



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**AGENDA**  
**MEETING OF THE DOWNTOWN MARSHFIELD**  
**BUSINESS IMPROVEMENT DISTRICT BOARD**  
**8:00 A.M.**  
**WEDNESDAY, JULY 15, 2015**  
**Room 108, City Hall Plaza**

1. Call to Order
2. Approval of April 15, 2015 minutes
3. Citizens comments
4. Financial update
  - a) Main Street Marshfield financial statement
  - b) Discussion of any known or potential variances to budget > \$2,500
5. Results of business calls in the last quarter
6. Recent or planned promotional events
7. Director report:
  - a) Update on vacancies/new businesses
  - b) Main Street accomplishments/special projects
  - c) Professional development activities
  - d) Changes in Board of Directors or staff
8. Discuss possible tie of annual BID assessment to inflationary adjustments (CPI)
9. 2016 BID Operating Plan.
10. City update
11. Next meeting date
12. Items for future agendas
13. Adjournment

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**NOTICE**

*It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.*

*Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk at 630 South Central Avenue or by calling (715) 384-3636.*

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06/01/15  
Accrual Basis

**Main Street Marshfield, Inc.**  
**Balance Sheet**  
As of May 31, 2015

	<u>May 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · BMO Harris Bank	7,621.69
1005 · BMO Money Market Account	96,477.67
<b>Total Checking/Savings</b>	104,099.36
<b>Accounts Receivable</b>	
1100 · Accounts Receivable	890.00
<b>Total Accounts Receivable</b>	890.00
<b>Other Current Assets</b>	
1300 · Undeposited Funds	130.00
1450 · Prepaid Insurance Expenses	2,428.74
<b>Total Other Current Assets</b>	2,558.74
<b>Total Current Assets</b>	107,548.10
<b>Fixed Assets</b>	
1700 · Property & Equipment	
1710 · Office Equipment	8,662.81
1750 · Accumulated depreciation	-8,501.92
1700 · Property & Equipment - Other	2,777.14
<b>Total 1700 · Property &amp; Equipment</b>	2,938.03
<b>Total Fixed Assets</b>	2,938.03
<b>TOTAL ASSETS</b>	<b>110,486.13</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	1,817.21
<b>Total Accounts Payable</b>	1,817.21
<b>Other Current Liabilities</b>	
2100 · Payroll Liabilities	
2120 · Accrued FICA	548.54
2150 · Accrued Federal Withholding	308.00
2200 · Accrued State Withholding	351.05
2300 · Accrued SUTA	20.88
<b>Total 2100 · Payroll Liabilities</b>	1,228.47
2450 · EBT - Farmers' Market	1,795.04
2500 · Amenities Payable	323.29
2650 · Flower Power Deferred Income	7,622.15
<b>Total Other Current Liabilities</b>	10,968.95
<b>Total Current Liabilities</b>	12,786.16
<b>Long Term Liabilities</b>	
2700 · Facade Grant Reserve	7,500.00
2720 · Historical Sign Reserve	3,000.00
<b>Total Long Term Liabilities</b>	10,500.00
<b>Total Liabilities</b>	23,286.16

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Accrual Basis

**Main Street Marshfield, Inc.**  
**Balance Sheet**  
As of May 31, 2015

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	<u>May 31, 15</u>
Equity	
3000 - General Fund Balance	53,511.28
Net Income	33,688.69
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Total Equity	87,199.97
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<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>110,486.13</b>
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06/01/15

Accrual Basis

**Main Street Marshfield, Inc.**  
**Profit & Loss Prev Year Comparison**  
**January 1 through June 1, 2015**

	Jan 1 - Jun 1, 15	Jan 1 - Jun 1, 14	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · BID	65,187.28	65,277.39	-90.11	-0.1%
4300 · Interest Income	26.38	43.09	-16.71	-38.8%
4400 · Promotion Income				
4442 · Wagon/Buggy Income	400.00	0.00	400.00	100.0%
4444 · Reindeer & Santa Day Income	100.00	0.00	100.00	100.0%
4446 · Holiday Parade Income	700.00	0.00	700.00	100.0%
4470 · Other Promotion Income	734.00	5.00	729.00	14,580.0%
4475 · PROW Income	30.00	25.00	5.00	20.0%
4840 · Halloween Income	100.00	0.00	100.00	100.0%
4400 · Promotion Income - Other	50.00	0.00	50.00	100.0%
<b>Total 4400 · Promotion Income</b>	<b>2,114.00</b>	<b>30.00</b>	<b>2,084.00</b>	<b>6,946.7%</b>
4600 · Organization/Image Income				
4612 · Valentine's Day Income	1,010.98	0.00	1,010.98	100.0%
4660 · Hub City Days Income	2,655.00	2,700.00	-45.00	-1.7%
4666 · 3 ON 3 BASKETBALL INCOME	1,400.00	0.00	1,400.00	100.0%
4667 · Block Party Income	500.00	100.00	400.00	400.0%
4670 · Hot Time Income	500.00	0.00	500.00	100.0%
4675 · Sweets For Your Sweets	0.00	490.00	-490.00	-100.0%
4811 · 3rd Tuesday 's Income	1,500.00	0.00	1,500.00	100.0%
4835 · Awards Rec./Annual Meeting Inc.	300.00	0.00	300.00	100.0%
<b>Total 4600 · Organization/Image Income</b>	<b>7,865.98</b>	<b>3,290.00</b>	<b>4,575.98</b>	<b>139.1%</b>
4800 · Image Event Income				
4810 · Flower Power Income	0.00	80.00	-80.00	-100.0%
4830 · Sidewalk Art Days	0.00	15.00	-15.00	-100.0%
<b>Total 4800 · Image Event Income</b>	<b>0.00</b>	<b>95.00</b>	<b>-95.00</b>	<b>-100.0%</b>
<b>Total Income</b>	<b>75,193.64</b>	<b>68,735.48</b>	<b>6,458.16</b>	<b>9.4%</b>
<b>Expense</b>				
5000 · Advertising Expense				
5056 · Image Expense	600.00	65.00	535.00	823.1%
5057 · Web Hosting/Advertising Exp.	131.87	0.00	131.87	100.0%
5058 · Advertising-Misc. Exp	0.00	550.00	-550.00	-100.0%
5000 · Advertising Expense - Other	0.00	18.00	-18.00	-100.0%
<b>Total 5000 · Advertising Expense</b>	<b>731.87</b>	<b>633.00</b>	<b>98.87</b>	<b>15.6%</b>
5100 · ORGANIZATION EXPENSES				
5113 · Valentines Day Expenses	881.43	0.00	881.43	100.0%
5160 · Hub City Days Expenses	420.00	900.32	-480.32	-53.4%
5170 · Hot time Expenses	0.00	10.00	-10.00	-100.0%
5175 · Fundraising Exp Misc.	0.00	330.00	-330.00	-100.0%
5570 · Block Party Expenses	10.00	10.00	0.00	0.0%
<b>Total 5100 · ORGANIZATION EXPENSES</b>	<b>1,311.43</b>	<b>1,250.32</b>	<b>61.11</b>	<b>4.9%</b>
5300 · Image Event Expense				
5315 · Customer Appreciation Expense	243.42	0.00	243.42	100.0%
5320 · Flower Power Expense	0.00	29.28	-29.28	-100.0%
5335 · AWARDS EXPENSES/Annual Expenses	175.00	0.00	175.00	100.0%
5365 · State & State Award Expenses	60.00	50.05	9.95	19.9%
5370 · Misc. Image Expense	377.73	370.68	7.05	1.9%
<b>Total 5300 · Image Event Expense</b>	<b>856.15</b>	<b>450.01</b>	<b>406.14</b>	<b>90.3%</b>
5321 · Flower Power Expenses	2,168.77	0.00	2,168.77	100.0%
5500 · Promotion Expenses				
5326 · Other Promotional Expenses	30.00	0.00	30.00	100.0%
5520 · Farmer's Market Expenses	50.00	0.00	50.00	100.0%
5540 · Catch the Magic of Christmas				
5544 · Reindeer Day	37.98	0.00	37.98	100.0%
5548 · Christmas Supplies	230.00	1,160.84	-930.84	-80.2%
<b>Total 5540 · Catch the Magic of Christmas</b>	<b>267.98</b>	<b>1,160.84</b>	<b>-892.86</b>	<b>-76.9%</b>
<b>Total 5500 · Promotion Expenses</b>	<b>347.98</b>	<b>1,160.84</b>	<b>-812.86</b>	<b>-70.0%</b>
6500 · Design Expenses				
6515 · Other Design Expenses	0.00	250.00	-250.00	-100.0%
<b>Total 6500 · Design Expenses</b>	<b>0.00</b>	<b>250.00</b>	<b>-250.00</b>	<b>-100.0%</b>

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06/01/15

Accrual Basis

**Main Street Marshfield, Inc.**  
**Profit & Loss Prev Year Comparison**  
**January 1 through June 1, 2015**

	Jan 1 - Jun 1, 15	Jan 1 - Jun 1, 14	\$ Change	% Change
<b>7100 · Administrative Expenses</b>				
7120 · Bank Service Charges	0.01	0.00	0.01	100.0%
7141 · Supplies Office	511.75	0.00	511.75	100.0%
7142 · Software Computer/Comp Supplies	394.03	0.00	394.03	100.0%
7150 · Depreciation Expense	384.15	0.00	384.15	100.0%
7160 · Dues and Subscriptions	1,123.00	938.75	184.25	19.6%
7180 · Insurance	1,592.00	1,567.00	25.00	1.6%
7250 · Postage and Delivery	535.28	362.31	172.97	47.7%
7270 · Professional Fees	1,180.00	0.00	1,180.00	100.0%
7295 · Utility Expenses	411.43	536.09	-124.66	-23.3%
7301 · Maintenance & Equipment Repairs	160.00	0.00	160.00	100.0%
7341 · Telephone	417.03	387.40	29.63	7.7%
7342 · Internet Access	352.55	262.25	90.30	34.4%
7343 · Cell Phone	0.00	471.51	-471.51	-100.0%
7353 · Education Expense	0.00	52.00	-52.00	-100.0%
7354 · Travel / Education Expenses	1,077.88	289.00	788.88	273.0%
7355 · Mileage	1,011.92	47.04	964.88	2,051.2%
7357 · Meals	118.47	66.45	52.02	78.3%
<b>Total 7100 · Administrative Expenses</b>	<b>9,269.50</b>	<b>4,979.80</b>	<b>4,289.70</b>	<b>86.1%</b>
<b>7260 · Printing and Reproduction</b>				
7261 · MS Newsletters	0.00	135.94	-135.94	-100.0%
7262 · MS Brochures	373.00	0.00	373.00	100.0%
7263 · Printing & Reproduction Other	934.00	0.00	934.00	100.0%
7260 · Printing and Reproduction - Other	186.00	0.00	186.00	100.0%
<b>Total 7260 · Printing and Reproduction</b>	<b>1,493.00</b>	<b>135.94</b>	<b>1,357.06</b>	<b>998.3%</b>
7290 · Rent	3,550.00	3,375.00	175.00	5.2%
7300 · Equipment & Maintenance Repairs	345.00	498.75	-153.75	-30.8%
7400 · Supplies				
7430 · Office Supplies	529.19	1,387.98	-858.79	-61.9%
<b>Total 7400 · Supplies</b>	<b>529.19</b>	<b>1,387.98</b>	<b>-858.79</b>	<b>-61.9%</b>
<b>7500 · Payroll Expenses</b>				
7510 · Manager Salary	15,230.82	14,847.68	383.14	2.6%
7520 · Staff Wages	4,464.00	2,203.50	2,260.50	102.6%
7540 · FICA/Medicare Expense	1,506.66	1,304.42	202.24	15.5%
7560 · SUTA Expense	49.85	45.53	4.32	9.5%
<b>Total 7500 · Payroll Expenses</b>	<b>21,251.33</b>	<b>18,401.13</b>	<b>2,850.20</b>	<b>15.5%</b>
7880 · Personal Property Taxes	125.00	0.00	125.00	100.0%
7950 · Miscellaneous Expense	197.89	0.00	197.89	100.0%
<b>Total Expense</b>	<b>42,177.11</b>	<b>32,522.77</b>	<b>9,654.34</b>	<b>29.7%</b>
<b>Net Ordinary Income</b>	<b>33,016.53</b>	<b>36,212.71</b>	<b>-3,196.18</b>	<b>-8.8%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
8000 · In Kind				
8050 · In Kind Misc Income	535.00	0.00	535.00	100.0%
<b>Total 8000 · In Kind</b>	<b>535.00</b>	<b>0.00</b>	<b>535.00</b>	<b>100.0%</b>
<b>Total Other Income</b>	<b>535.00</b>	<b>0.00</b>	<b>535.00</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>535.00</b>	<b>0.00</b>	<b>535.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>33,551.53</b>	<b>36,212.71</b>	<b>-2,661.18</b>	<b>-7.4%</b>

**Business Improvement District Board**  
**Minutes of the April 15, 2015 Meeting**

Meeting called to order by Al Nystrom, Chairman, at 8:04 am in Room 108 of City Hall.

Board Members Present: Duane Schutz, Tom Buttke, Scott Koran, Carol Knauf, and Al Nystrom, and Pat Schreiner

Board Members Absent: Shelly Babcock

Others Present: Lois TeStrake, Jason Angell, Angie Eloranta, and Amy Krogman.

**BID14-14** Motion by Buttke , second by Knauf to approve the minutes of the January 14, 2015 meeting

**Motion carried**

There were no citizen comments

**BID14-15** Motion by Knauf, second by Koran to approve the financial statements as presented.

**Motion carried**

Eloranta updated the committee on the following

- Business Visits:
  - ✓ She has been averaging 2 businesses a week. People are looking for financial assistance such as façade program or help with back alleys. Main Street ER committee is working on developing a program to help with this.
  - ✓ Still have parking issues
  - ✓ She has been working with Josh Miller with the businesses on 2<sup>nd</sup> Street to discuss the possible options for the Street
- Upcoming events:
  - ✓ 3<sup>rd</sup> Tuesday of each month during summer businesses will stay open until 7 p.m. There are 30 businesses who have agreed to stay open until 7. Farmer's Market will also run until 7 p.m.
- Recent promotions
  - ✓ Sweets for Your Sweet went well. Had approximately \$1,000 in sales.
  - ✓ Efflorescence Fashion show was a success. 72 people attended, many of which shopped the next day.
- Special Projects:
  - ✓ Putting together a coupon book to place at the hotels for downtown businesses
  - ✓ Main Street Marshfield is participating in a First Impression program with Chippewa Falls. Angie will be going to Chippewa Falls on April 20th and representatives from Chippewa Falls will be coming to Marshfield. At the next BID meeting she will update the committee on what the feedback was.
  - ✓ Block party will be held on June 19<sup>th</sup>.
  - ✓ Hub City Days in July
  - ✓ Main Street Awards reception on Friday, April 17th. Circle the Date won a state award for their store front.
  - ✓ Working on updating the design guidelines. Trying to get information on line.

- ✓ Working on getting a summer intern to work with Main Street. The intern will work with social media. Also do some tracking measures at their events.
- Professional Development:
  - ✓ Leadership Marshfield graduation on April 16<sup>th</sup>
  - ✓ Attended the National Main Street Conference in Atlanta

Jason Angel updated the committee regarding the 2<sup>nd</sup> Street Project. There are currently three different concepts being considered. There is a survey on the City's webpage for people to give their opinion. This will be discussed by the Plan Commission in May and the Board of Public Works in June. It will need to be wrapped up in June and ultimately it will be the decision of the Board of Public Works as to what option they want.

Nystrom asked the committee to think about the 2016 Operating Plan and what they would like to see included in that plan. Koran liked the idea of the back alley/façade program. Angell reported the Economic Development Board has an interest in this program as well. They are looking for a partnership in funding.

The next meeting will be held on June 17<sup>th</sup> at 8:00 a.m.

Motion by Buttke, second by Schutz to adjourn at 8:49 a.m.

Respectfully submitted by:

Amy Krogman  
Administrative Assistant III