

Minutes

Monday, February 25, 2019

Business Improvement District (BID) and Revitalization Committee

1. Call to Order: Meeting called to order by Chairperson Olson at 5:00 p.m.
2. Roll Call:
 - Present: Chairperson Mike Olson, Nancy Sutherland, Doug Pinnow, Jeremy Pinnow, Jared Arn and Casey Jones (via phone) Lisa Huntington
 - Absent: Patti Reavis
 - Others Present: Clerk Withee (acting secretary)
3. Approval of previous meeting minutes: Motion by J. Pinnow to approve the minutes as presented. Second by Jones. All ayes; motion carried.
4. Public Appearances: none
5. Committee Comments/Questions: D. Pinnow stated that a thank you should be put in the paper to W&L, Lions Club and JC's for their help with Christmas decorating, Olson stated that John Meichtry stated he received a notice from Huntington that his lease is being terminated in June. Olson reached out to Associated Bank and a rep from Associated stated they did not cancel any leases.
6. Treasurer's Report: Balance of \$16,459.14; with \$5,000.00 outstanding liabilities; leaving a balance of \$11,459.14. Motion by J. Pinnow to approve the treasurer's report. Second by Arn. All ayes; motion carried. Future deposit will be BID Assessment payment at \$19,000.
7. Advertising and promotion initiative: Scheidegger sent an email and stated he will be meeting with Andrew Nussbaum, Regional Tourism Specialist, to discuss strategy, process and content. Contracts have been negotiated for television and billboards, there will be 8 billboards rather than the 6-7 originally thought.
8. February 28th Collaborative Meeting: Notes were sent out for review to prepare for the upcoming meeting at the library.
9. Pedestrian Crossing Upgrades to 1st Center Ave: Olson stated that they will most likely be installed in the spring D. Pinnow asked if BID will pay for installation. Olson will contact them to obtain pricing for installation.
10. UW-Extension Market Analysis: Olson stated they met last week to go over survey and market data. Goal is to have this done by Mid-March. One more meeting needs to be scheduled to finalize.
11. UniverCity pedestrian safety program & destination street signs: Olson sent this to committee members. The study was done well. It indicated that the downtown has less than 1% green space. Olson will reach out to make sure this is accurate. This should be completed by the end of the semester.
12. District building needs assessment and inventory: J. Pinnow handed out the assessment and was reviewed by the committee. Need to determine priorities and plan of action. BIP could be utilized. D. Pinnow suggested starting with 1st Center Ave. Olson stated that awnings are the first thing you see and wanted to know if that should be the focus. J. Pinnow said it seems there are more paint issues on the survey. J. Pinnow asked if the building inspector should get involved if there are safety issues. Jones stated timeframe could be set according to seasons and when work can be feasibly done. D. Pinnow said that we could possibly have building inspector review and contact business owners/building owners if there are safety issues. J. Pinnow will touch base with building inspector. Olson stated that cost sharing needs to be determined. Jones stated to check with a painter to see what it would cost in total for downtown and see if business owners can cost share. J. Pinnow said the same thing could be done with window replacement. D. Pinnow said need to determine how color would be decided. Olson said we could use the historic renovation book to give suggestions on color schemes.

13. 2018 BID Annual Report to Common Council: Olson reviewed the report for the committee. Olson will make suggested changes.
14. Bills: Brodhead Sign Company Bill for \$2,210; JC's for Christmas decorating \$200, Motion by Arn 2nd Jones. All ayes, motion carried.
15. Future Agenda Items: Collaborative meeting in May for Market Study and Pedestrian Safety Study to share information with other committees. Olson will work on coordinating this. Downtown barrels need to be addressed some are in poor shape. Trimming Ash Tree.
16. Motion to Adjourn: Meeting adjourned at 5:52 p.m.

Approved: 03/25/2019