



CITY OF MARSHFIELD
MEETING NOTICE

AGENDA
MEETING OF THE DOWNTOWN MARSHFIELD
BUSINESS IMPROVEMENT DISTRICT BOARD
8:00 A.M.
APRIL 20, 2016
Room 108, City Hall Plaza

1. Call to Order
2. Approval of January 20, 2016 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. City update
9. Update on implementation Downtown Master Plan
10. 2017 Operating Plan
11. Next meeting date
12. Items for future agendas
13. Adjournment

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.

BUSINESS IMPROVEMENT DISTRICT BOARD
Minutes of Wednesday, January 20, 2016 meeting

Members Present: Pete Hendler, Pat Schreiner, Brian Hopperdietzel, Scott Koran, Al Nystrom, and Carol Knauf

Members Present: Dewey Schutz

Others Present: Amy Krogman, Angie Eloranta, Lois TeStrake, Jason Angell, Al Michalski (left at 8:30 a.m.), Steve Barg, Chris Jockheck, and Ron Dickrell (left at 8:30 a.m.)

Meeting called to order at 8:00 a.m. by Chairman Al Nystrom

Brian Hopperdietzel was introduced as a new member.

BID16-01 Motion by Koran, 2nd by Knauf to approve the August 19th minutes. **Motion carried**

No citizen's comments

Ron Dickrell, Al Michalski, and Jason Angell gave a presentation on the Community Square in the 200 block of downtown. Discussion was held regarding funding, how this project fits into the Downtown Master Plan, and how this is going to affect the parking downtown

BID16-02 Motion by Knauf, 2nd by Koran to have Al Nystrom write a letter of support to the Common Council. **Motion Carried**

Committee discussed 2015 financials.

BID16-03 Motion by Schreiner, 2nd by Hopperdietzel to approve the financials as presented. **Motion Carried**

Main Street Marshfield Update:

Angie Eloranta reported on business calls for the last quarter. She has been meeting with the new businesses. Retail businesses have been talking about working together to market their businesses and coordinating hours of operation.

Past events:

- Trick or Treating went over really well. Rogers Cinema had over 1,000 people. Next year they will look at getting crossing guards during trick or treating.
- Holiday Parade had 40 floats. Raised \$4,000 for sponsorship.
- Wagon rides didn't have as many people. This will be looked at for 2016.
- Reindeer Day was great, had 250 kids.
- Destination downtown for retail businesses. For every \$5 that was spent they got their name in a drawing if they turned in their receipts. 50 people turned in receipts.
- Main Street State annual meeting will be held in Marshfield in April.

- Façade program is up and running. Applications are coming in.
- Popup shops went over well. One business is interested in opening a business downtown.
- Design guidelines have been updated.
- Thursday is coffee on Main Street. This month it's "Coffee with a cop" at 8:30 a.m. at the Daily Grind.

City of Marshfield Update

Jason Angell updated the committee on the following:

- Public input on comp plan was on Saturday. It was well attended and there was some good discussion
- The sale of City Hall is being worked on. Council did interviews and decided to go with Gorman Company. Council will be looking at offer of purchase at a special council meeting on Thursday, January 21st.

Next meeting date will be April 20th at 8:00 a.m.

Items for future agenda:

Downtown Master Plan
Operating Plan

Motion by Hopperdietzel, 2nd by Pat to adjourn at 8:58 a.m. **Motion carried**

Respectfully submitted,

Amy Krogman
Administrative Assistant III

4:02 PM

03/30/16

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through March 2016

	Jan - Mar 16	Budget	% of Budget
Ordinary Income/Expense			
Income			
4000 · BID	2,132.35	67,000.00	3.2%
4050 · City of Marshfield	0.00	5,750.00	0.0%
4200 · Design			
4201 · imagine Marshfield	0.00	3,000.00	0.0%
Total 4200 · Design	0.00	3,000.00	0.0%
4300 · Interest Income	9.83	150.00	6.6%
4400 · Promotion Income			
4442 · Wagon/Buggy Income	0.00	1,000.00	0.0%
4444 · Reindeer & Santa Day Income	0.00	550.00	0.0%
4446 · Holiday Parade Income	750.00	1,500.00	50.0%
4447 · Hot Chocolate Run Income	760.80	6,000.00	12.7%
4471 · Small Business Saturday	191.10		
4472 · Misc. Promotional Income	25.00		
4475 · PROW Income	5.00	50.00	10.0%
4840 · Halloween Income	0.00	1,000.00	0.0%
Total 4400 · Promotion Income	1,731.90	10,100.00	17.1%
4600 · Organization/Image Income			
4660 · Hub City Days Income	3,575.00	31,000.00	11.5%
4666 · 3 ON 3 BASKETBALL INCOME	610.00	1,200.00	50.8%
4667 · Block Party Income	0.00	5,000.00	0.0%
4670 · Hot Time Income	0.00	4,000.00	0.0%
4811 · 3rd Thursday Income	75.00	1,500.00	5.0%
4835 · Awards Rec./Annual Meeting Inc.	50.00	1,000.00	5.0%
4865 · State Mtgs & Awards Income	240.00	3,000.00	8.0%
4600 · Organization/Image Income - Other	5.96		
Total 4600 · Organization/Image Income	4,555.96	46,700.00	9.8%
Total Income	8,430.04	132,700.00	6.4%
Expense			
5000 · Advertising Expense			
5056 · Image Expense	0.00	1,000.00	0.0%
5057 · Web Hosting/Advertising Exp.	0.00	500.00	0.0%
5058 · Advertising-Misc. Exp	335.00		
Total 5000 · Advertising Expense	335.00	1,500.00	22.3%
5100 · ORGANIZATION EXPENSES			
5159 · CAR SHOW EXPENSES	0.00	1,000.00	0.0%
5160 · Hub City Days Expenses	0.00	16,000.00	0.0%
5162 · 3 ON 3 BASKETBALL EXPENSES	120.26	3,420.00	3.5%
5166 · BREWFEST EXPENSES	49.00	3,000.00	1.6%
5170 · Hot time Expenses	0.00	2,000.00	0.0%
5570 · Block Party Expenses	0.00	1,200.00	0.0%
Total 5100 · ORGANIZATION EXPENSES	169.26	26,620.00	0.6%
5300 · Image Event Expense			
5329 · Economic Restructuring Expenses	189.84	1,500.00	12.7%
5335 · AWARDS EXPENSES/Annual Expenses	0.00	1,000.00	0.0%
5365 · State & State Award Expenses	780.00	2,400.00	32.5%
5370 · Misc. Image Expense	47.59		
Total 5300 · Image Event Expense	1,017.43	4,900.00	20.8%
5321 · Flower Power Expenses	0.00	5,000.00	0.0%

4:02 PM

03/30/16

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through March 2016

	Jan - Mar 16	Budget	% of Budget
5500 · Promotion Expenses			
5311 · 3rd Thursday Expenses	0.00	1,500.00	0.0%
5326 · Other Promotional Expenses	25.00		
5327 · Small Business Saturday Expense	375.78		
5328 · Misc. Promotional Expenses	18.75		
5512 · Halloween Expenses	0.00	1,000.00	0.0%
5519 · Fashion Show Expense	0.00	700.00	0.0%
5520 · Farmer's Market Expenses	0.00	1,000.00	0.0%
5613 · Reindeer Day Expenses	0.00	500.00	0.0%
5615 · Chocolate Run Expenses	22.70	3,000.00	0.8%
5616 · X-mas Event Expenses	170.39	3,500.00	4.9%
5617 · X-mas Tree Expenses	0.00	750.00	0.0%
Total 5500 · Promotion Expenses	612.62	11,950.00	5.1%
5555 · Facade Improvement Expense	0.00	10,000.00	0.0%
6000 · Organizational Expenses	210.00		
6500 · Design Expenses	0.00	1,000.00	0.0%
7100 · Administrative Expenses			
7141 · Supplies Office	977.38	1,500.00	65.2%
7160 · Dues and Subscriptions	973.00	1,500.00	64.9%
7180 · Insurance	0.00	5,000.00	0.0%
7250 · Postage and Delivery	306.60		
7270 · Professional Fees	0.00	1,500.00	0.0%
7295 · Utility Expenses	246.68	1,500.00	16.4%
7341 · Telephone	291.65	800.00	36.5%
7342 · Internet Access	264.82	700.00	37.8%
7343 · Cell Phone	50.00	300.00	16.7%
7354 · Travel / Education Expenses	535.00	1,200.00	44.6%
7355 · Mileage	0.00	600.00	0.0%
7357 · Meals	0.00	200.00	0.0%
Total 7100 · Administrative Expenses	3,645.13	14,800.00	24.6%
7260 · Printing and Reproduction			
7261 · MS Newsletters	0.00	1,000.00	0.0%
7262 · MS Brochures	398.00	1,000.00	39.8%
7263 · Printing & Reproduction Other	142.55	2,300.00	6.2%
Total 7260 · Printing and Reproduction	540.55	4,300.00	12.6%
7290 · Rent	2,025.00	8,100.00	25.0%
7300 · Equipment & Maintenance Repairs	245.00	2,000.00	12.3%
7500 · Payroll Expenses			
7510 · Manager Salary	11,038.44		
7520 · Staff Wages	3,168.75		
7540 · FICA/Medicare Expense	1,086.85		
7560 · SUTA Expense	38.36		
7500 · Payroll Expenses - Other	0.00	54,300.00	0.0%
Total 7500 · Payroll Expenses	15,332.40	54,300.00	28.2%
7880 · Personal Property Taxes	0.00	70.00	0.0%
Total Expense	24,132.39	144,540.00	16.7%
Net Ordinary Income	-15,702.35	-11,840.00	132.6%
Net Income	-15,702.35	-11,840.00	132.6%

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
January through March 2016

	Jan - Mar 16	Jan - Mar 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4000 · BID	2,132.35	65,187.28	-63,054.93	-96.7%
4300 · Interest Income	9.83	17.53	-7.70	-43.9%
4400 · Promotion Income				
4442 · Wagon/Buggy Income	0.00	400.00	-400.00	-100.0%
4446 · Holiday Parade Income	750.00	200.00	550.00	275.0%
4447 · Hot Chocolate Run Income	760.80	100.00	660.80	660.8%
4470 · Other Promotion Income	0.00	60.00	-60.00	-100.0%
4471 · Small Business Saturday	191.10	0.00	191.10	100.0%
4472 · Misc. Promotional Income	25.00	0.00	25.00	100.0%
4475 · PROW Income	5.00	0.00	5.00	100.0%
4840 · Halloween Income	0.00	100.00	-100.00	-100.0%
Total 4400 · Promotion Income	1,731.90	860.00	871.90	101.4%
4600 · Organization/Image Income				
4612 · Valentine's Day Income	0.00	1,010.98	-1,010.98	-100.0%
4660 · Hub City Days Income	3,575.00	1,270.00	2,305.00	181.5%
4666 · 3 ON 3 BASKETBALL INCOME	610.00	1,050.00	-440.00	-41.9%
4670 · Hot Time Income	0.00	100.00	-100.00	-100.0%
4811 · 3rd Thursday Income	75.00	450.00	-375.00	-83.3%
4835 · Awards Rec./Annual Meeting Inc.	50.00	335.00	-285.00	-85.1%
4865 · State Mtgs & Awards Income	240.00	0.00	240.00	100.0%
4600 · Organization/Image Income - Other	5.96	0.00	5.96	100.0%
Total 4600 · Organization/Image Income	4,555.96	4,215.98	339.98	8.1%
Total Income	8,430.04	70,280.79	-61,850.75	-88.0%
Expense				
5000 · Advertising Expense				
5056 · Image Expense	0.00	600.00	-600.00	-100.0%
5057 · Web Hosting/Advertising Exp.	0.00	131.87	-131.87	-100.0%
5058 · Advertising-Misc. Exp	335.00	0.00	335.00	100.0%
Total 5000 · Advertising Expense	335.00	731.87	-396.87	-54.2%
5100 · ORGANIZATION EXPENSES				
5113 · Valentines Day Expenses	0.00	881.43	-881.43	-100.0%
5162 · 3 ON 3 BASKETBALL EXPENSES	120.26	105.00	15.26	14.5%
5166 · BREWFEST EXPENSES	49.00	0.00	49.00	100.0%
Total 5100 · ORGANIZATION EXPENSES	169.26	986.43	-817.17	-82.8%
5300 · Image Event Expense				
5315 · Customer Appreciation Expense	0.00	243.42	-243.42	-100.0%
5329 · Economic Restructuring Expenses	189.84	0.00	189.84	100.0%
5335 · AWARDS EXPENSES/Annual Expenses	0.00	35.00	-35.00	-100.0%
5365 · State & State Award Expenses	780.00	0.00	780.00	100.0%
5370 · Misc. Image Expense	47.59	82.41	-34.82	-42.3%
Total 5300 · Image Event Expense	1,017.43	360.83	656.60	182.0%
5500 · Promotion Expenses				
5326 · Other Promotional Expenses	25.00	0.00	25.00	100.0%
5327 · Small Business Saturday Expense	375.78	0.00	375.78	100.0%
5328 · Misc. Promotional Expenses	18.75	0.00	18.75	100.0%
5613 · Reindeer Day Expenses	0.00	37.98	-37.98	-100.0%
5615 · Chocolate Run Expenses	22.70	0.00	22.70	100.0%
5616 · X-mas Event Expenses	170.39	230.00	-59.61	-25.9%
Total 5500 · Promotion Expenses	612.62	267.98	344.64	128.6%
6000 · Organizational Expenses	210.00	0.00	210.00	100.0%

4:05 PM

03/30/16

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
January through March 2016

	Jan - Mar 16	Jan - Mar 15	\$ Change	% Change
7100 · Administrative Expenses				
7141 · Supplies Office	977.38	242.99	734.39	302.2%
7142 · Software Computer/Comp Supplies	0.00	386.03	-386.03	-100.0%
7150 · Depreciation Expense	0.00	230.49	-230.49	-100.0%
7160 · Dues and Subscriptions	973.00	1,093.00	-120.00	-11.0%
7180 · Insurance	0.00	359.00	-359.00	-100.0%
7250 · Postage and Delivery	306.60	460.62	-154.02	-33.4%
7270 · Professional Fees	0.00	1,180.00	-1,180.00	-100.0%
7295 · Utility Expenses	246.68	268.39	-21.71	-8.1%
7341 · Telephone	291.65	258.43	33.22	12.9%
7342 · Internet Access	264.82	204.23	60.59	29.7%
7343 · Cell Phone	50.00	0.00	50.00	100.0%
7354 · Travel / Education Expenses	535.00	376.74	158.26	42.0%
7355 · Mileage	0.00	534.80	-534.80	-100.0%
7357 · Meals	0.00	202.19	-202.19	-100.0%
Total 7100 · Administrative Expenses	3,645.13	5,796.91	-2,151.78	-37.1%
7260 · Printing and Reproduction				
7262 · MS Brochures	398.00	373.00	25.00	6.7%
7263 · Printing & Reproduction Other	142.55	0.00	142.55	100.0%
Total 7260 · Printing and Reproduction	540.55	373.00	167.55	44.9%
7290 · Rent	2,025.00	2,025.00	0.00	0.0%
7300 · Equipment & Maintenance Repairs	245.00	345.00	-100.00	-29.0%
7400 · Supplies				
7430 · Office Supplies	0.00	529.19	-529.19	-100.0%
Total 7400 · Supplies	0.00	529.19	-529.19	-100.0%
7500 · Payroll Expenses				
7510 · Manager Salary	11,038.44	8,307.72	2,730.72	32.9%
7520 · Staff Wages	3,168.75	2,424.00	744.75	30.7%
7540 · FICA/Medicare Expense	1,086.85	820.98	265.87	32.4%
7560 · SUTA Expense	38.36	28.97	9.39	32.4%
Total 7500 · Payroll Expenses	15,332.40	11,581.67	3,750.73	32.4%
7880 · Personal Property Taxes	0.00	125.00	-125.00	-100.0%
7950 · Miscellaneous Expense	0.00	112.94	-112.94	-100.0%
Total Expense	24,132.39	23,235.82	896.57	3.9%
Net Ordinary Income	-15,702.35	47,044.97	-62,747.32	-133.4%
Other Income/Expense				
Other Expense				
9999 · Other Expense	0.00	-14,488.45	14,488.45	100.0%
Total Other Expense	0.00	-14,488.45	14,488.45	100.0%
Net Other Income	0.00	14,488.45	-14,488.45	-100.0%
Net Income	-15,702.35	61,533.42	-77,235.77	-125.5%

Balance Sheet

As of March 30, 2016

	<u>Mar 30, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · BMO Harris Bank	6,479.64
1005 · BMO Money Market Account	50,441.59
Total Checking/Savings	56,921.23
Accounts Receivable	
1100 · Accounts Receivable	600.00
Total Accounts Receivable	600.00
Total Current Assets	57,521.23
Fixed Assets	
1700 · Property & Equipment	
1710 · Office Equipment	8,662.81
1750 · Accumulated depreciation	-8,576.91
1700 · Property & Equipment - Other	2,314.28
Total 1700 · Property & Equipment	2,400.18
Total Fixed Assets	2,400.18
TOTAL ASSETS	59,921.41
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2100 · Payroll Liabilities	
2120 · Accrued FICA	625.24
2150 · Accrued Federal Withholding	284.00
2200 · Accrued State Withholding	450.08
2300 · Accrued SUTA	32.91
Total 2100 · Payroll Liabilities	1,392.23
Total Other Current Liabilities	1,392.23
Total Current Liabilities	1,392.23
Long Term Liabilities	
2720 · Historical Sign Reserve	3,000.00
Total Long Term Liabilities	3,000.00
Total Liabilities	4,392.23
Equity	
3000 · General Fund Balance	69,052.71
Net Income	-13,523.53
Total Equity	55,529.18
TOTAL LIABILITIES & EQUITY	59,921.41