

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 24th
 - ✓ Holiday Parade will be November 20th
 - ✓ Reindeer Day and Hot Chocolate Run will be December 13th
 - ✓ Wagon rides will be November 28th and December 19th
 - ✓ The Blodgett House Open House will be held on December 7th

- 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. 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 20th.

The next meeting will be January 14th 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