

Notice of Meeting
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
April 26, 2021 at 5:00pm, at City Hall, 1111 W. 2nd Ave., to consider the following:

1. Call to order
Clerk Wahl called the meeting to order at 5:00 p.m.
2. Reorganization
Jeremy Pinnow nominated Jared Arn as Treasurer. Jared Arn nominated Jeremy Pinnow as President. Nominations were closed. Pattie Reavis seconded both nominations for Jeremy Pinnow and Jared Arn. Jeremy Pinnow received five votes for President. Jeremy Pinnow wins. Jared Arn received five votes for Treasurer. Jared Arn wins.
Roll call – to determine if a quorum is present
Present in person–Doug Pinnow, Mike Lowery, Nancy Sutherland, Jeremy Pinnow, Jared Arn, Clerk Wahl
Present virtually - Casey Jones, Pattie Reavis, Adam Scheidegger
3. Motion to deviate from the order of the agenda if necessary.
Motion by Jared Arn to approve the current agenda. Seconded by Adam Scheidegger.
Motion carried.
4. Approve previous minutes. Discussion / Possible action.
Motion by Jared Arn to approved minutes from March 22, 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 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.
Clerk Wahl presented the Treasurer’s report.
Motion by Pattie Reavis to approve the Treasurer’s report. Seconded by Jared Arn.
Motion carried.
8. Free Press BID advertising section. Update.
Casey presented on this week’s Brodhead Free Press paper. The BID section is in this week’s paper highlighting the BID business. There have been enough businesses in the section to cover the cost of the pages. Lowery recommended on possibly printing the section on heavier paper for Family Fest to help promote the Free Press and the BID.
9. Flags for downtown streetlights. Discussion / Possible action.
Mike McGoff contacted Jeremy Pinnow about the downtown flags and he was able to purchase the flags. They are within budget. Boy Scouts will help assemble the poles. Gasser is donating supplies to help with the assembly of the poles. Water & Light will assist in the installation of the flags.
10. 2021 Twilight in the Park – 25th Anniversary. Discussion / Possible action.
Nancy updated the committee. All the bands have been booked. She is going to make bookmarkers that promote the 25th year anniversary. There would be cupcakes at a July concert. Doug Pinnow would donate the cost of the

cupcakes. Discussion was where to get the cupcakes. He preferred to get them from the Piggly Wiggly. Committee agrees that it would be nice stay local with the purchase.

11. 2021 BID marketing campaign. Discussion / Possible action.
Adam went back to the TV networks and renegotiated to about \$5,300 of TV commercials (42 per week/7-8 weeks), \$1,200 to billboards (2 boards – 1 month each) to promote Brodhead directly, and \$2,500 earmarked for advertising for Cover Bridge Days. \$7500 would come directly from BID and \$1,500 for the Chamber. The budget is set at \$8,000. This would come over \$500. The difference in the budget could be used for Facebook ads.
Motion by Casey Jones to approve marketing budget as presented by Adam Scheidegger. Seconded by Jared Arn. Motion carried.
12. Downtown tree trimming. Discussion / Possible action.
No update.
13. Downtown Parking. Discussion / Possible action.
Jeremy Pinnow spoken with Mike’s Flooring and they were not receptive. The board discussed how to move forward. At this time, it is not worth trying to enforce parking.
14. Board vacancy. Discussion / Possible action.
Pattie Reavis has elected not to return to her position on the board as her term has expired. She feels that the board could use new perspective. Jeremy Pinnow and Jared Arn feel that the BID should try to get better representation by asking for retail and restaurant business member. Jeremy Pinnow would like the committee to come back with a list of possible names by May 10th.
15. Flag schedule. Discussion / Possible action.
Pattie Reavis will work with Nancy Sutherland on the flag schedule.
16. Bills. Discussion / Possible action.
Brodhead Water & Light – \$10.09
Mike McGoff – Flags - \$307.19
Motion by Jared Arn to approve the payment of the bills. Seconded by Adam Scheidegger. Motion carried.
17. Future Agenda Items
 - a. Board Vacancy
 - b. Tinker’s Garden Mulch - Jaycee
18. Adjourn
Meeting was adjourned at 5:58 p.m.