



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**AGENDA**  
**MEETING OF THE DOWNTOWN MARSHFIELD**  
**BUSINESS IMPROVEMENT DISTRICT BOARD**  
**8:00 A.M.**  
**WEDNESDAY, OCTOBER 15, 2014**  
**Room 108, City Hall Plaza**

1. Call to Order
2. Approval of August 20, 2014 minutes
3. Citizens comments
4. Financial update
  - a) 9/24/2014 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) Next meeting date
- 9). Items for future agendas
10. 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 August 20, 2014 Meeting**

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

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

Board Members Absent: Duane Schutz and Shelly Babcock

Others Present: Lois TeStrake, Jason Angell, Keith Strey, Angie Dieringer, Steve Barg, and Amy Krogman.

**BID14-07** Motion by Knauf, second by Koran to approve the minutes of the July 16, 2014 meeting.

**Motion carried**

**BID14-08** Motion by Knauf, second by Koran to approve the 2015 BID Operating Plan.

**Motion carried**

**BID14-09** Motion by Schreiner, second by Koran to recommend approval of Resolution 2014-46 setting the BID Assessment rate at \$1.37 per \$1,000 valuation.

**Motion carried**

Angell stated the Downtown Master Plan Public Information meeting is scheduled for September 17<sup>th</sup> from 5:30 p.m. – 7:00 p.m. at the Chestnut Center.

Next meeting date will be Wednesday, October 15<sup>th</sup> at 8 a.m.

Motion by Schreiner, second by Koran to adjourn at 8:32 a.m.

Respectfully submitted by:

Amy Krogman  
Administrative Assistant III

4:05 PM

09/24/14

Accrual Basis

**Main Street Marshfield, Inc.**  
**Profit & Loss Prev Year Comparison**  
**January 1 through September 24, 2014**

	Jan 1 - Sep 24, 14	Jan 1 - Sep 24, 13	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · BID	65,277.39	64,766.90	510.49	0.8%
4050 · City of Marshfield	0.00	8,200.00	-8,200.00	-100.0%
4100 · Downtown Donations	0.00	200.00	-200.00	-100.0%
4300 · Interest Income	68.08	77.17	-9.09	-11.8%
<b>4400 · Promotion Income</b>				
4420 · Farmer's Market	151.00	0.00	151.00	100.0%
<b>4440 · Catch The Magic of Christmas</b>				
4442 · Wagon/Buggy	200.00	200.00	0.00	0.0%
4447 · Hot Chocolate Run Income	200.00	1,500.00	-1,300.00	-86.7%
<b>Total 4440 · Catch The Magic of Christmas</b>	<b>400.00</b>	<b>1,700.00</b>	<b>-1,300.00</b>	<b>-76.5%</b>
4465 · Block Party Income	1,854.60	0.00	1,854.60	100.0%
4470 · Other Promotion Income	5.00	330.00	-325.00	-98.5%
4475 · PROW Income	40.00	45.00	-5.00	-11.1%
4480 · Puttin Around - Mini Golf	0.00	295.00	-295.00	-100.0%
<b>Total 4400 · Promotion Income</b>	<b>2,450.60</b>	<b>2,370.00</b>	<b>80.60</b>	<b>3.4%</b>
<b>4600 · Fundraising Income</b>				
4660 · Hub City Days Income	35,630.05	21,342.75	14,287.30	66.9%
4662 · Hub City Duathlon	0.00	400.00	-400.00	-100.0%
4670 · Hot Time Income	2,786.00	2,747.00	39.00	1.4%
4675 · Fundraising Income Misc.	490.00	0.00	490.00	100.0%
<b>Total 4600 · Fundraising Income</b>	<b>38,906.05</b>	<b>24,489.75</b>	<b>14,416.30</b>	<b>58.9%</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	200.00	0.00	200.00	100.0%
4855 · Imagine Marshfield	0.00	5.00	-5.00	-100.0%
<b>Total 4800 · Image Event Income</b>	<b>295.00</b>	<b>2,445.00</b>	<b>-2,150.00</b>	<b>-87.9%</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>106,997.12</b>	<b>103,048.82</b>	<b>3,948.30</b>	<b>3.8%</b>
<b>Expense</b>				
<b>5000 · Advertising Expense</b>				
5052 · Fund Raising	74.00	0.00	74.00	100.0%
5056 · Image	65.00	129.95	-64.95	-50.0%
5057 · Web Hosting/Advertising	470.00	470.00	0.00	0.0%
5058 · Advertising-Misc. Exp	592.00	1,055.00	-463.00	-43.9%
5000 · Advertising Expense - Other	908.00	0.00	908.00	100.0%
<b>Total 5000 · Advertising Expense</b>	<b>2,109.00</b>	<b>1,654.95</b>	<b>454.05</b>	<b>27.4%</b>
<b>5100 · Fundraising Costs</b>				
5160 · Hub City Days Expenses	25,598.34	21,431.28	4,167.06	19.4%
5162 · 3 on 3 Basketball expenses	3,044.77	0.00	3,044.77	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%
<b>Total 5100 · Fundraising Costs</b>	<b>29,692.63</b>	<b>22,186.79</b>	<b>7,505.84</b>	<b>33.8%</b>
<b>5300 · Image Event Expense</b>				
5320 · Flower Power Expense	3,815.42	3,961.39	-145.97	-3.7%
5324 · Flower Power Raffle Expense	0.00	800.00	-800.00	-100.0%
5335 · Annual Meeting/Awards Expenses	10.00	1,033.19	-1,023.19	-99.0%
5340 · Fall Decorating Expense	0.00	218.91	-218.91	-100.0%
5360 · Imagine Marshfield Expenses	40.48	0.00	40.48	100.0%
5365 · State & State Award Meetings	50.05	13.87	36.18	260.9%
5370 · Misc. Image Expense	387.96	749.19	-361.23	-48.2%
5385 · Halloween Expenses	48.00	0.00	48.00	100.0%
<b>Total 5300 · Image Event Expense</b>	<b>4,351.91</b>	<b>6,776.55</b>	<b>-2,424.64</b>	<b>-35.8%</b>
<b>5500 · Promotion Expenses</b>				
5520 · Farmer's Market Expenses	0.00	39.39	-39.39	-100.0%
<b>5540 · Catch the Magic of Christmas</b>				
5546 · Holiday Parade Expenses	0.00	250.00	-250.00	-100.0%
5548 · Christmas Supplies	1,160.84	0.00	1,160.84	100.0%
<b>Total 5540 · Catch the Magic of Christmas</b>	<b>1,160.84</b>	<b>250.00</b>	<b>910.84</b>	<b>364.3%</b>
5565 · Puttin Around - Mini Golf Expen	0.00	270.71	-270.71	-100.0%
5570 · Block Party Expense	2,999.54	0.00	2,999.54	100.0%
<b>Total 5500 · Promotion Expenses</b>	<b>4,160.38</b>	<b>560.10</b>	<b>3,600.28</b>	<b>642.8%</b>
<b>6000 · Organizational Expenses</b>				
6010 · Business at Breakfast Expenses	0.00	131.73	-131.73	-100.0%
6000 · Organizational Expenses - Other	0.00	31.20	-31.20	-100.0%
<b>Total 6000 · Organizational Expenses</b>	<b>0.00</b>	<b>162.93</b>	<b>-162.93</b>	<b>-100.0%</b>

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09/24/14

Accrual Basis

**Main Street Marshfield, Inc.**  
**Profit & Loss Prev Year Comparison**  
**January 1 through September 24, 2014**

	Jan 1 - Sep 24, 14	Jan 1 - Sep 24, 13	\$ Change	% Change
6500 · Design Expenses				
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>
7000 · Economic Restructuring Expense	0.00	745.78	-745.78	-100.0%
7120 · Bank Service Charges	38.78	0.00	38.78	100.0%
7160 · Dues and Subscriptions	1,062.75	814.00	248.75	30.6%
7180 · Insurance	4,684.00	4,489.00	195.00	4.3%
7250 · Postage and Delivery	1,012.06	565.29	446.77	79.0%
7260 · Printing and Reproduction				
7261 · MS Newsletters	135.94	951.58	-815.64	-85.7%
7262 · MS Brochures	0.00	262.00	-262.00	-100.0%
7263 · Printing & Reproduction Other	0.00	0.00	0.00	0.0%
<b>Total 7260 · Printing and Reproduction</b>	<b>135.94</b>	<b>1,213.58</b>	<b>-1,077.64</b>	<b>-88.8%</b>
7270 · Professional Fees	1,100.00	1,050.00	50.00	4.8%
7290 · Rent	6,075.00	6,075.00	0.00	0.0%
7295 · Utility Expenses	881.38	834.14	47.24	5.7%
7300 · Equipment & Maintenance Repairs	1,634.18	1,639.21	-5.03	-0.3%
7340 · Telephone/Internet Expenses				
7341 · Telephone	684.14	698.50	-14.36	-2.1%
7342 · Internet Access	507.28	472.05	35.23	7.5%
7343 · Cell Phone	707.73	1,137.83	-430.10	-37.8%
<b>Total 7340 · Telephone/Internet Expenses</b>	<b>1,899.15</b>	<b>2,308.38</b>	<b>-409.23</b>	<b>-17.7%</b>
7350 · Travel & Education Expense				
7353 · Education Expense	912.00	168.00	744.00	442.9%
7354 · Travel Exp - Gas/Hotel/Car Rsv	438.74	1,980.46	-1,541.72	-77.9%
7355 · Mileage	278.70	484.21	-205.51	-42.4%
7357 · Meals	106.46	362.92	-256.46	-70.7%
<b>Total 7350 · Travel &amp; Education Expense</b>	<b>1,735.90</b>	<b>2,995.59</b>	<b>-1,259.69</b>	<b>-42.1%</b>
7400 · Supplies				
7420 · Computer Software/Comp Supplies	71.18	0.00	71.18	100.0%
7430 · Office Supplies	2,299.89	2,311.45	-11.56	-0.5%
7400 · Supplies - Other	161.00	0.00	161.00	100.0%
<b>Total 7400 · Supplies</b>	<b>2,532.07</b>	<b>2,311.45</b>	<b>220.62</b>	<b>9.5%</b>
7500 · Payroll Expenses				
7510 · Manager Salary	29,672.30	24,896.85	4,775.45	19.2%
7520 · Staff Wages	5,640.54	9,923.01	-4,282.47	-43.2%
7540 · FICA/Medicare Expense	2,701.42	2,663.71	37.71	1.4%
7560 · SUTA Expense	82.24	64.58	17.66	27.4%
<b>Total 7500 · Payroll Expenses</b>	<b>38,096.50</b>	<b>37,548.15</b>	<b>548.35</b>	<b>1.5%</b>
7760 · Recognition Plaques	0.00	123.60	-123.60	-100.0%
7950 · Miscellaneous Expense	292.19	0.00	292.19	100.0%
<b>Total Expense</b>	<b>101,800.24</b>	<b>93,938.82</b>	<b>7,861.42</b>	<b>8.4%</b>
<b>Net Ordinary Income</b>	<b>5,196.88</b>	<b>9,110.00</b>	<b>-3,913.12</b>	<b>-43.0%</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	200.00	0.00	200.00	100.0%
<b>Total 8000 · In Kind</b>	<b>205.00</b>	<b>164.00</b>	<b>41.00</b>	<b>25.0%</b>
<b>Total Other Income</b>	<b>205.00</b>	<b>164.00</b>	<b>41.00</b>	<b>25.0%</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>-145.00</b>	<b>164.00</b>	<b>-309.00</b>	<b>-188.4%</b>
<b>Net Income</b>	<b>5,051.88</b>	<b>9,274.00</b>	<b>-4,222.12</b>	<b>-45.5%</b>

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09/24/14  
Accrual Basis

**Main Street Marshfield, Inc.**  
**Balance Sheet Prev Year Comparison**  
**As of September 24, 2014**

	Sep 24, 14	Sep 24, 13	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000 · BMO Harris Bank	2,594.80	3,281.86	-687.06	-20.9%
1005 · BMO Money Market Account	79,239.76	100,673.84	-21,434.08	-21.3%
1006 · State Bank	2,084.40	2,903.64	-819.24	-28.2%
1015 · Petty Cash Fund	112.94	15.80	97.14	614.8%
<b>Total Checking/Savings</b>	84,031.90	106,875.14	-22,843.24	-21.4%
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	0.00	125.00	-125.00	-100.0%
<b>Total Accounts Receivable</b>	0.00	125.00	-125.00	-100.0%
<b>Other Current Assets</b>				
1450 · Prepaid Insurance Expenses	2,428.74	2,428.74	0.00	0.0%
<b>Total Other Current Assets</b>	2,428.74	2,428.74	0.00	0.0%
<b>Total Current Assets</b>	86,460.64	109,428.88	-22,968.24	-21.0%
<b>Fixed Assets</b>				
1700 · Property & Equipment				
1710 · Office Equipment	12,365.67	8,009.76	4,355.91	54.4%
1750 · Accumulated depreciation	-7,784.63	-7,321.77	-462.86	-6.3%
<b>Total 1700 · Property &amp; Equipment</b>	4,581.04	687.99	3,893.05	565.9%
<b>Total Fixed Assets</b>	4,581.04	687.99	3,893.05	565.9%
<b>TOTAL ASSETS</b>	<b>91,041.68</b>	<b>110,116.87</b>	<b>-19,075.19</b>	<b>-17.3%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	614.69	864.30	-249.61	-28.9%
<b>Total Accounts Payable</b>	614.69	864.30	-249.61	-28.9%
<b>Credit Cards</b>				
1097 · bank state cc	68.00	0.00	68.00	100.0%
1098 · Roundy's CC	35.54	0.00	35.54	100.0%
1099 · State Bank CC	40.00	419.03	-379.03	-90.5%
<b>Total Credit Cards</b>	143.54	419.03	-275.49	-65.7%
<b>Other Current Liabilities</b>				
2100 · Payroll Liabilities				
2120 · Accrued FICA	538.10	464.42	73.68	15.9%
2150 · Accrued Federal Withholding	308.00	112.00	196.00	175.0%
2200 · Accrued State Withholding	472.57	429.55	43.02	10.0%
2300 · Accrued SUTA	28.69	3.68	25.01	679.6%
<b>Total 2100 · Payroll Liabilities</b>	1,347.36	1,009.65	337.71	33.5%
2450 · EBT - Farmers' Market	1,749.14	1,870.94	-121.80	-6.5%
2500 · Amenities Payable	2,003.29	3,008.29	-1,005.00	-33.4%
2650 · Flower Power Deferred Income	7,622.15	7,622.15	0.00	0.0%
<b>Total Other Current Liabilities</b>	12,721.94	13,511.03	-789.09	-5.8%
<b>Total Current Liabilities</b>	13,480.17	14,794.36	-1,314.19	-8.9%
<b>Long Term Liabilities</b>				
2700 · Facade Grant Reserve	7,500.00	7,500.00	0.00	0.0%
2720 · Historical Sign Reserve	3,000.00	3,000.00	0.00	0.0%
<b>Total Long Term Liabilities</b>	10,500.00	10,500.00	0.00	0.0%
<b>Total Liabilities</b>	23,980.17	25,294.36	-1,314.19	-5.2%

4:41 PM  
09/24/14  
Accrual Basis

**Main Street Marshfield, Inc.**  
**Balance Sheet Prev Year Comparison**  
**As of September 24, 2014**

	<u>Sep 24, 14</u>	<u>Sep 24, 13</u>	<u>\$ Change</u>	<u>% Change</u>
Equity				
3000 · General Fund Balance	62,009.63	75,548.51	-13,538.88	-17.9%
Net Income	5,051.88	9,274.00	-4,222.12	-45.5%
Total Equity	67,061.51	84,822.51	-17,761.00	-20.9%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>91,041.68</b>	<b>110,116.87</b>	<b>-19,075.19</b>	<b>-17.3%</b>