

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
March 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,
Jeremy Pinnow, Clerk Wahl
Present virtually - Casey Jones, Pattie Reavis, Adam Scheidegger
Not present: Jared Arn
3. Motion to deviate from the order of the agenda if necessary.
Motion by Jeremy Pinnow to approve the current agenda. Seconded by Casey Jones.
Motion carried.
4. Approve previous minutes. Discussion / Possible action.
Motion by Casey Jones to approved minutes from February 22, 2021 as amended.
Seconded by Pattie Reavis. Motion carried.
5. Public appearances: This is the public’s opportunity to speak. Each citizen is
allowed five minutes to address the Committee.
No comments.
6. Committee comments or questions: This is the Committee’s opportunity to
speak about anything that is not a specific agenda item.
Nancy stated that she has had several organizations reach out to serve food
during concerts. Committee had decided to move forward with serving food
as long as with follow the state and county health guidelines. Doug Pinnow
stated that he replaced the bulb on entrance sign and how like it going to
department head meeting to see if a department will take ownership. Jeremy
Pinnow stated that Amber Foster is asking on the process with downtown
parking. Discussion was on how to move forward and how to enforce the
parking issue.
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 Casey
Jones. Motion carried.
8. Free Press BID advertising section. Discussion / Possible action.
Casey Jones had mailed out letter to the business and have been receiving
payments for seven-week promotions. He has been working on adding Pearl
Island information in the paper. He is looking for article from the BID about
the BID to add to the first edition on March 31st paper. Denassa Jones has
been making contact with business owners to see if they may be interested.
Doug Pinnow suggested putting the BID budget in the paper.
9. Flags for downtown streetlights. Discussion / Possible action.
Jeremy Pinnow contacted Mike McGoff with the VFW and VFW is interested
in helping with the flags. They would possibly buy and help maintain flags.
They would not help attach the flag pole bracket to the pole. Jeremy is going
to reach out to Water & Light to see if they would help attach the brackets.
The VFW is committing \$500 and American Legion might match the \$500. The

cost to the BID would be around \$50. The committee would like to see all the poles downtown with a flag.

Motion by Casey Jones to approve payment up to \$600 for the flag pole project. Seconded by Jeremy Pinnow. Motion carried.

10. 2021 Twilight in the Park – 25th Anniversary. Discussion / Possible action.
No update.
11. 2021 BID marketing campaign. Discussion / Possible action.
Adam Scheidegger has spoken with all three television stations in Madison about digital advertising. NBC 15 currently works with Pierce Furniture. Channel 3 works a paper and prints roughly 90,000. Adam suggests doing two billboards for one month – one by vet clinic and one coming into town from Janesville while promoting the Pearl Island Recreation Corridor for \$1100. Channel 27 would place Brodhead on during four two-minute segments during a mid-day news cast or 15 commercials during primetime on Ellen and Dr. Phil time slots for a month at \$4200. Totaling \$5300 for the summer. He suggested highlighting Peirce Furniture and Decatur Dairy. Mike Lowery stated the Chamber committed \$1500 toward 2021 BID Marketing campaign. Doug Pinnow would like to highlight the murals and concerts in the park in some aspect during the promotions. Jeremy Pinnow stated that he doesn't feel it's right to only highlight businesses outside of the BID. Jeremy Pinnow felt the vintage stores could be highlighted.
Motion by Casey Jones by approve the concept and budget. Seconded by Pattie Reavis. Motion carried.
12. Downtown tree trimming. Discussion / Possible action.
No update.
13. Resolution in support of City Administrator. Discussion / Possible action.
Mike Olsen suggested that it would beneficial to the City and business to have one person to talk to about city.
Motion by Casey Jones to support the position and hiring of a City Administrator. Seconded by Jeremy Pinnow. Motion carried.
14. Resolution in support of non-citizen resource members on City committees. Discussion / Possible action.
Doug Pinnow feels that resource members are a valued and beneficial to the committees.
Motion by Jeremy Pinnow to support of non-citizen resource members back on the committees. Seconded by Pattie Reavis. Motion carried.
15. Flowers for whiskey barrels and hanging pots – Ahrens Acres. Discussion / Possible action.
Ahrens's Acres is starting to prepare the barrels.
16. Excess BID-owned Christmas decorating supplies. Discussion / Possible action.
There are excess supplies that have been storage and Doug Pinnow thought maybe a department may want them. Bid would like give the supplies to Public Works.
17. Bills. Discussion / Possible action.
Brodhead Water & Light – \$10.73
Motion by Casey Jones to approve the payment of the bills. Seconded by Jeremy Pinnow. Motion carried.
18. Future Agenda Items
 - a. Downtown parking
 - b. Elect BID Chairman / Reorganization

- c.
19. Adjourn
Meeting was adjourned at 6:32 p.m.

Mike Olson
Chairman