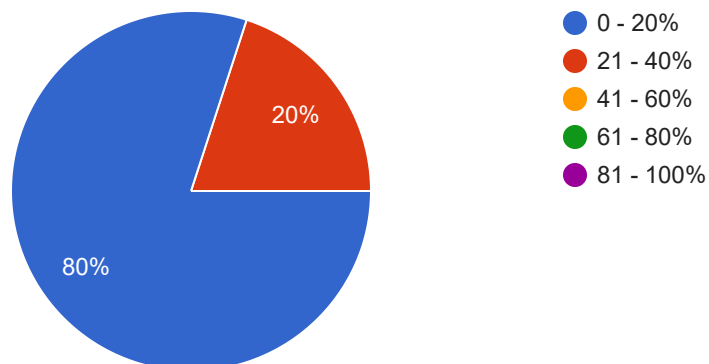
We offered a drawing for gift baskets and also did some social promos on our own. I will do more leading up to the event next time, however!

10% off everything that night only

With the increased foot traffic, what percent increase in sales did you see?

 [Copy chart](#)

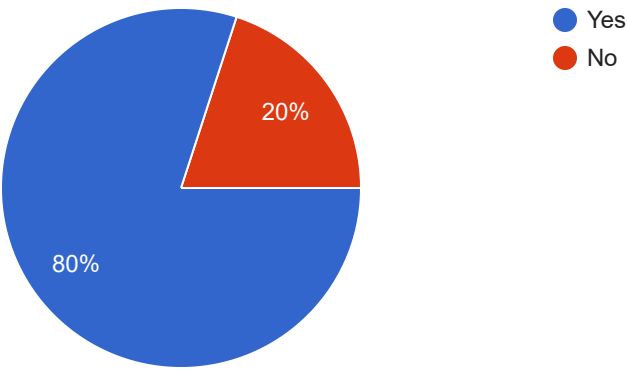
5 responses



Did you adjust your open hours to participate in this event?

 Copy chart

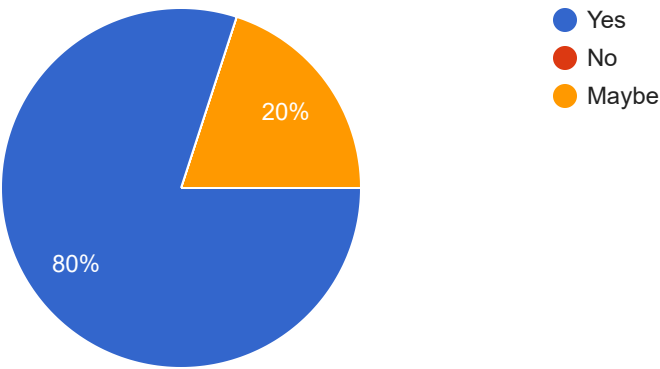
5 responses



Did you have new customers visit during the event?

 Copy chart

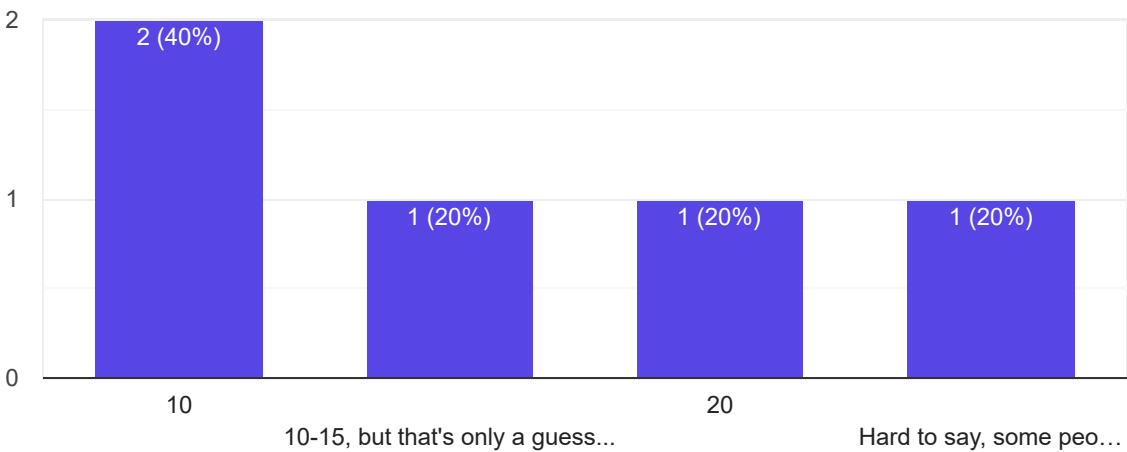
5 responses



If so, how many new customers did you estimate?

 Copy chart

5 responses



Please share any customer feedback that you overheard during the event.

4 responses

Most people were a thrilled at the better balance between dryer and sweeter wines.

Many customers wished that the wines had all been from Wisconsin. We had customers who both liked and hated the chardonnay, so we had a toss bucket.

People were having a lot of fun. They loved sharing their stories of how many years they've been participating (could be cool to have badges or pins with years they could wear to indicate this too...I think they'd like that).

The map numbers were confusing, they were having fun, I've never been in here before, these CAED bonbons are amazing, your store is so cute

Do you have any other feedback or suggestions regarding the Wine Walk? Or constructive feedback for future events?

4 responses

I'm reporting in from Sunset Point Winery. We had an uptick in glass / carryout sales, but because our primary product is bottles of wine, people don't want to carry it with on the same night. That's why we handed out coupons to be used at a later date.

Of course we would always love to be in the Wine Walk, but because the building / business is up for sale that is only likely to happen if a buyer comes along.

I agree with our customers that the wines should be as local as possible.

If there could be a way to guide the participants to help with the flow of the event, that could be great. Like a shot-gun start in a golf tournament where people are assigned a starting place and then they follow the map in a specific direction... Maybe too difficult to do? IDK. Just hard with larger pushes sometimes. Otherwise it was GREAT! We had lots of during the evening!

I'd really like to see a stronger theme to get people excited. Someone said they enjoyed the businesses on the side streets getting involved. Lots of comments they didn't see it advertised. I'm not sure what more can be done, billboards, radio, street signs?

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Stevens Point Downtown Business Improvement District

Economic Vitality Workgroup — Board Report

BID Board of Directors Meeting | Tuesday, September 1, 2026

Submitted by: Economic Vitality Workgroup

Prospective Applicant Engagement

The workgroup has been in communication with a Downtown retailer regarding logo and signage design work they have been developing. Once their design direction is finalized, they anticipate applying for grant funding to support the project.

The workgroup has also been in communication with a Downtown property owner regarding a potential upper-floor remodel. The project is progressing at a measured pace, and they are hoping to secure grant support to help move the investment forward.

2026 Downtown Vitality Grant — Program Development

The primary workgroup focus since the last meeting has been developing the full structure of the 2026 Downtown Vitality Grant, approved by the Board at the last meeting. The program details are presented separately on this agenda and are being brought to the Board for approval today.

Stevens Point Downtown BID | Economic Vitality Workgroup | September 1, 2026

Stevens Point Downtown BID Board Meeting Minutes

Date: August 4, 2026

Location: SPACVB

Called to Order: 2:33

1. Call to Order

The meeting was called to order by the Board Chair.

Acceptance of Resignation

A motion was entertained to accept the resignation of **Craig Cook**.

- **Motion:** Marc Christianson
- **Second:** Robert/BJ
- **Motion Carried.**

Appointment of Secretary

The Board discussed appointing a new secretary. As no board member wished to assume the role, it was decided that meeting minutes will be prepared using AI assistance until a secretary is appointed.

2. Roll Call

Present: Alderperson Christianson

• Hana Cutler, Tim Schertz, Brian Cummins, Robert Welling

Craig Cook-absent

Tara Manske- excused

Staff & City present: Karen Margelofsky (ED), Kris Carne (Events), Chris Klesmith (City), Jarod Kivela (City), Scott Beduhn (City)

Members present: Alexander Johnson, Ravi Barkey, Andrea Olson, Mike Beacom

3. Public Comment on Non-Agenda Items

There were no public comments on non-agenda items.

General Reports and Updates

A. City Staff Updates

Presented by Chris Klesmith and Jarod Kivela

- The City is processing an application for a condominium project at Park 8 and Edgewater.
- Businesses seeking lending opportunities were reminded that CWED and Kiva funding remain available for expansion projects.
- Staff continues to work through transportation planning, including possible future changes to Water Street.

AECOM One-Way to Two-Way Street Conversion Study

Presentation by Scott Beduhn- Scott Beduhn presented the AECOM One-Way to Two-Way Street Conversion Study and distributed maps and handouts.

Discussion included:

- Existing traffic patterns east of Division Street are not functioning as effectively as desired.
- Downtown traffic circulation appears to be operating well overall.
- Future development of the former Shopko property and surrounding parking lots could impact traffic patterns.
- Highway 66 improvements were discussed.
- The Board discussed whether additional public engagement should occur before moving forward with any recommendations.

- Water Street roundabout concepts and truck traffic impacts were discussed.
- Estimated timeline for implementation could extend to approximately 2032.
- Public comment was received from Andrea, who discussed the downtown grid street system.

B. Board Chair Report

- Budget planning for the 2027 budget cycle is underway.
- The Board expects to approve the 2027 budget during the October or November meeting.
- The Annual Town Hall Meeting was proposed for September 29, 2026.
- Karen will reserve a room at Mid-State Technical College. Meeting time is expected to be between 6:00–8:00 p.m. with the final schedule to be confirmed.

Action Items

Acceptance of Craig Cook's Resignation

- Completed earlier in the meeting.

Appointment of Board Secretary

- Tabled until a volunteer or appointment is identified.

Annual Town Hall Meeting

- Proposed for September 29, 2026 at MSTC.

C. Treasurer's Report

BJ reported

- Income remains unchanged.
- LTE funding has been received for Farmers Market activities.
- Discretionary funds have been fully utilized and cannot currently be transferred.
- Promotional funds currently total approximately **\$9,000**, exceeding the original \$5,000.
- Sponsorship revenue from Friends of Downtown is expected soon.

D. Downtown Executive Director Report

Karen presented her printed reported on activities completed during the past month:

E. Event Coordinator Report

Chris reported:

- A thank-you card was circulated for volunteers.
- Notes at Night continues to grow in attendance.
- Positive response to music performances and vendor participation.
- Approximately 225 Wine Walk tickets have been sold.
- Wine Walk T-shirts have been ordered.
- Halloween Trick-or-Treat planning has begun in partnership with the Fire Department.
- Planned activities include games, costume contests, and a hearse display.
- Tuesday evening events continue attracting strong audiences.
- Discussion occurred regarding possibly renaming Notes at Night to either:
 - *Notes at Night Market*, or
 - *Market & Music*.
- Initial planning has begun for 2027 event dates.

4. Work Group Reports

Promotion Work Group

(Tara absent)

Updates included: from Karen and Kris

- Wine Walk T-shirts are being finalized.
- Discussion regarding film industry promotional opportunities.
- Chris researched available marketing credits.
- Goal is to have promotional webpages active by fall.
- Volunteers were requested to participate in the upcoming WEDC Promotion call.

Design Work Group

- Additional fundraising support is needed.
- Continued development of the project website.
- Plans continue to activate vacant storefront windows.

Economic Vitality Work Group

BJ reported:

- Continued one-on-one business outreach.
- Several business owners are requesting assistance with upper-floor renovations.
- Discussion regarding possible underground utility improvements.
- The committee has met with nine downtown business owners regarding needs and opportunities.

Organization Work Group

A committee lead is still needed.

Discussion and Action Items

1. Approval of July 7, 2026 Meeting Minutes

Motion: BJ

Second: Hana

Motion Carried unanimously.

2. Economic Vitality Small Grant Fund

The Board discussed redirecting the existing Storefront Competition Prize funding into an **Economic Vitality Small Grant Fund**.

Discussion included:

- Creating a more structured grant program.
- Increasing available funding from **\$5,000 to \$10,000**.
- Funding could support:
 - Equipment purchases
 - Remodeling projects
 - Kitchen installations
 - Other business improvements
- Future opportunities to leverage larger WEDC grants were discussed.

Motion:

Hana moved to authorize the Economic Vitality Work Group to oversee **\$10,000** in grant funding and return to the Board with a complete grant strategy by the end of the year.

Second: Tim Schertz

Motion Carried.

Additional discussion included:

- Scheduling an Economic Vitality meeting on **August 17**.
- Consulting with City Attorney Logan regarding whether grant application reviews should occur in closed session.

- Exploring involvement from the UW-Stevens Point Small Business Development program.

3. Locable Proposal

Karen presented the **Locable** platform.

Highlights included:

- Previous successful implementation at another organization.
- Includes website management, event calendars, marketing tools, and database ownership.
- Strong Google integration.
- Multiple modules allowing work groups to collaborate.
- Podcast sharing capabilities.
- Integrates with GiveButter.
- Dedicated customer support.

Costs

- Initial implementation: **\$4,544.60**
- Annual renewal: **\$2,494.80**

Motion

Tim moved to purchase the Locable platform using a **five-year agreement** rather than a three-year agreement.

Second: Marc Christianson

Motion Carried.

Karen will explore whether the Business Park BID will contribute approximately **35%** of the cost. Board members will also receive training on using the platform.

Adjournment

The meeting was adjourned at **4:11**
submitted, Hana Cutler

2026 Downtown Vitality Grant

Stevens Point Downtown Business Improvement District (DBID)

Invest in your business. Invest in your property. Invest in Downtown.

The Stevens Point Downtown Business Improvement District (DBID) has allocated **\$10,000** for the 2026 Downtown Vitality Grant. This competitive matching grant is designed to encourage private investment that strengthens Downtown businesses, improves properties, supports growth, and adds to the vitality of Downtown Stevens Point.

Applications Open: September 1, 2026

Deadline: September 30, 2026

Match: 1:1 — DBID funds up to 50% of eligible project costs

Maximum Total Award: \$5,000 per applicant/property

Total Program Funding: \$10,000

What Can Be Funded?

Building & Property Improvements — Up to \$5,000

Interior/exterior renovations, façade or accessibility improvements, permanent improvements and improvements that activate or enhance commercial space.

Business Equipment — Up to \$2,500

Equipment or technology that expands products/services, increases capacity or efficiency, or improves the customer experience.

Business Growth, Design & Marketing — Up to \$1,000

New product-line inventory, professional marketing/branding, website improvements, architectural/design services, plans, renderings and similar business-development investments.

Applicants may apply in more than one category, but the **maximum combined award is \$5,000**.

How Does the Match Work?

The Downtown Vitality Grant funds up to **50% of eligible project costs**.

Example:

\$10,000 Project

- \$5,000 Applicant Investment

- \$5,000 Downtown Vitality Grant

Applicants may invest more than the required match and are encouraged to leverage additional private investment.

Who Can Apply?

Eligible applicants include business owners and property owners associated with commercial property located within the **Stevens Point Downtown Business Improvement District**.

Business tenants requesting permanent property improvements must have property-owner authorization.

How Are Projects Selected?

This is a **competitive grant program**. Applications are not funded on a first-come, first-served basis.

Applications will be evaluated by the **Stevens Point DBID Economic Vitality Work Group** based on:

- Type of investment
- Overall project value/private investment
- Project readiness
- Ability to complete the project
- 2026 project timeline
- Ability to provide matching funds
- Value added to Downtown Stevens Point
- Demonstrated need/research
- Uniqueness or new offerings

The Economic Vitality Work Group will make funding recommendations to the **Stevens Point Downtown Business Improvement District Board** for final approval.

Application scores help guide funding decisions but do not guarantee an award. Full or partial awards may be recommended to maximize the impact of the available \$10,000.

Reimbursement

This is a **reimbursement grant**. Award recipients must provide documentation of approved expenses and proof of payment before DBID grant funds are distributed.

Applicants should not assume funding has been awarded until receiving formal notification from the Stevens Point DBID.

Why the Downtown Vitality Grant?

Every \$1 invested by the DBID must be matched by at least \$1 in private investment.

\$10,000 in DBID funding = at least \$20,000 invested in Downtown Stevens Point.

Our goal is to help turn good ideas and planned improvements into investments that make Downtown stronger.

2026 Downtown Vitality Grant

Application Guide

Stevens Point Downtown Business Improvement District (DBID)

Application Period: September 1–30, 2026

Applications will be completed online through a simple Google Form. Before beginning, applicants should review the Program Guidelines and gather estimates or other documentation supporting the proposed project.

Applicant Information

Be prepared to provide:

- Legal Business/Property Ownership Name
- Business Name, if different
- Project Address
- FEIN
- Applicant Type: Business Owner, Property Owner or Business Tenant
- Primary Contact Name
- Email
- Phone

Your Grant Request

Select the applicable category or categories:

- Building & Property Improvements — maximum \$5,000
- Business Equipment — maximum \$2,500
- Business Growth, Design & Marketing — maximum \$1,000

Maximum combined award: \$5,000 per applicant/property.

You will also provide:

- Total estimated project cost
- Downtown Vitality Grant amount requested
- Amount you will invest

- How your portion of the project will be funded
- Anticipated project start date
- Anticipated completion date

Tell Us About Your Project

Keep your answers clear and concise. We want to understand **what you want to do, why it matters, and whether you're ready to make it happen.**

1. Describe your proposed project.

What will you purchase, construct, improve, develop, or implement?

2. What need or opportunity does the project address?

Why is this investment needed?

3. What research or planning supports the project?

Tell us about customer feedback, market research, estimates, professional advice, business trends, sales information, or other information that helped you determine the need.

4. How will this project add to the vitality of Downtown Stevens Point?

Consider business growth, property improvements, new customers, expanded products/services, jobs, activation of space, customer experience or additional investment.

5. What makes the project or offering unique?

Will it introduce something new, distinctive or currently underserved in Downtown Stevens Point?

6. How ready are you to proceed?

Tell us what you have already completed — estimates, contractors, vendors, financing, plans, permits, designs, property-owner approval or other preparations.

Supporting Documentation

Applicants should provide documentation appropriate to their project, such as:

- Contractor/vendor estimates
- Equipment or product quotes

- Architectural plans/renderings
- Marketing/design proposals
- Photographs
- Other documents supporting project cost, need or readiness

Before You Submit

Confirm that:

- Your project is located within the Stevens Point Downtown Business Improvement District.
- You can provide at least a 1:1 match.
- Your requested amount is within the applicable grant limits.
- Your project description and timeline are realistic.
- You have included supporting estimates/documentation.
- You have explained how the project benefits Downtown — not just your individual business or property.

Application Deadline: September 30, 2026

Submission of an application does not guarantee funding. Applications will be competitively reviewed by the Stevens Point DBID Economic Vitality Work Group, with final awards subject to approval by the Stevens Point Downtown Business Improvement District Board.

2026 Downtown Vitality Grant

Scoring Criteria

Stevens Point Downtown Business Improvement District (DBID)

Applications will be competitively evaluated by the **Stevens Point DBID Economic Vitality Work Group** using a **100-point scoring system**.

The criteria are shared with applicants and reviewers to provide a fair, transparent and consistent review process.

Criteria	Points	What We're Looking For
Investment Category	10	Building/Property: 10 • Equipment: 7 • Growth/Design/Marketing: 4
Project Value & Private Investment	15	Overall investment, private dollars leveraged, lasting value and investment beyond the required match
Project Readiness	15	Quotes, plans, vendors/contractors, approvals and realistic likelihood of completion
2026 Completion	10	Highest consideration for projects fully completed in 2026
Funding Ability	10	Applicant's match and other necessary project funding are identified and credible
Value Added to Downtown	25	Business/property improvement, customers, jobs, activation, growth, investment, destination value and lasting district benefit
Need & Research	5	Evidence supporting the need or opportunity for the project
Uniqueness / New Offering	10	New, distinctive or underserved products, services, experiences or improvements
TOTAL	100	

General Scoring Guide

For criteria that require reviewer judgment, use the following general scale:

Excellent — 85–100% of available points

Application provides strong, specific evidence and clearly demonstrates the criterion.

Good — 65–84%

Application demonstrates the criterion well, with some details or elements that could be stronger.

Moderate — 40–64%

Application addresses the criterion but provides limited evidence or detail.

Limited — 0–39%

Application provides little evidence that the project meets the criterion.

What Matters Most?**Value Added to Downtown — 25 Points**

This is the most heavily weighted criterion. Reviewers will consider how the project benefits the **Downtown district in addition to the individual applicant.**

Strong projects may:

- Strengthen or expand a Downtown business
- Improve or activate Downtown property
- Attract customers or visitors
- Introduce or expand products/services
- Create or retain jobs
- Improve customer experience
- Encourage additional investment
- Fill a gap in the Downtown business mix
- Strengthen Downtown Stevens Point as a destination

Funding Decisions

Reviewers will independently score each application. Scores will then be compiled and discussed by the Stevens Point DBID Economic Vitality Work Group.

A high score does not automatically guarantee funding. Recommendations may also consider available funds, the overall applicant pool, the ability to support multiple projects, and whether full or partial funding would allow a project to successfully proceed.

Economic Vitality Work Group funding recommendations are subject to final approval by the **Stevens Point Downtown Business Improvement District Board.**

Our Goal

Invest DBID dollars where they can leverage private investment and create meaningful, lasting value for Downtown Stevens Point.

2026 Downtown Vitality Grant

Reviewer Scorecard

Stevens Point Downtown Business Improvement District (DBID)

Applicant/Business: _____

Project: _____

Total Project Cost: \$_____

Grant Requested: \$_____

Reviewer: _____

Scoring Criteria	Max Score
1. Investment Category	10 ____
Building/Property = 10 • Equipment = 7 • Growth/Design/Marketing = 4	
2. Project Value & Private Investment	15 ____
Exceeds 2:1 match = 15 * between 1x-2x match = 10 * meets match = 5 * does not meet match = 0	
3. Project Readiness / Likelihood of Completion	15 ____
4. Project Timeline / 2026 Completion	10 ____
5. Funding Ability	10 ____
6. Value Added to Downtown District	25 ____
7. Demonstrated Need / Research	5 ____
8. Uniqueness / New Offering	10 ____
TOTAL SCORE	100 ____

Project Strengths

Concerns / Questions

Funding Recommendation

- ☐ Highly Recommend
☐ Recommend
☐ Recommend with Conditions/Modifications
☐ Do Not Recommend

Grant Requested: \$ _____

Recommended Award: \$ _____

Reason for partial/conditional funding, if applicable:

Overall Downtown Impact

In one sentence, what is the primary benefit this project would bring to Downtown Stevens Point?

Conflict of Interest

- ☐ I have no direct financial or business interest in this application.
☐ I have a potential conflict of interest and will disclose it and abstain from scoring/discussion of this application.

Reviewer Initials: _____ Date: _____

Economic Vitality Work Group Use

Average Score: _____ / 100

EV Recommended Award: \$ _____

☐ Full Funding ☐ Partial Funding ☐ Conditional ☐ No Funding

Final DBID Board Award: \$ _____

Re: Downtown BID Board Meeting Agenda and Packet

From Alexander Johnson <ajohnson@pocolibrary.org>

Date Mon 8/31/2026 12:29 PM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>

 1 attachment (614 KB)

STP Lease 2025-2034.pdf;

Hi Karen,

I see that the BID Board is considering the purchase of chimes for the area by the tunnel. I'm obligated to repeat that the Library Board [does not support](#) this use of the space. I urge you to recommend that the BID Board not proceed with this purchase.

I also see a portable stage mentioned in association with this project. I believe we have discussed this before and that the BID does not intend to use this stage in or next to the tunnel, so I am confused to see it described in this way. I would like to reiterate that the stage may not be placed in the area leased to the Library, even temporarily, without prior agreement of the Library.

It's possible that there has been some misunderstanding about this space. To help with both of these topics (the chimes and the stage), I should make it clear that despite the City owning the property, this area is not freely available for the BID Board to use for whatever purpose it decides. The tunnel and the area just north of it are included in the area leased to the Library (see Attachment A of the lease, attached). By [Wisconsin law](#), the "library board also shall have exclusive charge, control and custody of all lands, buildings, money or other property devised, bequeathed, given or granted to, or otherwise acquired or leased by, the municipality for library purposes", so the installation is not the BID Board's decision to make - it is the Library Board's.

Since both of these items center on sound, and the Library Board does not approve of sound-based interactive features in that space, using either of them here would be a violation of at least the spirit of the lease arrangement, and possibly also the letter of it.

It is possible to achieve the BID's goal of "activating" the space without disregarding the Library Board's wishes (as this plan does) - we have discussed other options in prior BID meetings that would do that. I encourage the BID to work with the Library to find a mutually agreeable solution. The cattail chimes mentioned in the agenda would be a much better fit by the Riverfront Arts Center, where the cattails (or other aquatic plants) grow, and where the music would enhance the space, rather than detract from it.

Please let me know if you would like to discuss this more before the meeting tomorrow.

Thanks,

Alexander Johnson

Director

Portage County Public Library

1001 Main Street

Stevens Point, WI 54481

From: Karen Margelofsky <kmargelofsky@stevenspoint.com>

Sent: Monday, August 31, 2026 1:16 AM

Subject: Downtown BID Board Meeting Agenda and Packet

Board, Media, Clerks, Members,

Please find attached the agenda and packet for the Downtown Business Improvement District board meeting on Tuesday, Sept. 1, 2026 at 2:30 pm at the Stevens Point Area Convention & Visitors Bureau Conference Room. Any updates to the packet materials will be added to the [public posting](#) or if time doesn't allow they will be presented during the meeting according to the agenda.

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!

Noise info for alley project

From Alexandria Krzmarzick <alex.leider@gmail.com>

Date Tue 9/1/2026 9:08 AM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>; DowntownBID1 <cutler.stevenspoint@gmail.com>; William Schierl <williams@teamschierl.com>; Sarena Melotte <sarena.melotte@outlook.com>

Sorry it's been a busy summer. Here are the talking points on sound.

Project goals

- increase light within the alley
- Help people navigate between Clark street and Main Street
- Make alley visible and inviting
- Create interactive experiences

Why sound

-
- Spatial Transformation: Soundscapes change how people perceive their surroundings, often forcing them to stop, listen, and interact with the environment.
-
- Multisensory Immersion: Sound adds depth and context, making installations more memorable than visuals alone. It turns passive viewing into an active, immersive, and often 3D experience.

Cattails 10m 54db, less than 3m 70db

50 db is equivalent to moderate rain fall

60 db is equivalent to average office noise

Using windchimes and a decibel reader the chimes could be heard inside the library only in the very corner of the first floor at a level of 50-60 db, however the chimes are much higher tone than the cattails making the sound travel further. The kids room of library had a similar noise level of 50-70 db midday on a Saturday.

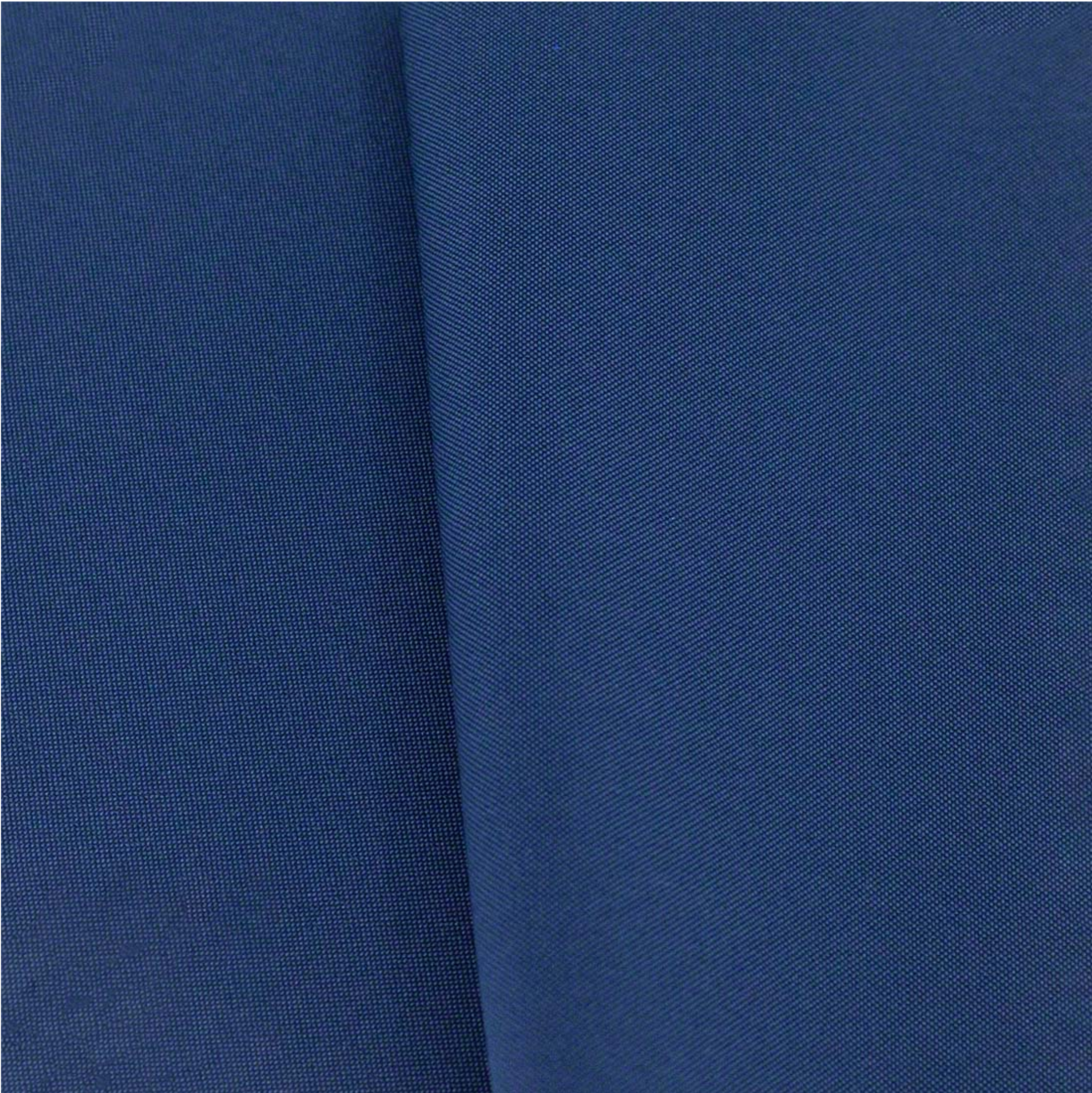
Please excuse any mistakes, sent from Gmail Mobile

STAGEDROPLLC

PORTABLE STAGES & EVENT FURNITURE

Home > Portable Stages > IntelliStage Lightweight > IntelliStage Stage Kits > Stage + Accessories >

TotalPackage™ 8'x12' Lightweight Portable Stage Kit





★★★★★ 27 Verified Reviews | Item #: TPL81216I

- Features IntelliStage stage pieces
- Includes skirts, storage and step(s)

In Stock

In stock and ready to ship. Orders typically leave our warehouse within 1 business day.

Height:

16 inches

▼

Finish:

Industrial Finish

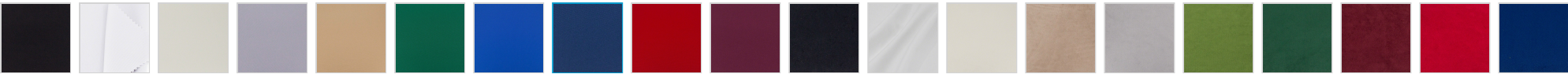
▼



Kit Fabric Color:

FR Poly - Navy (223) / add \$29.00

▼



~~MSRP: \$6,610.69~~
You Save \$2,378.70(36.0%)

\$4,231.99

Quantity:

1

⬆

⬇

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This item includes
FREE SHIPPING
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Equipment Financing Available
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\$9.99



IntelliStage Lightweight
3' Wide Step Kit for 16"
High Stages
★★★★★



IntelliStage Lightweight
3' Wide Step Kit for 24"
High Stages
★★★★★



IntelliStage 4' Guard Rail
with Chair Stop (2-pack)
★★★★★
\$468.00



Ameristage Box-Pleat
Custom Stage Skirt
★★★★★
\$59.99



Ameristage 12' Box-
Pleat IFR Stage Skirt for
8" Height IntelliStage
(12'x9")
★★★★★



Ameristage 12'-2"
Drapery
★★★★★

TotalPackage™ 8'x12' Lightweight Portable Stage Kit

Overview

Our TotalPackage™ Lightweight Portable Stage Kit (8'x12') **featuring lightweight IntelliStage platforms and collapsible risers** brings together our most popular size portable stage with the accessories you need to outfit, store and transport your stage.

The 8'x12' stage size allows ample space for a variety of applications, and the included skirting attaches easily with hook-and-loop connectors, covering 3 sides of the stage. When it's time to clear the floor, the included StageKart rolling storage cart makes it easy to pack up and roll your whole stage package into a closet or storage room. It's the perfect package for churches, schools, civic groups and event managers.

And with package pricing, you'll **get significant savings** off the regular price if the components were bought separately.

Please note: Published heights for IntelliStage brand products refer to leg measurement only and do not include the thickness of the platform. Add 1.25" to the published height to understand the finished height of the IntelliStage platform/riser assemblies.

Features

- Lightweight modular 4'x4' platforms and collapsible risers
- Includes skirts and rolling storage cart
- 16" high and taller stages include matching step(s)
- Available in 8", 16", 24" or 32" heights

Package Contents

Package includes:

- 6 - IntelliStage 4'x4' Square Platforms (*choose finish*)
- 6 - IntelliStage 4'x4' Square Risers (*choose height*)
- 1 - IntelliStage 3' Wide Step Kit (*for 16", 24" or 32" stages only*)
- 1 - Ameristage StageKart Rolling Storage Kart with Leg Tray
- 2 - AmeriStage 8' Wide Box-Pleat Stage Skirts (*choose color*)
- 1 - AmeriStage 12' Wide Box-Pleat Stage Skirt (*choose color*)

Video

CITY OF STEVENS POINT							Aug 11, 2026 09:45AM
DOWNTOWN BID WORKING BUDGET	DRAFT				Periods: 01/26-07/26		
		2023	2024	2025	01/26-07/26	2026	2027
		Pri Year 3	Pri Year 2	Pri Year	Cur YTD	Cur Year	Put Year
Account Number	Account Title	Actual	Actual	Actual	Actual	Budget	Budget
BUSINESS IMPROV DISTRICT (BID)	BID ASSESSED VALUES:	\$ 88,623,800	\$ 88,623,800	\$ 92,932,900		\$ 94,850,600	\$ 93,806,000
TAXES	BID ASMT RATE:	0.0	0.6	0.75		0.9	1.05
254.41.00120.56	BID ASSESSMENTS	0	53,738	70,791	85,366	85,366	98,496
Total TAXES:		0	53,738	70,791	85,366	85,366	98,496
MISCELLANEOUS REVENUE							
254.48.00100.51	INVESTMENT INTEREST REVENUE	0	0	0	0	0	-
254.48.19850.56	EVENT REVENUE	0	0	0	21	0	-
254.48.19900.56	MISCELLANEOUS REVENUE	0	1,000	500	0	0	-
Need new account number	GRANT REVENUE						250,000
Total MISCELLANEOUS REVENUE:		0	1,000	500	21	0	250,000
OTHER FINANCING SOURCES							
254.49.19310.59	GENERAL FUND BALANCE USAGE	0	0	0	0	4,027	-
254.49.19420.59	TRANSFER FROM TID 10	77,000	35,000	35,000	35,000	35,000	35,000
Total OTHER FINANCING SOURCES:		77,000	35,000	35,000	35,000	39,027	35,000
EXTERNAL AUDIT SERVICES							
EXTERNAL AUDIT SERVICES							
254.51.19960.2004	AUDIT SERVICES	0	3,000	3,150	3,400	3,300	3,500
Total EXTERNAL AUDIT SERVICES:		0	3,000	3,150	3,400	3,300	3,500
BUSINESS IMPROV DISTRICT							
BUSINESS IMPROV DISTRICT							
254.56.00700.1154	DOWNTOWN MANAGER SALARY	0	52,857	33,035	27,200	44,200	48,750
254.56.00700.1460	LTE WAGES	0	0	0	3,210	0	2,500
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	0	3,647	2,221	1,958	3,182	3,705
254.56.00700.1910	EMPLOYER CONTRIB/S. S. TAX	0	4,004	2,443	1,784	3,381	3,900
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	0	17	26	34	23	33
254.56.00700.1930	WORKERS COMPENSATION PREM	0	946	572	487	795	975
254.56.00700.1950	MEDICAL INSURANCE PREM	0	820	5,546	9,918	17,917	20,604
254.56.00700.1955	HSA CONTRIBUTION	0	0	0	0	780	650
254.56.00700.2203	TELEPHONE UTILITY CHARGES	0	543	544	272	565	600
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	0	0	0	0	500	500
254.56.00700.2901	CONTRACTED SERVICES	0	254	17,556	11,668	24,000	5,000
254.56.00700.3001	GENERAL OFFICE SUPPLIES	0	232	501	386	500	1,000
254.56.00700.3005	PARKING CHARGES	0	0	0	0	350	-
254.56.00700.3202	MEMBERSHIP DUES	0	0	100	0	600	1,500
254.56.00700.3301	MILEAGE REIMBURSEMENT	0	352	476	0	550	1,500
254.56.00700.5000	MISCELLANEOUS EXPENSES	771	1,640	104	63	500	9,779
254.56.00700.5001	DISCRETIONARY EXPENSES	0	0	57	535	500	1,500
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	0	5,250	4,139	4,731	5,000	2,500
254.56.00700.5018	EVENT EXPENSES	0	0	0	0	0	-
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	0	330	976	469	1,750	2,500
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	0	215	10,596	15,120	10,000	10,000
254.56.00700.7910	GRANT DISBURSEMENTS	0	0	750	0	5,000	260,000
254.56.00700.8011	SOFTWARE PURCHASES	0	0	345	491	1,000	2,500
Total BUSINESS IMPROV DISTRICT:		771	71,108	79,987	78,326	121,093	379,996
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		77,000	89,738	106,291	120,387	124,393	383,496
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		771	74,108	83,137	81,726	124,393	383,496
Net Total BUSINESS IMPROV DISTRICT (BID):		76,229	15,630	23,154	38,660	0	0
Net Grand Totals:		76,229	15,630	23,154	38,660	0	0
Reserves?		76,229	91,859	115,013		115,013	

2028 2029

1.20 1.20
\$ 112,567

0 0

total expense BP share x.35
75000 26250

5700 1995
6000 2100
50 18
1500 525
31699 11095
1000 350

Moved the events promotion to Friends budget, this is for marketing other projects and programs through the Promotions Work Group, Promo WG (2025- Metro Wire 3,996, WAVE 4,908) Add WSPT?, social media? May need to make cuts somewhere