

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