

**BID Board**  
**Revitalization Committee Meeting**  
**January 27, 2020**  
**City Hall**

1. **Call to order:** Meeting was called to order by Mike Olson at 5:00pm.
2. **Roll Call:** Mike Olson, Nancy Sutherland, Doug Pinnow, Jeremy Pinnow, Patti Reavis and Casey Jones via phone. Jared Arn absent.
3. **Motion to deviate from the Order of the Agenda if Necessary:** Motion to approve by Casey Jones and seconded by Jeremy Pinnow.
4. **Approve previous minutes:** Motion to approve prior November minutes by Jeremy Pinnow and seconded by Casey Jones.
5. **Public Appearances:** Rich Vogel; Stephanie Pinnow; Adam Curtiss; representatives from Better Brodhead
6. **Comments/Questions:** Jeremy Pinnow spoke to Cody Gadow and he agreed to signage for his building so the community would know what would be coming for his location. Discussion for possibility of financial assistance for signage but more information would be needed. Casey Jones has purchased the prior Gift Shop building and is in the process of determining what needs addressing with the building and will then look into his options.
7. **Treasurer's Report:** Current balance of \$17,410.30 with 2020 assessments estimate from 2019 of \$19,318.00 for a total estimated balance of \$36,728.30. Motion by Jeremy Pinnow to approve, seconded by Casey Jones.
8. **Adam Curtiss:** "608 The Factory" window proposal was presented \$1,030.00 cost of windows; motion by Casey Jones to approve payment for 50% reimbursement, seconded by Jeremy Pinnow. Motion carried.
9. **Entrance Signs/Logos:** Discussion with Better Brodhead representatives regarding their concerns that the proposed logo for the entrance signs being like theirs. Their logo uses prominent Brodhead businesses/buildings to represent the 5 segments of the community they partner with to work towards providing education to address bullying and alcohol and drug issues. They were concerned that our logo which also used prominent Brodhead buildings/attractions would create confusion. The determination was that all of Brodhead should be able to utilize our buildings and attractions to welcome visitors and encourage tourism. There should not be a "Copyright" expectation from any group towards the buildings/businesses that Brodhead offers. BID offered to reverse the 2 end buildings and to use the other water tower depiction to make the logo more different looking than theirs. Motion was made to approve the proposal for the lower left option using color for the silhouettes by Jeremy Pinnow and seconded by Patti Reavis. Casey Jones wanted it noted that he disagreed with the modifications to the logo. That they were unnecessary, and he felt that Better Brodhead was contradicting their mission as a group that represents anti-bullying by trying to force us to change our logo. Motion carried.
10. **Destination Street Signs:** Doug Pinnow; Nancy Sutherland and Rich Vogel discussed the handout packet and the signs that will need refaced or replaced. Agreed to move forward with determining what funds are available from the City and to start ordering the signs in groups of 7 or 8 at a time. This way fabrication can begin and installation can be accommodated as well as any modifications can be addressed by ordering a small group at a time while still moving forward with the process.
11. **District Building Needs Assessment Inventory:** We will send a letter to all businesses reminding them of the programs that are offered and then follow up as necessary to address improvements.
12. **Hanging Baskets & Watering:** Rich Vogel addressed the additional watering needs that we would like for the larger hanging plant options for the downtown area as per prior conversations with Ahrens. The prior billings have been between \$800 and \$900 annually. With adding the additional watering (daily) and fertilizer to the water as recommended he anticipates the fee would double with a maximum estimate of \$2000.00; this would require that they water the baskets rain or shine. He suggested removing the baskets south of the railroad tracks as they are difficult to see/address. We will discuss this further at the next meeting.
13. **2020 Twilight in the Park:** Father's Day falls later in the month this year and most people expect the concerts to begin on Father's Day weekend. It was determined that the concerts will still begin on Father's Day weekend but also means there will be 8 concerts this year instead of the usual 9.
14. **Peacock Boutique Sign:** The owner has stated they have no use for the sign at all and would like it removed.
15. **BID decorations new location:** Old Water and Light building; we will also need to make arrangements to get any additional decorations stored at the pharmacy moved over to the new location.
16. **Downtown residential loan program for upper stories:** No discussion. Will address in February.
17. **Bills:** \$700.00 for winter greens to Ahrens; Window replacement bill from Patti Brugger approved to pay \$500.00.
18. **Future Agenda Items:** a.) Cody Gadow Signage
19. **Adjourn:** Meeting adjourned at 6:15pm.