

**Minutes**  
**Monday, April 22, 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, Jared Arn, Doug Pinnow, Jeremy Pinnow, Patti Reavis and Casey Jones (via phone)
  - Absent: Erin Menzel, Nancy Sutherland and
  - Others Present: Clerk Withee (acting secretary) and Adam Scheidegger
3. Approval of previous meeting minutes: Motion by Arn to approve the minutes as presented. Second by J. Pinnow. All ayes; motion carried.
4. Public Appearances:
5. Committee Comments/Questions: D. Pinnow was renewed as a revitalization member at the last council meeting. Attendance policy was reviewed and council will be working to enforce this policy. The attendance report will go out quarterly.
6. Treasurer's Report: Balance of \$33,122.18; with \$8,000 in outstanding liabilities for marketing and \$1,000-\$1,500 for sign maintenance; \$1,400 in donations, annual assessment was submitted by the city leaving a balance of \$25,022.18. Motion by J. Pinnow to approve the treasurer's report. Second by Reavis. All ayes; motion carried.
7. Advertising and promotion initiative: Adam Scheidegger discussed the marketing plan. There will be 8 billboards to market Brodhead. BID will pay chamber and then they will pay the advertiser. The website will be published next week. ([visitbrodhead.com](http://visitbrodhead.com)) there will be television, radio and social media that will run approximately 12 weeks starting May 13<sup>th</sup>. They will be in town May 2<sup>nd</sup> at 1:30 pm to start shooting commercials. Social media should focus on the positive things in Brodhead and studies that have been done. Focus social media on our own community. Need to remind people there is a lot of good things happening in Brodhead. \$800 remaining from the budget, it could go to boost social media. Possibly use this money to market downtown buildings in the local paper. Met with regional tourism director. Have co-op marketing opportunities but one drawback is that we won't qualify for all of it because we don't have a hotel. J. Pinnow said to get quotes from Brodhead Free Press to advertise downtown buildings. Search engine optimization (SEO) city should consider spending some money to do this for the city for next year.
8. Pedestrian Crossing Upgrades to 1<sup>st</sup> Center Ave: Olson stated that public works has talked to Trumpy, Rich is not sure if BID needs to help with the cost.
9. UniverCity pedestrian safety program & destination street signs: Olson stated that he spoke with Ryan Bergen and he thought part of the program was to present to the city. He invited Mike to go to Madison to see his presentation on May 1<sup>st</sup>. We will need to get final product.
10. District building needs assessment and inventory: Schroeder is on board with getting a list of concerns. He will put his name to the letter that will be sent. This will be a list of safety concerns.
11. Barrels (steel bands failing): J. Pinnow spoke to part owner of McClaren Machine Shop they don't think that they can use their current process to fix the barrels but they are looking into other options.
12. May 22<sup>nd</sup> collaborative meeting and market study: Casey Jones said he will fly in to facilitate the meeting. Olson said there may be someone else available from UW Extension to assist the meeting. Cara Carper and Bill Ryan will also be there.
13. Trim downtown ash tree: Olson spoke with Vogel and he will talk to Trumpy about putting new lights in as well.

14. Downtown business district parking: Olson presented the letter from Vogel regarding parking. No overnight parking in the downtown. D. Pinnow said that main concern is the square and 1<sup>st</sup> Center Ave. He will be meeting with Rich and Chris on Thursday to discuss this. Chamber and BID should send out a reminder regarding owners parking in front of their own business. Motion by Jones to support no parking from 2am to 6am 1<sup>st</sup> center and exchange. Second by J. Pinnow. All ayes. Motion carried.
15. Bills: no bills
16. Future Agenda Items: newspaper, collaborative meeting, calendar of annual duties, cleaning up the planting area on 10<sup>th</sup> St and 1<sup>st</sup> Center.
17. Motion to Adjourn: Meeting adjourned at 6:12 p.m.
18. Next meeting – May 28, 2019

Approved: 5/28/19