

Minutes
City of Brodhead, Wisconsin
Business Improvement District and Revitalization Committee

Please take notice a meeting of the Business Improvement District and
Revitalization Committee will be held on
January 25, 2021 at 5:00pm, at City Hall, 1111 W. 2nd Ave., to consider the following:

1. Call to order
Mike Olson called the meeting to order at 5:00 p.m.
2. Roll call – to determine if a quorum is present
Present in person– Mike Olson, Doug Pinnow, Mike Lowery, Nancy Sutherland,
Jeremy Pinnow, Jared Arn, Clerk Wahl
Present virtually –Casey Jones, Pattie Reavis
3. Motion to deviate from the order of the agenda if necessary.
Motion by Jeremy Pinnow to approve the current agenda. Seconded by Pattie Reavis.
Motion carried.
4. Approve previous minutes. Discussion / Possible action.
Motion by Jared Arn to approved minutes from November 23, 2020. Seconded by
Casey Jones. Motion carried.
5. Public appearances: This is the public’s opportunity to speak. Each citizen is
allowed five minutes to address the Committee.
No public appearances.
6. Committee comments or questions: This is the Committee’s opportunity to
speak about anything that is not a specific agenda item.
Light is out on the south side entrance sign.
7. Treasurer’s report. Discussion / Possible action.
Mike Olson presented the Treasurer’s report.
Motion by Jeremy Pinnow to approve the Treasurer’s report. Seconded by Jared Arn.
Motion carried
8. Painting of historic downtown streetlight. Discussion / Possible action.
No new update. Approved to be removed from the project from the agenda
due to the size of the project.
9. 2021 Budget request to council. Update.
The Bid did not receive their new assessment and the budget is staying the
same 2020 budget. amounts.
10. Blacktop for parcel #23206-0433.0000. Discussion / Possible action.
Casey requested the removal of this application. No longer requesting funds
from the BID.
11. Christmas greens in barrels. Discussion / Possible action.
Doug has been working on keeping the barrels up to date.
12. Free Press BID advertising section. Discussion / Possible action.
Casey Jones stated the Brodhead Free Press is going to do four pages a
month. Two pages for the Pearl Island Recreational Coordinator and two
pages to promote BID businesses. He would like to see BID businesses
advertise in the paper. Each advertisement would be about the size a
business card for a \$10.00. Casey is looking for a \$200.00 month commitment
from the BID. The monthly cost would be lowered \$10.00 per advertisement
purchased buy a BID business. This would be a benefit to all BID members.
Casey would like to start this in March. BID will work on putting a letter
together to send out to its members to help promote.

Motion by Jeremy Pinnow to agree to the concept. Seconded by Pattie Reavis. Motion carried. Casey Jones abstained.

13. Downtown streetlights – flags and speakers. Discussion / Possible action. Rich Vogel was able to locate the flagpole holders. BID felt that a 2x4 flag is a fair size. They would start by putting flags on 1st Center Ave. Jeremy Pinnow will work on getting poles and flags and bring suggests back to the BID.

Mike Olson stated properly add speakers to the downtown would need to hard wired in, which makes the project budget to large for the BID to fund it. Approved to be removed from the project from the agenda due to the size of the project.

14. 2021 Twilight in the Park. Update.
Nancy gave an update for the 2021 concerts. There are going to be nine concerts this year, previously there have been eight. She believes she can do the nine concerts with keeping the same budget as last year. It's also the 25th year anniversary of doing the concerts in the park and would like to do something special. On July 18th, the Brodhead Optimists will be serving food.
15. 2021 BID marketing campaign. Discussion / Possible action.
Discussion was on either moving forward with billboards or keeping advertising local this year. Casey suggested we talk to Adam to see what is out there for advertising since the landscape has changed since last meeting with him. Mike Olson will reach out to Adam for input. Mike Lowery stated that the chamber has presented each new business a welcome basket.
16. 2020 BID Annual Report. Discussion / Possible action.
Mike has prepared the report and email it out the board.
Motion by Jared Arn to recommend to council to approve the 2020 BID Annual Report. Seconded by Jeremy Pinnow. Motion carried.
17. Bills. Discussion / Possible action.
Brodhead Water & Light – \$10.74 & \$10.85
Ahrens Acres - \$672.00
Brodhead Free Press - \$50.00
Motion by Jeremy Pinnow to approve the payment of the bills. Seconded by Jared Arn. Motion carried.
18. Resignation.
Mike Olson has tendered his resignation effective the end of March 2021 meeting.
19. Future Agenda Items
 - a. Trimming trees
 - b. Concert letter
20. Adjourn
Meeting was adjourned at 6:00 p.m.

Mike Olson
Chairman