

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

Members Present: Tom Buttke, Pat Schreiner, Brian Hopperdietzel, Scott Koran, Al Nystrom, and Dewey Schutz

Members Absent: Carol Knauf

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

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

BID16-04 Motion by Koran, second by Hopperdietzel to approve the January 20th minutes.
Motion carried

No citizen's comments

Committee discussed 1st quarter financials. Eloranta reported that Main Street Marshfield is contributing an extra \$5,000 in the façade program due to the popularity of the program.

BID16-05 Motion by Schreiner, second by Schutz to approve the financials as presented.
Motion Carried

Marshfield Street Marshfield Update

Eloranta reported on the following:

Business calls for the last quarter.

- Several owners had expressed a concern with the 300 block and drug problems. She passed this information on to Chief Gramza.
- There will be 20 businesses staying open on Thursday evenings from Memorial Day to Labor Day.
- She and Karen Olson did a recruitment visit to Wisconsin Rapids to talk to businesses about expanding into Marshfield.

Vacancies/new businesses

- Mystic Hollow has closed
- Knights and Maidens has opened on 2nd Street where Mystic Hollow was
- Investment Concepts recently had their ribbon cutting on 4th Street.
- Dustbusters is opening 3rd Street

Promotions:

- A Leadership Marshfield group is planning a Wine Walk in the downtown area on Mother's Day weekend. Proceeds will go to United Way.
- The Summer Block Party will be held June 18th.
- Third Tuesday event has been moved to Thursdays

- Main Street will be celebrating milestone anniversaries.
- Earth Day clean-up will be held on April 22nd.
- In May, they will be painting apples for the apple walking path
- Flower Power is looking for help with the parking lots. Planters are going well. May have to look into contracting someone for the parking lots.
- Hardacre Park - once paintings are completed, there will be musicians playing on Thursday evenings. These will be scheduled from August to October (weather dependent).

Professional Development

Eloranta will be attending the national conference which will be held in Milwaukee

City of Marshfield Update

Jason Angell updated the committee on the following:

- Community Square - assembling fundraising components. One major donor interested in naming rights.
- Comprehensive Plan - Josh Miller is working on that project. Another community input meeting will be held later in the summer

Steve Barg reported on

- 2nd Street Corridor Project starting soon.
- The city bought property behind Kitchen Table area. The Omaha parking lot will be improved and expanded.
- The alley located between 5th & 6th & Chestnut & Central is being updated
- There is a team taking a comprehensive look at downtown parking.
- Next week there will be a meeting to go over the recommendations from the first impression group from Chippewa Falls.
- Discussion still going on with Gorman and Forward Financial. Working with both to finalize the offer to purchase.

Eloranta stated there were 10 applicants for the Façade Program, 7 were approved. The EDB and Main Street Marshfield put in additional funds so that more projects could be completed. She is working with some of the applicants to help improve their applications.

St. Vincent DePaul requested financial assistance from the city for their improvements, which was denied. They do wonderful work, but the council felt that this would open the door for non-profits to request money.

Update on Master Plan

Barg updated the committee as to what the city has done from the document

- 2nd Street Corridor
- Community Square
- Working with Main Street on the rear entrances
- Parking Recommendations

Eloranta updated the committee on what Main Street has done:

- 2nd Street Corridor
 - Worked with New Visions to add art installations
 - Talked about bike racks more visible.
- Update design guidelines. They are on line now.
- Recruitment - working on pop up shop in July.
- Updated the PROW with outdoor dining

Barg suggested this item remain on the agenda for a quarterly update

Nystrom asked Eloranta to bring a draft of the 2017 Operating Plan to the next meeting.

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

Motion by Koran, second by Hopperdietzel to adjourn at 8:58 a.m. **Motion carried**

Respectfully submitted,

Amy Krogman
Administrative Assistant III