

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
February 22, 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, Jared Arn, Clerk Wahl, Adam Scheidegger
Present virtually –Casey Jones, Pattie Reavis
Pattie Reavis joined the meeting at 5:14 p.m.
Not present: Jeremy Pinnow
3. Motion to deviate from the order of the agenda if necessary.
Motion by Casey Jones to approve the current agenda. Seconded by Jared Arn.
Motion carried.
4. Approve previous minutes. Discussion / Possible action.
Motion by Jared Arn to approved minutes from January 25, 2021. 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.
No comments.
7. Treasurer’s report. Discussion / Possible action.
Mike Olson presented the Treasurer’s report.
Motion by Casey Jones to approve the Treasurer’s report. Seconded by Jared Arn.
Motion carried.
8. Free Press BID advertising section. Discussion / Possible action.
Casey presented a letter that he had drafted to the committee for comments. Doug Pinnow wanted to added a comment about how much a BID business is saving advertising as a BID member. He also suggested adding all BID Board members now to the bottom of the page.
9. Downtown streetlights – flags and speakers. Discussion / Possible action.
Ed Hoff is going to give Mike Olson the total number of street poles, so that we can determine how many flags would be needed.
10. 2021 Twilight in the Park – 25th Anniversary. Discussion / Possible action.
Nancy is mailing out letter in March to those that always donate. Doug suggested that BID provided cake and/or cupcakes to a concert to celebrate 25 years.
11. 2021 BID marketing campaign. Discussion / Possible action.
Adam S spoke and suggested focusing on the summer months and Pearl Island Recreational Coordinator. Adam has spoken to Channel 27 about content sponsorship. Adam negotiated at \$3000 for six 3-minute segments on 11:00 news and plus tv commercials. Mike Lowery suggested that we could reach out to businesses and asked if they would want to co-sponsor.

Mike Lowery will bring it up at the next Chamber meeting to see if they would be interested in this.

Adam also brought up the idea of promoting on a local billboard that is going into town and making the bridge at Putnam Park with focal trail head of the Pearl Island Recreational Coordinator.

Adam will bring more material and rates to the next meeting.

12. City attorney review of concert letter. Discussion / Possible action.
No comments.
13. Downtown tree trimming. Discussion / Possible action.
Doug suggested that the trees get looked at by Whitney Trees to see if they need trimming.
14. Olson replacement on Board. Discussion / Possible action.
Adam Scheidegger had reached out to Mike Olson to express his interest in joining the BID board as Mike Olson's replacement.
Motion by Pattie Reavis recommend to Council to appoint Adam Scheidegger to the BID board. Seconded by Jared Arn. Motion carried.
15. Brodhead Revitalization, LLC window reimbursement request. Discussion / Possible action.
Motion by Jared Arn to reimbursed Brodhead Revitalization, LLC \$5975.50. Seconded by Pattie Reavis. Casey Jones and Mike Olson abstained. Motion carried.
16. Bills. Discussion / Possible action.
Brodhead Water & Light – \$11.14
Motion by Casey Jones to approve the payment of the bills. Seconded by Jared Arn.
Motion carried.
17. Future Agenda Items
 - a. City administrator
 - b. Resources/advisors on committees
 - c. Ordering flowers from Ahren's
18. Adjourn
Meeting was adjourned at 6:08 p.m.

Mike Olson
Chairman