

Business Improvement District
Board of Directors Meeting Notice
Birch Room, City Hall
October 15, 2015
8:00am

- I. Call to Order
 - a. 8:29am by Goffin
- II. Welcome and Introductions
 - a. Mark Craig, Maryann Groat, Alfred Nakhla, Mark Goffin, Deb Rice, Elizabeth Field, Terry Sturm in attendance, Rick Clements voted by phone
- III. Review and Approval of August Minutes
 - a. Still need to approve April 2015 Minutes
 - b. Motion by Craig, second by Groat, approved 6-0 (Sturm not present).
- IV. Discussion and approval 2016 Work Plans and Budget
 - a. Discussion on “vertical” (event-based) vs. “horizontal” (community/organization-based) sponsorships
 - b. Nakhla moved to approve vertical sponsorship budget, Rice seconded, approved 6-0 (Sturm was not present).
- V. Wausau River District Updates
 - a. Kiosk maps are in progress, waiting on 4 checks. Brochures have been requested, businesses can buy very discounted advertising to help cover some costs
 - b. New businesses in district: J. Gumbo’s and Violet Loft, Bridal Bug
 - c. To date, over doubled average private reinvestment (\$14+ million in 2015, \$6.5 million average)
 - i. Schierl broke ground in August, c-store to be completed by end of December, apartments by end of April
 - d. River District businesses will be participating in 2017 Ginseng Festival (featuring items made with Wisconsin ginseng), waiting on commitment forms from CVB

- e. Parking kiosks to be installed in 2016 on east side of River District, 8 hr time limit on west side and striping in conjunction with reconstruction project (set to go when snow melts in 2016)
 - i. West Side Pride group but-in to the project and clean up dates
- f. 2 sign grants funded this year so far (319 Gallery and Bistro and Apex Fitness (former Salon, Spa, and Fitness Studio)) and Northwoods Goldsmith to review today
- g. Looking into office space in City Square (would save \$4,000+/yr) – current office space is what is budgeted
- h. Social Media Training series continued in September, another scheduled in December
 - i. We also have 2 EGL interns to help with social media for River District businesses
- i. Friend of the River District program has been successful: Leigh Yawkey Woodson Art Museum and application to review from Lil Ole Winemaker, Thrive a possibility
 - i. Craig suggested a WDH story on this for positive press and to boost participation
- j. Received \$13,000 grant from Dudley Foundation for holiday lights
 - i. 12/4 Lighting of the East River District in conjunction with Holiday Parade
 - ii. Rice has volunteers and needs dates for set-up
 - iii. Craig needs to get in touch with Rick for building attachments
- k. Christmas on First Open House November 7 and 8 – flags purchased this year
- l. Small Business Saturday planned for 11/28 to include coloring for children and selfie contest for adults
- m. Wrapped up First Thursdays in October – successful event even with small draw. Events like this take 2-9 years to gain traction depending on community and we almost doubled expected participation in first year.

- n. 2016 Work Plans in progress include Downtown Employee Appreciation Week (committee recruited), Downtown Dining Week (restaurants are in, talking with Tyler Vogt about logistics), Open Streets, and potentially Pints and Parking Lots fundraiser to benefit Wausau River District and Safe Ride program
- VI. Review BID Agreement and BID Board Responsibilities
 - a. Tabled for time to January meeting
- VII. Discussion on Restructuring Future BID Meeting Dates
 - a. Tabled for time to January meeting
- VIII. Adjourn
 - a. Goffin adjourned at 9:10am

IMPORTANT: SIX (6) MEMBERS NEEDED FOR A QUORUM: if you are unable to attend the meeting, please notify Elizabeth Field by calling 715-297-1829 or via email Elizabeth@WausauRiverDistrict.org