

***Business Improvement District***  
Board of Directors Meeting Notice  
Birch Room, City Hall  
Monday, August 10, 2015  
8:00am

BID Board Meeting 8/10/15

1. Call to Order
  - a. 8:07am by Mark Goffin
2. Welcome and Intros
3. Review and Approval of April Minutes
  - a. Tabled until next meeting
4. Discuss 2016 Work Plans and Budget
  - a. Real Estate open house needed?
  - b. Wausau Events sponsorships – needed?
  - c. Downtown Dining Week – restaurants contribute
    - i. Media sponsorship
  - d. Customer Satisfaction Survey
    - i. Customer Service training (Chamber program)
    - ii. Coordinate with Chamber and CVB
  - e. Design committee
    - i. Reduce sign grant to \$2000
  - f. Econ Dev
    - i. Market Profile
    - ii. Annual Real Estate Open house eliminated
    - iii. Prop improvement grant
    - iv. Trainings
      1. Brad Anderson with City Grill for customer retention
    - v. New total budget of 2200
  - g. Org
    - i. No money towards recruit, orient, train new board members
    - ii. No money towards Customer Satisfaction Survey
    - iii. Look into Cricket for phone service
    - iv. Look into leasing office space in CVB or Chamber
      1. Staying mission focused, confusion when combining orgs
      2. Bring closer to CVB staff
  - h. Promotion
    - i.
      - i. Motion to approve recommendations to go to Main Street totaling 9800 in savings
        - i. Approved motion carries
5. Wausau River District Updates
  - a. Started FORD Program

- b. Started quarterly business training program in May
  - c. Started quarterly neighborhood meetings in June, another being scheduled in September
  - d. Contracted with Adrenalign for updated kiosk maps
  - e. First Thursdays started, good business feedback
  - f. Sidewalk Sales was largely most successful in 15+ years
  - g. To date, 2015 property investments are about \$10 million, well above \$6.2 million/year average
  - h. West Side pride fix-up day/week in planning
  - i. Hazel Home moved out, Violet Loft moved in
  - j. Mentor Martial Arts moved out to expand, bought new facility
  - k. Regular presentations to local groups, 3 or 4 since April meeting
  - l. Holiday Lights Committee moving along
  - m. Parking Study implementation group identified long and short-term goals
  - n. Working with Wausau EGL students to help with social media implementation
6. Review BID Agreement and BID Responsibilities
- a. Tabled until next meeting – NEED handouts and amendments
7. Discussion on Restructuring Future BID meeting dates
- a. Tabled until next meeting – hinges on full understanding of what the BID Board does, today was great for that production
8. Other Discussion
- a. Susan G. Komen run
    - i. Breakfast meeting in May to let them know summer schedule and plan summer promotions
    - ii. Plan draw numbers for businesses and let them know hours of events
  - b. Sunday openings
9. Adjourn
- a. 9:23am adjourn