

BID Board
Revitalization Committee Meeting
September 23rd 2019
City Hall

- 1. Call to Order:** Meeting was called to order by Mike Olson at 5:00.
- 2. Roll Call:** Mike Olson, Nancy Sutherland, Doug Pinnow, Jeremy Pinnow, Jared Arn & Casey Jones (by phone)
- 3. Approve Previous Minutes:** Motion to approve by Jeremy Pinnow, Jared Arn seconded; motion carried.
- 4. Public Appearances:** N/A
- 5. Comments/Questions:** Per Doug, Patti Reavis spoke with Wade & Rich about weed eating around city entrance signs while mowing respective areas since they're already there; both expressed budget/manpower concerns.
- 6. Treasurer's Report:** Current balance of \$19,104.94 in checking. \$850.00 in outstanding liabilities (Brodhead Sign); current operating balance is \$18,254.94. Motion by Casey Jones to approve, seconded by Jeremy Pinnow; motion carried.
- 7. Entrance Signs:** Nothing new to report, but Ron Phillips indicated he would have examples for the committee to review at next month's meeting.
- 8. Destination Street Signs:** Ron Phillips initially recommended re-using existing signs since the material was indestructible and could be easily resurfaced. However, this wouldn't allow for the size uniformity that the committee is looking for. In replacing new signs, a different material would be used to keep costs manageable; the signs would last equally as long, but wouldn't be quite as indestructible to vandalism, etc. It is estimated that 20 signs are needed and per Ron, 32"x 48" signs would be most cost effective do to raw material sheet size and would allow for up to 5 lines per sign (2.5-3" min font size necessary). Ron estimates sign costs would be \$185/sign. It was also mentioned that if signs are to be 20' in the air like Monroe as example, new posts may be required, which will add to total project cost.
- 9. District Building needs Assess/Inventory:** Committee needs to decide what to help with beyond windows, such as painting which has been done in the past. Awnings, tuck pointing, were additional ideas discussed. Chuck Law, who led the UW Market Study for the BID also helped start BID in Brodhead and works with other BID districts. Mike Olson is going to provide Jeremy P. with Chuck's contact info and Jeremy will reach out to Chuck for ideas.
- 10. Potential Flower Barrel Replacement:** Nothing new to report. Patti Brugger was going to reach out to the decorative concrete guy in Clinton, but have not heard back yet.
- 11. Downtown Ash Tree:** Mike Olson spoke with Rich Vogel and he would have no problem planting the tree. Mike also spoke with both, Whitney & Randy Menzel and both agreed a honey-locust would be a good choice. Will look to purchase/plant in fall.
- 12. Downtown BID Parking:** No updates
- 13. Request to Council to continue BID authorization:** Motion to extend BID another year made by Casey Jones, seconded by Jeremy Pinnow, motion carried.
- 14. 2020 Budget request to Council:** Agreed to move \$500 from "Christmas Lights" to "Planting and Upkeep Flowers" to cover added expense of #5 item above. Total budget remains at \$19,000 (Advert & Promo = \$8k, Admin & Misc = \$1k, Christmas Lights = \$0.5k, Planting and Upkeep Flowers = \$4.5k, Building Maintenance = \$5k). Casey Jones motioned to approve budget request, seconded by Jeremy Pinnow, motion carried.
- 15. Patty Brugger window replacement proposal:** Casey Jones motioned to approve request, contingent upon window wrapped with matching aluminum. Jared Arn seconded. Motion carried.
- 16. Board Secretary:** Board agreed to have Jared Arn take over for Patti Reavis as acting Secretary for BID

- 17. Bills:** Only outstanding bill was Free Press for \$35. Motion to approve bill by Jared Arn, seconded by Casey Jones, motion carried.
- 18. Future Agenda Items**
- a.) Flower Pots (leave on)
 - b.) Christmas Greens
- 19. Adjourn** Meeting adjourned at 6:00pm