



CITY OF MARSHFIELD
MEETING NOTICE

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

1. Call to Order
2. Approval of January 14, 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) 2016 BID Operating Plan.
- 9) City update
- 10) Next meeting date
- 11). Items for future agendas
- 12) 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 the January 14, 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

Board Members Absent: Pat Schreiner and Shelly Babcock

Others Present: Lois TeStrake, Steve Barg, Angie Eloranta, and Amy Krogman.

BID14-12 Motion by Buttke, second by Koran to approve the minutes of the October 4, 2014 meeting

Motion carried

There were no citizen comments

BID14-13 Motion by Koran, second by Knauf to approve the financial statements as presented.

Motion carried

Eloranta updated the committee on the following

- Business Visits:
 - ✓ She has been focusing on the retail businesses after the holidays. They have talked about succession plans. 2 of the businesses have a plan in place.
 - ✓ Other Main Street organizations have had social media interns and she is looking into the possibility of getting one. Knauf suggested hosting a workshop on social media.
 - ✓ She has received phone calls regarding longer hours for the downtown businesses. She approached some businesses and there isn't much interest in staying open longer. Knauf suggested staying open longer on the night the Marshfield Clinic is open longer.
 - ✓ To date, there has not been much interest in the parking coupons, but the trial period is being extended for one more year. More publicity will be done to promote this program.. The committee discussed the parking issues downtown. They discussed how to keep business owners from parking in front of their businesses.

- Downtown Promotions:
 - ✓ Trick or Treating was well attended. There were approximately 800 children participating.
 - ✓ Holiday Parade went well. Weather was cold. There were 42 floats that signed up and 6 dropped out.
 - ✓ Wagon rides/Buggy rides went well. They took reservations this year and that worked well.
 - ✓ Hot Chocolate run was well attended. There were 50 more runners than last year.
 - ✓ Reindeer Day location was moved to be closer to the Hot Chocolate run. That worked well.

- ✓ Destination downtown could have had better participation. There were 32 participants. This was up from last year, but hoping for more.
 - ✓ Blodgett Haus open house was amazing. 27 downtown businesses participated.
- Upcoming events:
 - ✓ Sweets for your sweet for Valentine Day.
 - Vacancies/New Businesses:
 - ✓ Grannie's Attic opened
 - ✓ Brown's Living (Blodgett Haus) opened
 - ✓ Pampered Pooch moved
 - ✓ Bottom's Up Bar closed and the building is for sale.
 - Main Street accomplishments/special projects:
 - ✓ Main Street Marshfield received its accreditation for the coming year.
 - ✓ Working on getting a 1st Impression team together. They are working with Chippewa Falls. Our team will go to Chippewa Falls; their team will come to Marshfield and report back with their findings.
 - ✓ The state Main Street awards will be held in April
 - ✓ The Design Committee is updating their guidelines
 - ✓ Downtown Master Plan will be presented to the Plan Commission on January 20 for initial discussion, public hearing will be on February 17th. The plan will be presented to the Common Council on February 24th or March 10th.
 - Professional Development:
 - ✓ Leadership Marshfield
 - ✓ Toastmasters
 - ✓ Young Professionals

Barg asked that the committee start thinking about the 2016 Operating Plan and what they would like to see included in that plan.

- Barg updated the committee on the following:
 - ✓ The city of working to implement recommendations of the housing study through the Economic Development Board.
 - ✓ The Professional building and news Herald building will be taken as soon as possible in the spring. Not sure what will be going into that site.

Nystrom asked that an update from the City be added to all future agendas.

The next meeting will be April 16th at 8:00 a.m.

Motion by Knauf, second by Schutz to adjourn at 8:53 a.m.

Respectfully submitted by:

Amy Krogman
Administrative Assistant III

10:17 AM

Main Street Marshfield, Inc.

04/02/15

Balance Sheet

Accrual Basis

As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1000 · BMO Harris Bank	5,923.90
1005 · BMO Money Market Account	112,460.66
Total Checking/Savings	<u>118,384.56</u>
Other Current Assets	
1300 · Undeposited Funds	360.00
1450 · Prepaid Insurance Expenses	2,428.74
Total Other Current Assets	<u>2,788.74</u>
Total Current Assets	<u>121,173.30</u>
Fixed Assets	
1700 · Property & Equipment	
1710 · Office Equipment	8,662.81
1750 · Accumulated depreciation	-8,348.26
1700 · Property & Equipment - Other	2,777.14
Total 1700 · Property & Equipment	<u>3,091.69</u>
Total Fixed Assets	<u>3,091.69</u>
TOTAL ASSETS	<u><u>124,264.99</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	743.00
Total Accounts Payable	<u>743.00</u>
Other Current Liabilities	
2100 · Payroll Liabilities	
2120 · Accrued FICA	549.90
2150 · Accrued Federal Withholding	308.00
2200 · Accrued State Withholding	420.30
2300 · Accrued SUTA	28.97
Total 2100 · Payroll Liabilities	<u>1,307.17</u>
2450 · EBT - Farmers' Market	1,795.04
2500 · Amenities Payable	883.29
2650 · Flower Power Deferred Income	7,622.15
Total Other Current Liabilities	<u>11,607.65</u>
Total Current Liabilities	<u>12,350.65</u>
Long Term Liabilities	
2700 · Facade Grant Reserve	7,500.00
2720 · Historical Sign Reserve	3,000.00
Total Long Term Liabilities	<u>10,500.00</u>
Total Liabilities	<u>22,850.65</u>
Equity	
3000 · General Fund Balance	53,511.28
Net Income	47,903.06
Total Equity	<u>101,414.34</u>
TOTAL LIABILITIES & EQUITY	<u><u>124,264.99</u></u>

10:16 AM

04/02/15

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through March 2015

	Jan - Mar 15	Jan - Mar 14	\$ Change	% Change
Ordinary Income/Expense				
Income				
4000 · BID	65,187.28	65,277.39	-90.11	-0.1%
4300 · Interest Income	9.37	22.83	-13.46	-59.0%
4400 · Promotion Income				
4442 · Wagon/Buggy Income	400.00	0.00	400.00	100.0%
4446 · Holiday Parade Income	400.00	0.00	400.00	100.0%
4470 · Other Promotion Income	60.00	0.00	60.00	100.0%
Total 4400 · Promotion Income	860.00	0.00	860.00	100.0%
4600 · Organization/Image Income				
4612 · Valentine's Day Income	1,010.98	0.00	1,010.98	100.0%
4660 · Hub City Days Income	1,270.00	525.00	745.00	141.9%
4666 · 3 ON 3 BASKETBALL INCOME	1,050.00	0.00	1,050.00	100.0%
4670 · Hot Time Income	100.00	0.00	100.00	100.0%
4675 · Sweets For Your Sweets	0.00	490.00	-490.00	-100.0%
4811 · 3rd Tuesday 's Income	450.00	0.00	450.00	100.0%
4835 · Awards Rec./Annual Meeting Inc.	300.00	0.00	300.00	100.0%
Total 4600 · Organization/Image Income	4,180.98	1,015.00	3,165.98	311.9%
4800 · Image Event Income				
4810 · Flower Power Income	0.00	80.00	-80.00	-100.0%
Total 4800 · Image Event Income	0.00	80.00	-80.00	-100.0%
Total Income	70,237.63	66,395.22	3,842.41	5.8%
Expense				
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%
Total 5000 · Advertising Expense	731.87	615.00	116.87	19.0%
5100 · ORGANIZATION EXPENSES				
5113 · Valentines Day Expenses	881.43	0.00	881.43	100.0%
5160 · Hub City Days Expenses	0.00	710.16	-710.16	-100.0%
5175 · Fundraising Exp Misc.	0.00	330.00	-330.00	-100.0%
Total 5100 · ORGANIZATION EXPENSES	881.43	1,040.16	-158.73	-15.3%
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	175.00	0.00	175.00	100.0%
5365 · State & State Award Expenses	0.00	50.05	-50.05	-100.0%
5370 · Misc. Image Expense	73.18	261.44	-188.26	-72.0%
Total 5300 · Image Event Expense	491.60	340.77	150.83	44.3%
5500 · Promotion Expenses				
5540 · Catch the Magic of Christmas				
5544 · Reindeer Day	37.98	0.00	37.98	100.0%
5548 · Christmas Supplies	230.00	0.00	230.00	100.0%
Total 5540 · Catch the Magic of Christmas	267.98	0.00	267.98	100.0%
Total 5500 · Promotion Expenses	267.98	0.00	267.98	100.0%
6500 · Design Expenses				
6515 · Other Design Expenses	0.00	250.00	-250.00	-100.0%
Total 6500 · Design Expenses	0.00	250.00	-250.00	-100.0%

10:16 AM

04/02/15

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through March 2015

	Jan - Mar 15	Jan - Mar 14	\$ Change	% Change
7100 · Administrative Expenses				
7141 · Supplies Office	230.00	0.00	230.00	100.0%
7150 · Depreciation Expense	230.49	0.00	230.49	100.0%
7160 · Dues and Subscriptions	644.00	936.04	-292.04	-31.2%
7180 · Insurance	359.00	1,567.00	-1,208.00	-77.1%
7250 · Postage and Delivery	460.62	156.71	303.91	193.9%
7270 · Professional Fees	1,180.00	0.00	1,180.00	100.0%
7295 · Utility Expenses	268.39	363.70	-95.31	-26.2%
7341 · Telephone	258.43	231.49	26.94	11.6%
7342 · Internet Access	204.23	157.35	46.88	29.8%
7343 · Cell Phone	0.00	282.41	-282.41	-100.0%
7353 · Education Expense	0.00	52.00	-52.00	-100.0%
7354 · Travel / Education	367.74	299.61	68.13	22.7%
7355 · Mileage	534.80	47.04	487.76	1,036.9%
7357 · Meals	62.19	66.45	-4.26	-6.4%
Total 7100 · Administrative Expenses	4,799.89	4,159.80	640.09	15.4%
7260 · Printing and Reproduction				
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	0.00	0.00	0.00	0.0%
Total 7260 · Printing and Reproduction	373.00	135.94	237.06	174.4%
7290 · Rent	2,130.00	2,025.00	105.00	5.2%
7300 · Equipment & Maintenance Repairs	345.00	368.75	-23.75	-6.4%
7400 · Supplies				
7430 · Office Supplies	529.19	1,207.51	-678.32	-56.2%
Total 7400 · Supplies	529.19	1,207.51	-678.32	-56.2%
7500 · Payroll Expenses				
7510 · Manager Salary	8,307.72	7,956.90	350.82	4.4%
7520 · Staff Wages	2,424.00	1,227.75	1,196.25	97.4%
7540 · FICA/Medicare Expense	820.98	702.63	118.35	16.8%
7560 · SUTA Expense	28.97	24.80	4.17	16.8%
Total 7500 · Payroll Expenses	11,581.67	9,912.08	1,669.59	16.8%
7880 · Personal Property Taxes	125.00	0.00	125.00	100.0%
7950 · Miscellaneous Expense	112.94	0.00	112.94	100.0%
Total Expense	22,369.57	20,055.01	2,314.56	11.5%
Net Ordinary Income	47,868.06	46,340.21	1,527.85	3.3%
Other Income/Expense				
Other Income				
8000 · In Kind				
8050 · In Kind Misc Income	35.00	0.00	35.00	100.0%
Total 8000 · In Kind	35.00	0.00	35.00	100.0%
Total Other Income	35.00	0.00	35.00	100.0%
Net Other Income	35.00	0.00	35.00	100.0%
Net Income	47,903.06	46,340.21	1,562.85	3.4%

10:28 AM

04/02/15

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through March 2015

	Jan - Mar 15	Budget	% of Budget
Ordinary Income/Expense			
Income			
4000 · BID	65,187.28	66,000.00	98.8%
4050 · City of Marshfield	0.00	12,050.00	0.0%
4300 · Interest Income	9.37	150.00	6.2%
4400 · Promotion Income			
4442 · Wagon/Buggy Income	400.00	1,000.00	40.0%
4444 · Reindeer & Santa Day Income	0.00	550.00	0.0%
4446 · Holiday Parade Income	400.00	1,500.00	26.7%
4447 · Hot Chocolate Run Income	0.00	6,000.00	0.0%
4448 · Misc. Decor	0.00	500.00	0.0%
4470 · Other Promotion Income	60.00		
4475 · PROW Income	0.00	50.00	0.0%
Total 4400 · Promotion Income	860.00	9,600.00	9.0%
4600 · Organization/Image Income			
4612 · Valentine's Day Income	1,010.98		
4660 · Hub City Days Income	1,270.00	42,000.00	3.0%
4666 · 3 ON 3 BASKETBALL INCOME	1,050.00	6,000.00	17.5%
4667 · Block Party Income	0.00	5,000.00	0.0%
4670 · Hot Time Income	100.00	2,500.00	4.0%
4811 · 3rd Tuesday's Income	450.00		
4835 · Awards Rec./Annual Meeting Inc.	300.00		
Total 4600 · Organization/Image Income	4,180.98	55,500.00	7.5%
Total Income	70,237.63	143,300.00	49.0%
Expense			
5000 · Advertising Expense			
5056 · Image Expense	600.00	800.00	75.0%
5057 · Web Hosting/Advertising Exp.	131.87	2,000.00	6.6%
Total 5000 · Advertising Expense	731.87	2,800.00	26.1%
5100 · ORGANIZATION EXPENSES			
5113 · Valentines Day Expenses	881.43		
5160 · Hub City Days Expenses	0.00	28,000.00	0.0%
5162 · 3 ON 3 BASKETBALL EXPENSES	0.00	3,000.00	0.0%
5170 · Hot time Expenses	0.00	700.00	0.0%
5385 · Halloween Expenses	0.00	0.00	0.0%
5570 · Block Party Expenses	0.00	1,400.00	0.0%
Total 5100 · ORGANIZATION EXPENSES	881.43	33,100.00	2.7%
5300 · Image Event Expense			
5315 · Customer Appreciation Expense	243.42	1,000.00	24.3%
5320 · Flower Power Expense	0.00	6,500.00	0.0%
5335 · AWARDS EXPENSES	175.00	1,430.00	12.2%
5340 · Fall Decorating Expense	0.00	250.00	0.0%
5345 · Discover Downtown Expense	0.00	500.00	0.0%
5365 · State & State Award Expenses	0.00	750.00	0.0%
5370 · Misc. Image Expense	73.18	1,000.00	7.3%
Total 5300 · Image Event Expense	491.60	11,430.00	4.3%
5500 · Promotion Expenses			
5512 · Halloween Expenses	0.00	1,000.00	0.0%
5520 · Farmer's Market Expenses	0.00	100.00	0.0%
5540 · Catch the Magic of Christmas			
5542 · Wagon/Buggy	0.00	1,500.00	0.0%
5544 · Reindeer Day	37.98	500.00	7.6%
5546 · Holiday Parade Expenses	0.00	2,000.00	0.0%
5547 · Hot Chocolate Run Expenses	0.00	3,000.00	0.0%
5548 · Christmas Supplies	230.00	500.00	46.0%
Total 5540 · Catch the Magic of Christmas	267.98	7,500.00	3.6%
Total 5500 · Promotion Expenses	267.98	8,600.00	3.1%
6000 · Organizational Expenses	0.00	750.00	0.0%
6500 · Design Expenses	0.00	2,500.00	0.0%

10:28 AM

04/02/15

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through March 2015

	Jan - Mar 15	Budget	% of Budget
7100 · Administrative Expenses			
7141 · Supplies Office	230.00		
7150 · Depreciation Expense	230.49	500.00	46.1%
7160 · Dues and Subscriptions	644.00	1,500.00	42.9%
7180 · Insurance	359.00	5,000.00	7.2%
7250 · Postage and Delivery	460.62	2,000.00	23.0%
7270 · Professional Fees	1,180.00	1,500.00	78.7%
7295 · Utility Expenses	268.39	1,500.00	17.9%
7341 · Telephone	258.43	800.00	32.3%
7342 · Internet Access	204.23	700.00	29.2%
7343 · Cell Phone	0.00	300.00	0.0%
7354 · Travel / Education	367.74	3,000.00	12.3%
7355 · Mileage	534.80	1,000.00	53.5%
7357 · Meals	62.19	250.00	24.9%
Total 7100 · Administrative Expenses	4,799.89	18,050.00	26.6%
7260 · Printing and Reproduction			
7261 · MS Newsletters	0.00	1,500.00	0.0%
7262 · MS Brochures	373.00	400.00	93.3%
7263 · Printing & Reproduction Other	0.00	300.00	0.0%
Total 7260 · Printing and Reproduction	373.00	2,200.00	17.0%
7290 · Rent	2,130.00	8,100.00	26.3%
7300 · Equipment & Maintenance Repairs	345.00	1,500.00	23.0%
7400 · Supplies			
7430 · Office Supplies	529.19	4,000.00	13.2%
Total 7400 · Supplies	529.19	4,000.00	13.2%
7500 · Payroll Expenses			
7510 · Manager Salary	8,307.72		
7520 · Staff Wages	2,424.00		
7540 · FICA/Medicare Expense	820.98		
7560 · SUTA Expense	28.97		
7500 · Payroll Expenses - Other	0.00	50,000.00	0.0%
Total 7500 · Payroll Expenses	11,581.67	50,000.00	23.2%
7760 · Recognition Plaques	0.00	200.00	0.0%
7880 · Personal Property Taxes	125.00	70.00	178.6%
7950 · Miscellaneous Expense	112.94		
Total Expense	22,369.57	143,300.00	15.6%
Net Ordinary Income	47,868.06	0.00	100.0%
Other Income/Expense			
Other Income			
8000 · In Kind			
8050 · In Kind Misc Income	35.00		
Total 8000 · In Kind	35.00		
Total Other Income	35.00		
Net Other income	35.00		
Net Income	47,903.06	0.00	100.0%