

## **BUSINESS IMPROVEMENT DISTRICT BOARD**

Time and Place: January 31, 2012 at 8:00 a.m. Birch Room City Hall  
Members Present: Brooks, Nakhla, Campbell, Craig, Groat, Sturm  
Others Present: Follendorf,

In accordance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and copy sent to the Daily Herald in the proper manner.

Chairperson Brooks called the meeting to order at 8:00 a.m.

Chairperson Brooks welcomed Campbell and provided a brief overview.

### **1. Approve Minutes from July 26, 2011 and October 25, 2011**

Motion by Nakhla, second by Sturm to approve the minutes. Motion carried.

### **2. Main Street Committee Updates**

Follendorf indicated members reported a good holiday season with the majority meeting sales goals.

Follendorf reported that a membership gathering was held in November. The meeting offered members an opportunity to socialize and discuss common issues. Police representatives attended and discussed safety issues.

Follendorf stated that the promotions committee rolled out TV, radio and print material for the holiday season. The new web site provides a complementary design. Follendorf distributed a new marketing brochure. The brochure promotes the district and drives consumers to the web site. The print material will be distributed to businesses, newcomer packets and via the CVB guide racks. The refreshed image was created by Creative Communications.

The Design Committee sign grant program approved five grants providing \$2,200 in assistance. They are currently working with design specialists for the near west side. The committee will also examine wayfinding in the downtown. Many partners will be included in the wayfinding initiative including the CVB, city and downtown members.

Follendorf reported that 2012 will provide regular member networking opportunities. She also stated that she is meeting regularly with tourism partners.

Follendorf reported on the ED committee programs: the Property Improvement Grant Program and the Operational Studies program. Both projects work to help businesses excel.

Sturm suggested Follendorf send the BID members copies of the Main Street minutes. This will keep the board connected to the Districts progress on a monthly basis.

Brooks indicated that the Board has two vacancies. Possible board members include representatives from Evolutions, East Bay, Janke Bookstore and McClellan Place. Members volunteered to contact prospective board members.

Motion by Craig, second by Sturm to adjourn. Meeting Adjourned at 8:50AM.