Business Improvement District Board
Minutes of the July 28, 2010 Meeting

Meeting called to order by Chairman Bill Mitten at 4:00 p.m. in the Room 108, main floor, City Hall Plaza Building, 630 S. Central Avenue.

Board Members Present: Bill Mitten, Alderman Dave LaFontaine, Pat Schreiner, Shelby Weister, Charles Rentmeester, Bill Mueller, and Al Nystrom

Others Present: Jason Angell, Director of Planning and Economic Development; Main Street Marshfield Representatives: Tom Henseler, Seth Koenig, Denise Sonnemann-Main Street Marshfield Executive Director, and Becky Binder

Denise Sonnemann, Main Street Marshfield Executive Director, gave a summary of the events that Main Street Marshfield has done and what Main Street is planning on doing. She reviewed the Main Street Marshfield 2011 operating plan.

There was discussion about potential businesses possibly coming to the downtown. Main Street Marshfield is continuing to follow-up on these potential business interests.

Jason Angell, Director of Planning and Economic Development, presented a request to increase the BID tax to contribute $25,000 to the Downtown Façade Improvement Program.

Jason Angell discussed that The City of Marshfield will not be the sole funding source for the Facade Program in years to come. The Façade Program assists Façade funding to downtown buildings from Veterans to 6th Street. There has been interest in the Façade Program from businesses that aren't in the assigned parameters, but that are still in the BID. So a possible suggestion would be to expand the Façade Program to cover the whole BID if there was approval to increase the BID tax. The BID Tax would be increased by 53 cents making the BID Tax $2.04.

Motion by Weister, Second by Schreiner to not approve the BID tax increase for a contribution of $25,000 to the Downtown Façade Improvement Program.

Motioned carried 6-1.

Motion by LaFontaine, Second by Nystrom to accept the 2011 Operating Plan for the Downtown Marshfield Business Improvement District

All ayes, motion carried.

Motion by Weister, Second by Mueller to adjourn at 4:30 p.m.

All ayes, motion carried.

Respectfully submitted by:

Becky Binder
Administrative Assistant at Main Street Marshfield