

**Business Improvement District Board**  
**Minutes of the January 15, 2014**

Meeting called to order by Chairman Al Nystrom, at 8:00 am in Room 108 of City Hall.

Board Members Present: Scott Koran, Duane Schutz, Al Nystrom, Shelly Babcock, Pat Schreiner, and Carol Knauf

Board Members Absent: Rebecca Spiros

Others Present: Denise Sonnemann, Lois TeStrake, Jason Angell, Steve Barg, Keith Strey, Tony Abney, Tom Henseler, and Amy Krogman

Tom Henseler announced that Denise Sonnemann has resigned as the Main Street Director as of January 24<sup>th</sup>.

**BID14-01** Motion by Koran, 2<sup>nd</sup> by Schutz to approve the minutes of the August 28, 2013 meeting.

**Motion carried**

The committee discussed Main Street Marshfield financial statements and their 2014 budget. The budget shows \$10,000 for a Master Plan and \$10,000 for the Façade Program. This should not be included in the budget. The payment from the City of Marshfield has been reduced by \$20,000 to fund those two projects.

Sonnemann reported on the business calls from the 4<sup>th</sup> quarter. Businesses are very busy the 4<sup>th</sup> quarter so talking to the owners is difficult. Businesses have felt they had a better 4<sup>th</sup> quarter than in the past.

Sonnemann did meet with John Bauer from Associated Bank. He stated he likes what Main Street Marshfield does, but would like to know what vacant property is available

Sonnemann also reported on the recent or planned promotional events. She stated the Hot Chocolate Run was a success and thanked the City of Marshfield for getting the course cleaned that morning. The parade was well attended, even with the cold weather. There were 590 kids participating in trick or treating. They are working on the details of a Valentine promotion.

New businesses include:

- Mystic Hallow
- My oh My Boutique
- 2 ½ Cups Cupcakery and Bakery
- Anytime Fitness

Angell updated the committee on the Façade program. Postcards were sent out to all property owners with a January 2<sup>nd</sup> application deadline. Two applications were received

and both were approved. These two exceeded the \$55,000 budget the program had. The Economic Development Board may allocate additional money. They will look at applications on a case by case basis.

Angell also reported on the News Herald and Professional Building properties. The City took ownership on December 23th. Plan is to demolish both buildings. The tank on the News Herald building has been closed and cleared by the DNR. Ads are running for proposals for redevelopment of the News Herald building. The Professional Building will be additional parking.

Next meeting date will be April 16, 2014.

Motion by Babcock, 2<sup>nd</sup> by Schreiner to adjourn at 8:35 a.m.

**Motion carried**

Respectfully submitted by:

Amy Krogman  
Administrative Assistant III