

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
May 24, 2021 at 5:00pm, at City Hall, 1111 W. 2nd Ave., to consider the following:

1. Call to order.
Jeremy Pinnow, President, called the meeting to order at 5:01 pm
2. Approve previous Minutes. Discussion / Possible Action.
Motion to approve by Adam Scheidegger, second by Jared Arn.
3. Public Comments & Questions.
 - a. Suzanne Curtiss, owner of 608 The Factory and 608 The Market, presented about her businesses, as well as her strategy for attracting visitors to the community.
4. Committee Comments & Questions
 - a. Doug Pinnow mentioned Ron Phillips of Brodhead Sign wanting to speak with the board regarding the City entrance signs on the edge of town; urgency was expressed.
 - b. Doug Pinnow discussed the matter of weeds in the sidewalks/building entrances in the downtown, and the need for this to be addressed.
 - i. This item is to be added to the agenda for June.
 - c. Jared Arn raised concern over the American flags that are at each business in the downtown, as we are now unable to find the wooden poles.
 - i. It was suggested that someone reach out to Tim Ast at the High School to see if the High School could assist in making new ones
 - ii. This item is to be added to the agenda for June.
5. Treasurer's Report.
 - a. Michael Lowery discussed additional funds from the City regarding the 2020 assessment; this is an addition of \$1,800 to the budget by City Hall.
 - i. Motion to approve report by Adam Scheidegger, second by Casey Jones.
6. Flags for Downtown Streetlights. Discussion / Possible Action.
 - a. Updated that flags were to be installed the week of 5/24. Flags will be up from Memorial Day to Labor Day annually.
7. Twilight in the Park
 - a. No updates
8. 2021 Bid Marketing Plan
 - a. Adam Scheidegger presented updates regarding Television commercials and billboards for the summer. TV commercials to be recorded the week of 06/07, start the following week. Billboard(s) to be installed near town focusing on Pearl Island, starting in July. Discussed plan of utilizing social media, as well.
9. Downtown Parking.
 - a. Discussed moving on from this issue. Item is to be removed from future agendas.
10. Board Vacancy. Discussion / Possible Action.
 - a. Board discussed possibly adding more spots, and if there is a requirement of only five members on the board. It was stated that it is believed there is no limit, but there is a minimum requirement of five. Members discussed reaching out to others in the community regarding board involvement.
 - b. Suzanne Curtiss (owner of 608 The Factory & 608 The Market) volunteered to accept the vacant board position.

- i. Motion to approve by Jeremy Pinnow, Second by Jared Arn.
- 11. Tinker's Garden Mulch. Discussion / Possible Action.
 - a. Jaycees will be updating the mulch in Tinker's Garden on the square.
 - b. Board approved contributing \$200 towards the project.
 - i. Motion by Jared Arn, Second by Casey Jones.
- 12. Bills. Discussion / Possible Action.
 - a. \$10.33 for sign update.
 - i. Motion to approve by Casey Jones, second by Adam Scheidegger.
- 13. Future Agenda Items.
 - a. Ron Phillips, Brodhead Sign Concerns
 - b. Sidewalk Maintenance
 - c. Flag Poles
- 14. Meeting Adjourned at 5:52 pm by Jeremy Pinnow, President.