

BID Board
Revitalization Committee Meeting
January 28th 2019
City Hall

1. **Call to Order:** Meeting was called to order by Mike Olson at 5:00.
2. **Roll Call:** Mike Olson, Nancy Sutherland, Doug Pinnow, Jeremy Pinnow, Jared Arn & Casey Jones (by phone)
3. **Approve Previous Minutes:** Motion to approve by Jeremy Pinnow, Jared Arn seconded; motion carried.
4. **Public Appearances:** N/A
5. **Comments/Questions:** N/A
6. **Treasurer's Report:** Current balance of \$16,468.82 in checking. \$5,000 outstanding liabilities (UW-Ext Mtt Analysis), plus \$19,000 in BID assessment, so current true operating balance is \$30,468.82. Motion by Casey Jones to approve, seconded by Jeremy Pinnow; motion carried.
7. **Advertising & Promo Initiative:** Adam Scheideger (Brodhead Chamber/Econ Dev) presented 2019 Marketing Options and proposed the BID and the Chamber join together with their marketing in an effort to better unify the market message and provide more scale when negotiating marketing campaigns. A variety of marketing media was discussed, including TV, Newspaper, Radio, Billboard and Social Media. It was decided that TV, Radio, Billboard and Social Media will be the focus media in 2019. The BID approved \$8,000 in funding for these efforts, contingent upon the Brodhead Chamber funding of \$4,000 and there being a slant towards our downtown with the marketing efforts. Motion by Casey Jones to approve, seconded by Jeremy Pinnow; motion carried.
8. **Concerts in Park Discuss/Action:** N/A
9. **Feb 28th Collaborative Meeting Update:** Reviewed BID responses to the "Pre-Work Questionnaire" for the Joint Meeting to gather agreement among BID committee members
10. **Pedestrian X-ing Upgrade Update:** Mike Olson reached out to Rich Vogel for an update. Per Rich, the equipment is in and ready to install. Rich is looking for help for the installation and for better weather to do the install.
11. **UW-Ext Market Analysis Update:** Mike Olson briefed the committee on the "Community Visits" to Evansville and Fort Atkinson he made with Bill Ryan from UW-Ext. Mike shared a detailed report summarizing challenges and successes from each community.
12. **UniverCity Pedestrian Safety/Street Signs Update:** No updates other than those noted in Item 10 above
13. **Christmas Decorations Update:** Decorations have been moved to the Water & Light building and are hanging on newly build racks with electrical outlets nearby for testing.
14. **District Building Needs Assessment Inventory:** Last call was made for committee members to provide Jeremy with their inventory summary.
15. **Bills:** No outstanding bills at this time
16. **Future Agenda Items – Discussion / Action:** N/A
17. **Adjourn:** Meeting adjourned at 6:15pm.