

**Business Improvement District Board**  
**Minutes of the April 15, 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, and Pat Schreiner

Board Members Absent: Shelly Babcock

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

**BID14-14** Motion by Buttke , second by Knauf to approve the minutes of the January 14, 2015 meeting

**Motion carried**

There were no citizen comments

**BID14-15** Motion by Knauf, second by Koran to approve the financial statements as presented.

**Motion carried**

Eloranta updated the committee on the following

- Business Visits:
  - ✓ She has been averaging 2 businesses a week. People are looking for financial assistance such as façade program or help with back alleys. Main Street ER committee is working on developing a program to help with this.
  - ✓ Still have parking issues
  - ✓ She has been working with Josh Miller with the businesses on 2<sup>nd</sup> Street to discuss the possible options for the Street
- Upcoming events:
  - ✓ 3<sup>rd</sup> Tuesday of each month during summer businesses will stay open until 7 p.m. There are 30 businesses who have agreed to stay open until 7. Farmer's Market will also run until 7 p.m.
- Recent promotions
  - ✓ Sweets for Your Sweet went well. Had approximately \$1,000 in sales.
  - ✓ Efflorescence Fashion show was a success. 72 people attended, many of which shopped the next day.
- Special Projects:
  - ✓ Putting together a coupon book to place at the hotels for downtown businesses
  - ✓ Main Street Marshfield is participating in a First Impression program with Chippewa Falls. Angie will be going to Chippewa Falls on April 20th and representatives from Chippewa Falls will be coming to Marshfield. At the next BID meeting she will update the committee on what the feedback was.
  - ✓ Block party will be held on June 19<sup>th</sup>.
  - ✓ Hub City Days in July
  - ✓ Main Street Awards reception on Friday, April 17th. Circle the Date won a state award for their store front.
  - ✓ Working on updating the design guidelines. Trying to get information on line.

- ✓ Working on getting a summer intern to work with Main Street. The intern will work with social media. Also do some tracking measures at their events.
- Professional Development:
  - ✓ Leadership Marshfield graduation on April 16<sup>th</sup>
  - ✓ Attended the National Main Street Conference in Atlanta

Jason Angel updated the committee regarding the 2<sup>nd</sup> Street Project. There are currently three different concepts being considered. There is a survey on the City's webpage for people to give their opinion. This will be discussed by the Plan Commission in May and the Board of Public Works in June. It will need to be wrapped up in June and ultimately it will be the decision of the Board of Public Works as to what option they want.

Nystrom asked the committee to think about the 2016 Operating Plan and what they would like to see included in that plan. Koran liked the idea of the back alley/façade program. Angell reported the Economic Development Board has an interest in this program as well. They are looking for a partnership in funding.

The next meeting will be held on June 17<sup>th</sup> at 8:00 a.m.

Motion by Buttke, second by Schutz to adjourn at 8:49 a.m.

Respectfully submitted by:

Amy Krogman  
Administrative Assistant III