

BID Board
Revitalization Committee Meeting
November 25, 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, Patti Reavis, Erin Menzel, Jared Arn & Casey Jones
- 3. Motion to Deviate from the Order of the Agenda if Necessary:** motion made to approve by Casey Jones, seconded by Jared Arn, motion carried.
- 4. Approve Previous Minutes:** Motion to approve with changes to "Item 9" revising Gloria to Victoria by Casey Jones, seconded by Patti Reavis; motion carried.
- 5. Public Appearances:** N/A
- 6. Comments/Questions:** Doug Pinnow indicated that Wade Boegeli (Park & Rec) has trimmed weeds for both entrance signs
- 7. Treasurer's Report:** Current balance \$17,623.57 in checking. Bills paid for the month were W&L (2) totaling \$21.83, Public Works of \$724.50 for summer flower watering, Free Press for \$35, and a \$500 Chamber donation for Fire and Ice. Jared Arn motioned to approve Treasurer's Report, seconded by Patti Reavis, motion carried.
- 8. Entrance Signs Logo:** Reviewed Ron Phillips modifications to original design for purposes of further differentiating from Better Brodhead logo. Several changes made, including eliminating "Brodhead" from the logo, adding airplane, lowered horizon, etc. Ron would prefer to get started on these signs ASAP. Jared Arn motioned to approve the revised logo, motion was seconded by Patti Reavis.
- 9. Destination Street Signs:** Doug/Nancy met with Rich Vogel after Rich had a chance to tour Monroe. Rich suggested using existing signs as Monroe's are all different sizes. He also suggested doing a few at a time, which would allow for his crew to put them up during slow times. Jeff Peterson also noted there are WPPI funds (\$1,000) that could likely be used in 2020 for this. There would be 8 new signs needed, in addition to the 13 existing that will be re-used; new signs will be same shape with oval. Due to oval size on signs, oval will be covered bridge only. Ron Phillips will get back to BID with new pricing based on this. Casey Jones motioned to table this discussion until January's meeting when we have new pricing and hopefully, Rich V. in attendance. Patti Reavis seconded the motion, motion carried.
- 10. District Building Needs Assessment Inventory:** Mike Olson emailed Chuck Law of UW-Extension to get ideas for successful building improvement programs based on Chuck's experience with other BID districts.
- 11. Potential Flower Barrel Replacement:** Committee approved replacing all 42 barrels in the spring. Company (Barrel Broker) needs 10% down to process order. Total cost is \$1,764, so down payment of \$176.40 is needed. Motion was made by Casey to approve the full \$1,764 project payment, with \$176.40 of that to be paid upon receipt of the 10% down invoice. Jared Arn seconded, motion carried.
- 12. Hanging Baskets & Watering:** Doug/Nancy met with Ahrens. Ahrens agreed, baskets need watering more often and daily when extreme summer temps. Also agreed, fertilizer sticks would help and also suggested adding 2" to pot size to increase # of plants and plant size. Will keep this item on agenda for January's meeting.
- 13. Christmas Greens:** Greens are completed in the barrels.
- 14. 2020 Twilight in Park:** Nancy is in process of sending out letters to past participants for their 2020 interest.
- 15. Bills:** Outstanding bill for 10 replacement Christmas light strings for \$166.44. Patti Reavis motioned to approve, Casey Jones seconded, motion carried.
- 16. Future Agenda Items**
 - a.)Downtown Residential (Upper Story) Loan Program
- 17. Adjourn** Meeting adjourned at 6:00pm