



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**AGENDA**  
**MEETING OF THE DOWNTOWN MARSHFIELD**  
**BUSINESS IMPROVEMENT DISTRICT BOARD**  
**8:00 A.M.**  
**WEDNESDAY, JANUARY 14, 2015**  
**Room 108, City Hall Plaza**

1. Call to Order
2. Approval of October 15, 2014 minutes
3. Citizens comments
4. Financial update
  - a) 12/31/14 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) Preliminary discussion on plans to draft 2016 BID Operating Plan.
- 9) Next meeting date
- 10). Items for future agendas
- 11) 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.*

**Business Improvement District Board**  
**Minutes of the October 15, 2014 Meeting**

Meeting called to order by Al Nystrom, Chairman, at 8:00 am in Room 108 of City Hall.

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

Board Members Absent: Carol Knauf and Shelly Babcock

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

**BID14-10** Motion by Buttke, second by Koran to approve the minutes of the August 20, 2014 meeting.

**Motion carried**

There were no citizen comments

**BID14-11** Motion by Schreiner, second by Koran to approve the financial statements as presented.

**Motion carried**

Eloranta updated the committee on the following

- Business Visits:
  - ✓ She has been meeting with 6 to 8 businesses a month. She is trying to meet with the newest businesses to let them know what Main Street Marshfield can do for them. Some suggestions she has heard are a merchandising consulting business program and a secret shopper program.
  - ✓ The parking coupons don't seem to be making a difference. The committee discussed the parking issues downtown. They discussed how to keep business owners from parking in front of their businesses and how to address how the expansion of business in the downtown will affect the parking lots.
- Downtown Promotions:
  - ✓ Flash galleries ended in September.
  - ✓ Farmer's Market ended in September
  - ✓ Downtown Trick or Treating will be October 24<sup>th</sup>
  - ✓ Holiday Parade will be November 20<sup>th</sup>
  - ✓ Reindeer Day and Hot Chocolate Run will be December 13<sup>th</sup>
  - ✓ Wagon rides will be November 28<sup>th</sup> and December 19<sup>th</sup>
  - ✓ The Blodgett House Open House will be held on December 7<sup>th</sup>

- Vacancies/New Businesses:
  - ✓ Candy Girl Closed
  - ✓ Wibbens Moved
  - ✓ Jennifer's – rustic furniture and decorations
  - ✓ As You Wish – a side party room of 2 ½ Cups.
  - ✓ V & Company –salon and spa

Angell updated the committee on the following:

- Master Plan Update:
  - ✓ The last open house was poorly attended. They will be having another one sometime in November. The progress can be monitored at [www.plandowntownmarshfield.com](http://www.plandowntownmarshfield.com). The plan should be completed in January.
- Budget Meetings:
  - ✓ Angell reported that the budget meetings have begun. The Economic Development Board's budget will be discussed at the next meeting which will be held on October 20<sup>th</sup>.

The next meeting will be January 14<sup>th</sup> at 8:00 a.m.

Motion by Koran, second by Schreiner to adjourn at 8:45 a.m.

Respectfully submitted by:

Amy Krogman  
Administrative Assistant III

10:31 AM  
 01/02/15  
 Accrual Basis

**Main Street Marshfield, Inc.**  
**Balance Sheet**  
 As of December 31, 2014

	Dec 31, 14
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · BMO Harris Bank	7,823.36
1005 · BMO Money Market Account	60,258.34
1006 · State Bank	2,084.48
1015 · Petty Cash Fund	112.94
<b>Total Checking/Savings</b>	70,279.12
<b>Accounts Receivable</b>	
1100 · Accounts Receivable	500.00
<b>Total Accounts Receivable</b>	500.00
<b>Other Current Assets</b>	
1450 · Prepaid Insurance Expenses	2,428.74
<b>Total Other Current Assets</b>	2,428.74
<b>Total Current Assets</b>	73,207.86
<b>Fixed Assets</b>	
1700 · Property & Equipment	
1710 · Office Equipment	8,662.81
1750 · Accumulated depreciation	-6,858.91
1700 · Property & Equipment - Other	2,777.14
<b>Total 1700 · Property &amp; Equipment</b>	4,581.04
<b>Total Fixed Assets</b>	4,581.04
<b>TOTAL ASSETS</b>	<b>77,788.90</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	589.98
<b>Total Accounts Payable</b>	589.98
<b>Credit Cards</b>	
1098 · Roundy's CC	35.54
<b>Total Credit Cards</b>	35.54
<b>Other Current Liabilities</b>	
2100 · Payroll Liabilities	
2120 · Accrued FICA	538.66
2150 · Accrued Federal Withholding	308.00
2200 · Accrued State Withholding	488.02
2300 · Accrued SUTA	14.85
<b>Total 2100 · Payroll Liabilities</b>	1,349.53
2450 · EBT - Farmers' Market	1,795.04
2500 · Amenities Payable	883.29
2650 · Flower Power Deferred Income	7,622.15
<b>Total Other Current Liabilities</b>	11,650.01
<b>Total Current Liabilities</b>	12,275.53
<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>	22,775.53

10:31 AM  
01/02/15  
Accrual Basis

**Main Street Marshfield, Inc.**  
**Balance Sheet**  
As of December 31, 2014

	<u>Dec 31, 14</u>
Equity	
3000 · General Fund Balance	62,009.64
Net Income	<u>-6,996.27</u>
Total Equity	<u>55,013.37</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>77,788.90</u></b>

12:45 PM

01/02/15

Accrual Basis

**Main Street Marshfield, Inc.**  
**Profit & Loss Prev Year Comparison**  
 January through December 2014

	Jan - Dec 14	Jan - Dec 13	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · BID	66,177.97	68,240.78	-2,062.81	-3.0%
4050 · City of Marshfield	3,194.08	15,775.00	-12,580.92	-79.8%
4100 · Downtown Donations	0.00	200.00	-200.00	-100.0%
4300 · Interest Income	86.74	109.53	-22.79	-20.8%
<b>4400 · Promotion Income</b>				
4420 · Farmer's Market	196.90	0.00	196.90	100.0%
4440 · Catch The Magic of Christmas				
4442 · Wagon/Buggy	1,224.00	1,150.00	74.00	6.4%
4444 · Reindeer & Santa Day	300.00	509.74	-209.74	-41.2%
4446 · Holiday Parade	1,400.00	1,300.00	100.00	7.7%
4447 · Hot Chocolate Run Income	5,891.00	6,047.00	-156.00	-2.6%
4448 · Misc. Christmas	0.00	500.00	-500.00	-100.0%
4449 · Christmas Tree Donations	525.00	0.00	525.00	100.0%
<b>Total 4440 · Catch The Magic of Christmas</b>	<b>9,340.00</b>	<b>9,506.74</b>	<b>-166.74</b>	<b>-1.8%</b>
4465 · Block Party Income	200.00	0.00	200.00	100.0%
4470 · Other Promotion Income	5.00	330.00	-325.00	-98.5%
4475 · PROW Income	45.00	45.00	0.00	0.0%
4480 · Puttin Around - Mini Golf	0.00	270.00	-270.00	-100.0%
<b>Total 4400 · Promotion Income</b>	<b>9,786.90</b>	<b>10,151.74</b>	<b>-364.84</b>	<b>-3.6%</b>
<b>4600 · Fundraising Income</b>				
4660 · Hub City Days Income	35,655.05	21,342.75	14,312.30	67.1%
4662 · Hub City Duathlon	0.00	400.00	-400.00	-100.0%
4667 · Block party	1,654.60	0.00	1,654.60	100.0%
4670 · Hot Time Income	2,786.00	2,747.00	39.00	1.4%
4675 · Sweets For Your Sweets	490.00	0.00	490.00	100.0%
<b>Total 4600 · Fundraising Income</b>	<b>40,585.65</b>	<b>24,489.75</b>	<b>16,095.90</b>	<b>65.7%</b>
<b>4800 · Image Event Income</b>				
4810 · Flower Power Income	80.00	600.00	-520.00	-86.7%
4814 · Flower Power Raffle Income	0.00	1,840.00	-1,840.00	-100.0%
4830 · Sidewalk Art Days	15.00	0.00	15.00	100.0%
4835 · Awards Reception/Annual Meeting	970.00	0.00	970.00	100.0%
4855 · Imagine Marshfield	0.00	5.00	-5.00	-100.0%
<b>Total 4800 · Image Event Income</b>	<b>1,065.00</b>	<b>2,445.00</b>	<b>-1,380.00</b>	<b>-56.4%</b>
<b>4950 · Organizational Income</b>				
4951 · Associate Membership Income	0.00	500.00	-500.00	-100.0%
<b>Total 4950 · Organizational Income</b>	<b>0.00</b>	<b>500.00</b>	<b>-500.00</b>	<b>-100.0%</b>
<b>Total Income</b>	<b>120,896.34</b>	<b>121,911.80</b>	<b>-1,015.46</b>	<b>-0.8%</b>
<b>Expense</b>				
<b>5000 · Advertising Expense</b>				
5052 · Fund Raising	74.00	0.00	74.00	100.0%
5054 · Promotion	300.00	0.00	300.00	100.0%
5056 · Image	65.00	574.95	-509.95	-88.7%
5057 · Web Hosting/Advertising	470.00	470.00	0.00	0.0%
5058 · Advertising-Misc. Exp	842.00	1,492.84	-650.84	-43.6%
5000 · Advertising Expense - Other	1,069.50	0.00	1,069.50	100.0%
<b>Total 5000 · Advertising Expense</b>	<b>2,820.50</b>	<b>2,537.79</b>	<b>282.71</b>	<b>11.1%</b>
<b>5100 · Fundraising Costs</b>				
5160 · Hub City Days Expenses	26,198.34	21,431.28	4,767.06	22.2%
5162 · 3 on 3 Basketball expenses	3,114.77	0.00	3,114.77	100.0%
5170 · Hot Time Expenses	719.52	755.51	-35.99	-4.8%
5175 · Fundraising Exp Misc.	330.00	0.00	330.00	100.0%
5570 · Block Party Expense	2,527.59	0.00	2,527.59	100.0%
<b>Total 5100 · Fundraising Costs</b>	<b>32,890.22</b>	<b>22,186.79</b>	<b>10,703.43</b>	<b>48.2%</b>
<b>5300 · Image Event Expense</b>				
5320 · Flower Power Expense	4,107.92	5,006.35	-898.43	-18.0%
5324 · Flower Power Raffle Expense	0.00	800.00	-800.00	-100.0%
5335 · Annual Meeting/Awards Expenses	1,019.44	1,558.46	-539.02	-34.6%
5340 · Fall Decorating Expense	0.00	264.16	-264.16	-100.0%
5360 · Imagine Marshfield Expenses	79.48	0.00	79.48	100.0%
5365 · State & State Award Meetings	50.05	13.87	36.18	260.9%
5370 · Misc. Image Expense	438.28	915.22	-476.94	-52.1%
5385 · Halloween Expenses	838.00	944.59	-106.59	-11.3%
<b>Total 5300 · Image Event Expense</b>	<b>6,533.17</b>	<b>9,502.65</b>	<b>-2,969.48</b>	<b>-31.3%</b>
<b>5500 · Promotion Expenses</b>				
5520 · Farmer's Market Expenses	154.50	39.39	115.11	292.2%
5540 · Catch the Magic of Christmas				
5542 · Wagon/Buggy	800.00	800.00	0.00	0.0%
5544 · Reindeer Day	950.00	743.20	206.80	27.8%
5546 · Holiday Parade Expenses	1,037.56	1,222.26	-184.70	-15.1%
5547 · Hot Chocolate Run Expenses	2,517.19	3,112.68	-595.49	-19.1%
5548 · Christmas Supplies	1,308.24	409.74	898.50	219.3%
5549 · Christmas Tree	800.00	0.00	800.00	100.0%
<b>Total 5540 · Catch the Magic of Christmas</b>	<b>7,412.99</b>	<b>6,287.88</b>	<b>1,125.11</b>	<b>17.9%</b>

12:45 PM

01/02/15

Accrual Basis

**Main Street Marshfield, Inc.**  
**Profit & Loss Prev Year Comparison**  
**January through December 2014**

	Jan - Dec 14	Jan - Dec 13	\$ Change	% Change
5565 · Puttin Around - Mini Golf Expen	0.00	270.71	-270.71	-100.0%
<b>Total 5500 · Promotion Expenses</b>	<b>7,567.49</b>	<b>6,597.98</b>	<b>969.51</b>	<b>14.7%</b>
<b>6000 · Organizational Expenses</b>				
6010 · Business at Breakfast Expenses	0.00	131.73	-131.73	-100.0%
6000 · Organizational Expenses - Other	23.54	31.20	-7.66	-24.6%
<b>Total 6000 · Organizational Expenses</b>	<b>23.54</b>	<b>162.93</b>	<b>-139.39</b>	<b>-85.6%</b>
<b>6500 · Design Expenses</b>				
6510 · Flash Galleries Expenses	56.42	134.33	-77.91	-58.0%
6515 · Other Design Expenses	250.00	-250.00	500.00	200.0%
<b>Total 6500 · Design Expenses</b>	<b>306.42</b>	<b>-115.67</b>	<b>422.09</b>	<b>364.9%</b>
6800 · Downtown Re-Development Proj Ex	0.00	10,000.00	-10,000.00	-100.0%
7000 · Economic Restructuring Expense	0.00	5,280.81	-5,280.81	-100.0%
7120 · Bank Service Charges	38.78	0.00	38.78	100.0%
7160 · Dues and Subscriptions	1,150.00	1,123.00	27.00	2.4%
7180 · Insurance	4,684.00	4,489.00	195.00	4.3%
7250 · Postage and Delivery	1,145.82	1,119.61	26.21	2.3%
7260 · Printing and Reproduction				
7261 · MS Newsletters	176.89	1,359.40	-1,182.51	-87.0%
7262 · MS Brochures	0.00	262.00	-262.00	-100.0%
7263 · Printing & Reproduction Other	0.00	0.00	0.00	0.0%
7260 · Printing and Reproduction - Other	0.00	28.00	-28.00	-100.0%
<b>Total 7260 · Printing and Reproduction</b>	<b>176.89</b>	<b>1,649.40</b>	<b>-1,472.51</b>	<b>-89.3%</b>
7270 · Professional Fees	1,100.00	1,050.00	50.00	4.8%
7290 · Rent	8,100.00	8,100.00	0.00	0.0%
7295 · Utility Expenses	1,102.68	1,081.32	21.36	2.0%
7300 · Equipment & Maintenance Repairs	1,858.27	2,209.21	-350.94	-15.9%
7340 · Telephone/Internet Expenses				
7341 · Telephone	924.26	934.14	-9.88	-1.1%
7342 · Internet Access	726.07	629.40	96.67	15.4%
7343 · Cell Phone	107.73	1,465.13	-757.40	-51.7%
<b>Total 7340 · Telephone/Internet Expenses</b>	<b>2,358.06</b>	<b>3,028.67</b>	<b>-670.61</b>	<b>-22.1%</b>
7350 · Travel & Education Expense				
7353 · Education Expense	952.00	369.00	583.00	158.0%
7354 · Travel Exp - Gas/Hotel/Car Rsv	438.74	2,393.73	-1,954.99	-81.7%
7355 · Mileage	278.70	530.54	-251.84	-47.5%
7357 · Meals	106.46	442.72	-336.26	-76.0%
<b>Total 7350 · Travel &amp; Education Expense</b>	<b>1,775.90</b>	<b>3,735.99</b>	<b>-1,960.09</b>	<b>-52.5%</b>
7400 · Supplies				
7420 · Computer Software/Comp Supplies	303.27	0.00	303.27	100.0%
7430 · Office Supplies	1,917.85	2,590.24	-672.39	-26.0%
7400 · Supplies - Other	161.00	0.00	161.00	100.0%
<b>Total 7400 · Supplies</b>	<b>2,382.12</b>	<b>2,590.24</b>	<b>-208.12</b>	<b>-8.0%</b>
7500 · Payroll Expenses				
7510 · Manager Salary	39,364.64	34,179.90	5,184.74	15.2%
7520 · Staff Wages	8,410.29	11,287.51	-2,877.22	-25.5%
7540 · FICA/Medicare Expense	3,654.79	3,478.25	176.54	5.1%
7560 · SUTA Expense	97.09	68.27	28.82	42.2%
<b>Total 7500 · Payroll Expenses</b>	<b>51,526.81</b>	<b>49,013.93</b>	<b>2,512.88</b>	<b>5.1%</b>
7760 · Recognition Plaques	0.00	216.90	-216.90	-100.0%
7880 · Personal Property Taxes	44.77	54.13	-9.36	-17.3%
7950 · Miscellaneous Expense	372.17	0.00	372.17	100.0%
<b>Total Expense</b>	<b>127,957.61</b>	<b>135,614.68</b>	<b>-7,657.07</b>	<b>-5.7%</b>
<b>Net Ordinary Income</b>	<b>-7,061.27</b>	<b>-13,702.88</b>	<b>6,641.61</b>	<b>48.5%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
8000 · In Kind				
8020 · In Kind - Advertising	0.00	20.00	-20.00	-100.0%
8030 · In Kind - Income	5.00	144.00	-139.00	-96.5%
8050 · In Kind Misc Income	400.00	0.00	400.00	100.0%
<b>Total 8000 · In Kind</b>	<b>405.00</b>	<b>164.00</b>	<b>241.00</b>	<b>147.0%</b>
<b>Total Other Income</b>	<b>405.00</b>	<b>164.00</b>	<b>241.00</b>	<b>147.0%</b>
<b>Other Expense</b>				
9999 · Other Expense	350.00	0.00	350.00	100.0%
<b>Total Other Expense</b>	<b>350.00</b>	<b>0.00</b>	<b>350.00</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>55.00</b>	<b>164.00</b>	<b>-109.00</b>	<b>-66.5%</b>
<b>Net Income</b>	<b>-7,006.27</b>	<b>-13,538.88</b>	<b>6,532.61</b>	<b>48.3%</b>