



DATE: March 12, 2015
RE: BID BOARD MEETING MINUTES

Members Present: Rachel Sowinski, Chad Van Handel, Elliot Christenson, Alex Galt, Peter Nugent, Adam Funk and Nicole Zich

Unable to Attend: Krystina Engebus & Stephanie Bruss

Others: Tara Gokey from On Broadway Inc.
Rob Abernathy from Landscape Renaissance

1. Administrative

- A. Sowinski called the meeting to order at 8:05 a.m.
- B. Approval of Agenda
MOTION to approve the meeting agenda: Nugent moved, seconded by Galt. **MOTION PASSED**
- C. Approval of the February 12, 2015 minutes.
MOTION to approve the minutes: Galt moved, seconded by Christensen. **MOTION PASSED**

2. Fort Howard Neighborhood Association proposal

- A. Discussion continued about the proposal by Will from the Fort Howard Neighborhood Association regarding printing their newsletter. It was clarified by Sowinski that the proposal was \$790.00 per quarter, not per year as many board members had previously thought. This changed the mind of several as it was now a much larger expense. Discussion ensued with Tara Gokey from On Broadway Inc. about the association be able to use OBI's printer. They have the capability of doing 11 x 17. The printing could be done for about \$150. Tara will put in a proposal to the BID for \$300 to cover the expenses of the newsletter.

3. Financials

- B. Van Handel presented the Treasurer's report. Balance is \$104,164.02. The large balance is due to a dispersment from the city and unused funds from 2014.

MOTION to accept the treasurer's report: Funk moved, seconded by Christensen. **MOTION PASSED**

4. Planters

Rob Abernathy from Landscape Renaissance was present to speak about a new plan for filling the planters. We need to move fairly quickly as we are hitting the season and need to be able to order all the plants needed. It will be a big upfront investment that will lesson over time. Cost would be Proposal is around \$25,000.00 for planters and round pots. Abernathy is proposing to put perennials in the tree beds. About 1500 plants are needed to fill all the planters. He will clean planters out and add soil where necessary. He will include all watering for the first year and a onetime fertilizing. He spoke that the planters need plants that are tough and can withstand various weather & light conditions as they vary throughout the district. He is proposing geraniums and ornamental grasses. The problem with perennials is that they have a short bloom time. All plants would offer good coverage in pits. Grasses are slower to bloom and would take 1-2 years. VanHandel voiced concern because the BID has already invested in a 3 year plan with grasses that were supposed to bloom over time. What would be the difference? Wendy Townsend from the city asked if we could add more ground cover pieces to the planters and not so much mulch. Planters need to be covered so it doesn't look like dirt and get used for a garbage pit.

Suggestion for hanging baskets on the trees was made. This would be a separate proposal from the planters. 190 baskets with 90 brackets attached to the 45 trees. This year there would be a high cost to manufacture the baskets/brackets. Next year the only cost would be in plants. Something needs to be mounted to the tree so they cannot be taken. It cannot be directly attached to the tree. Baskets would be filled with annuals which would give great color to the district.

5. Update on Dousman Street project

Nugent spoke that communication between him and Steve G. from the city is almost nonexistent. Steve doesn't return calls and there isn't clear feedback on what is happening. His vision is dated. Businesses on Dousman are asking for things and Steve does not want to do special requests. What can be done to move the project along? Wendy from the city suggested Peter meet with the mayor. She will book the meeting.

6. Tara Gokey from On Broadway Inc. handed out proposals for various items during the year.

a. Broadway Beat and Social Media \$2500.00

This allows On Broadway to publish the bi-weekly newsletter The Broadway Beat with various district updates. This money would also cover regular postings on social; media. On Broadway is only charging for the annual cost of Constant Contact plus a \$1200.00 administrative cost. The additional \$1500.00 is for the large push to use Facebook and other social media outlets.

MOTION to approve the proposal. Funk moved, seconded by Galt. **MOTION PASSED.**

b. Administrative Allowance \$1000.00

This is to cover all of the copying, printing, faxing etc. for all the events and marketing that OBI does during the year.

MOTION to approve the proposal. Funk moved, seconded by Zich. **MOTION PASSED.**

c. ER Allowance \$2000.00

This is a small annual allowance that helps support basic functions of the ER committee. This would also give funding for the Love Here Live Here campaign and provide a stipend for the monthly BBO meetings.

MOTION to approve the proposal. Funk moved, seconded by Galt. **MOTION PASSED.**

d. Development, Recruitment, Retention \$2000.00

This is to promote and pursue economic development in the district. This often covers memberships, conference expenses or travel. It also helps with quarterly business seminars, ribbon cuttings/ receptions for new businesses.

MOTION to approve the proposal. Funk moved, seconded by Galt. **MOTION PASSED.**

e. Marketing Allowance \$1000.00

This is to help the Marketing Committee with expenses for operational costs of meetings, printing for committees and other related documents. It is a small annual allowance that helps support basic functionality of the Marketing Committee.

MOTION to approve the proposal. Funk moved, seconded by Galt. **MOTION PASSED.**

f. Design \$20,000.00

This is a fund managed by OBI and two BID members that would be used as a grant for businesses to help improve their existing facades. It would also help new businesses with purchasing their signage. It could be used for landscaping, repairing storefronts, entrance modifications, lighting etc. This would be done through an application process and two BID members would oversee it. Christensen and Funk were elected to oversee the projects.

MOTION to approve the proposal. Funk moved, seconded by Galt. **MOTION PASSED.**

VanHandel abstained from voting. Nugent was not present. VanHandel raised the question of accountability. How often can businesses apply? There needs to be specific criteria. Motion could carry with the six votes but it was decided to table the discussion for the next meeting so the other BID members could weigh in and Funk and Christensen could help develop the specifics.

7. Plaques for Benches on Broadway

Rachel is making the plaques from white metal. Letters will be ¼”.

MOTION to approve the proposal. Galt moved, seconded by Zich. **MOTION PASSED.**

Meeting was adjourned at 9:45.

Next Meeting: Scheduled for April 9, 2015 at The Docking Station, unless otherwise noted.
There will be a supplemental meeting on Thursday March 26, 2015 at 8:00 am to discuss planters and the Kellogg Street proposal.

Respectfully submitted by Nicole Zich.

Please call Nicole Zich at Sassy Girl (920-432-7277) with any comments, corrections, clarifications or changes to these minutes immediately.

Any person wishing to attend who, because of a disability, requires special accommodations should contact Peter Nugent 920-445-8881 at least 24 hours before the scheduled meeting time, so that arrangements can be made.