

**BUSINESS IMPROVEMENT DISTRICT BOARD**  
**Minutes of Wednesday, October 19, 2016 meeting**

Members Present: Carol Knauf, Pat Schreiner, Scott Koran, Brian Hopperdietzel, and Dewey Schutz and Tom Buttke

Members Absent: Al Nystrom

Others Present: Amy Krogman, Angie Eloranta, Ann Dieringer, Erin Howard,

Meeting called to order at 8:00 a.m. by Vice Chair Scott Koran

**BID16-10** Motion by Knauf, second by Schutz to accept the minutes of the July 20, 2016 and August 24, 2016 meetings. **Motion carried**

**BID16-01** Motion by Schreiner, second by Knauf to approve the financial statement as presented.

**Motion carried**

*Marshfield Street Marshfield Update*

Eloranta reported on the following:

Business calls for the last quarter.

- Businesses tried having extended hours on the same day. Some did well; some did not continue to stay open.
- Eloranta has been meeting with the new businesses.
- Looking at developing a block captain concept to stay involved with MSM

Board Changes:

- Lois TeStrake, Tom Henseler, Nick Arnoldy, Cindy Cole, and Scott Koran finished their terms
- New members are Ann Dieringer, Brian Sauer, Rhonda Urlaub, Jeanie Klinke, and Danielle Krohn

Promotion:

- Fall block party went well
- Annual awards banquet had 70 attendees
- Downtown trick or treating will be held October 28<sup>th</sup>. 4 or 5 crossing guards will be on Central Ave.
- Holiday Open House and Wine Walk will be held November 4 and 5
- Holiday parade will be November 17<sup>th</sup>
- Reindeer Day and Hot Chocolate Run will be December 10<sup>th</sup>

Vacancies/new businesses

- Spring Green Floral is moving to the corner of 2<sup>nd</sup> and Central
- Fairway Mortgage is moving into Iggy Auction House. Eventually they are expected to have 50 employees.

*City of Marshfield Update*

Jason Angell report on:

- He was asked to speak to the LaCrosse Main Street regarding our façade program; this is the 4<sup>th</sup> community that has asked him to speak regarding the program.
- Parking Committee will be meeting in November or December and then bringing recommendations to the MSM Board and Common Council
- Downtown Master Plan - 2<sup>nd</sup> Street is open.
- 200 Block Plaza - fundraising has begun. MSM has committed \$10,000 for demo and \$10,000 towards development. Council approved the hiring of SEH to put together the final plans.

Next meeting date will be Wednesday, January 18<sup>th</sup> at 8:00 a.m.

Motion by Hopperdietzel, second by Knauf to adjourn at 8:45 a.m. **Motion carried**

Respectfully submitted,

Amy Krogman  
Administrative Assistant III