

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

Members Present: Pete Hendler, Pat Schreiner, Brian Hopperdietzel, Scott Koran, Al Nystrom, and Carol Knauf

Members Present: Dewey Schutz

Others Present: Amy Krogman, Angie Eloranta, Lois TeStrake, Jason Angell, Al Michalski (left at 8:30 a.m.), Steve Barg, Chris Jockheck, and Ron Dickrell (left at 8:30 a.m.)

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

Brian Hopperdietzel was introduced as a new member.

BID16-01 Motion by Koran, 2nd by Knauf to approve the August 19th minutes. **Motion carried**

No citizen's comments

Ron Dickrell, Al Michalski, and Jason Angell gave a presentation on the Community Square in the 200 block of downtown. Discussion was held regarding funding, how this project fits into the Downtown Master Plan, and how this is going to affect the parking downtown

BID16-02 Motion by Knauf, 2nd by Koran to have Al Nystrom write a letter of support to the Common Council. **Motion Carried**

Committee discussed 2015 financials.

BID16-03 Motion by Schreiner, 2nd by Hopperdietzel to approve the financials as presented. **Motion Carried**

Main Street Marshfield Update:

Angie Eloranta reported on business calls for the last quarter. She has been meeting with the new businesses. Retail businesses have been talking about working together to market their businesses and coordinating hours of operation.

Past events:

- Trick or Treating went over really well. Rogers Cinema had over 1,000 people. Next year they will look at getting crossing guards during trick or treating.
- Holiday Parade had 40 floats. Raised \$4,000 for sponsorship.
- Wagon rides didn't have as many people. This will be looked at for 2016.
- Reindeer Day was great, had 250 kids.
- Destination downtown for retail businesses. For every \$5 that was spent they got their name in a drawing if they turned in their receipts. 50 people turned in receipts.
- Main Street State annual meeting will be held in Marshfield in April.

- Façade program is up and running. Applications are coming in.
- Popup shops went over well. One business is interested in opening a business downtown.
- Design guidelines have been updated.
- Thursday is coffee on Main Street. This month it's "Coffee with a cop" at 8:30 a.m. at the Daily Grind.

City of Marshfield Update

Jason Angell updated the committee on the following:

- Public input on comp plan was on Saturday. It was well attended and there was some good discussion
- The sale of City Hall is being worked on. Council did interviews and decided to go with Gorman Company. Council will be looking at offer of purchase at a special council meeting on Thursday, January 21st.

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

Items for future agenda:

Downtown Master Plan
Operating Plan

Motion by Hopperdietzel, 2nd by Pat to adjourn at 8:58 a.m. **Motion carried**

Respectfully submitted,

Amy Krogman
Administrative Assistant III