

Minutes 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 was held on June 28, 2021 at 5:00 PM
at City Hall, 1111 W 2nd Ave where the following items were considered.

Call to order:

Jeremy Pinnow, President, called the meeting to order at 5:00 PM

Roll Call:

In attendance: Adam Scheidegger, Jeremy Pinnow, Casey Jones, Michael Lowery, Doug Pinnow, Nancy Sutherland, Guest Suzanne Curtis

Absent: Jared Arn

Motion to Deviate from the Order of the Agenda if Necessary:

Moved by Adam to deviate, second by Casey. No discussion. Motion passed.

Approve Previous Minutes:

Moved by Casey to approve, second by Adam. No discussion. Motion passed.

Public Appearances:

None.

Committee Comments or Questions:

None.

Treasurers Report:

Moved by Adam to approve, second by Casey. No discussion. Motion passed.

2021 Twilight in the Park 25th Anniversary

Nancy reported the celebration will take place July 25. Cupcakes will be served.

2021 BID Marketing Campaign:

Adam told us that things are going as planned and under budget. The remaining funds will be spent for more TV commercials and Facebook ads. No action.

Flags and Flag Poles:

Flags went up. Look good. Lots of positive remarks from community. Jeremy will look for volunteers to put out and retrieve the flag poles for the downtown businesses in order to ensure the desired turnout.

Board Vacancy:

Suzanne Curtiss accepted consideration to join the board. Discussion of other possible members included Larry Winterland. The possibility of creating a larger board membership was discussed.

Entrance Signs/Chamber of Commerce:

The Chamber has chosen to move more towards social media instead of utilizing the panels on the entrance signs. It was agreed to send a letter to the Chamber supporting the entrance sign panels.

Sidewalk Weed Maintenance:

Handled by Public Works, drop from future agendas.

Wildflower Art Festival Promotion:

Michelle Benesh requested \$400.00 for promotion. Discussed by Board. Moved by Casey to approve, second by Jeremy, Adam abstained. Motion passed.

Brodhead W&L Community Contribution:

The Brodhead W&L would like to support the community with radio ads or other promotion for community related projects. Information shared with board. Moved to next month for possible action.

Bills:

Moved by Casey to pay bills, second by Adam. Motion passed.

Future Agenda Items:

Dead tree in front of Lon's.

Adjourn:

Moved by Adam to adjourn, second by Casey. Motion passed. Meeting adjourned at 6:05 PM.