

Business Improvement District
Board of Directors Meeting Notice
Birch Room, City Hall
Friday, January 22, 2016
8:00am

Agenda

Call to Order 8:05am Goffin

Welcome and Introductions

Mark Goffin, Terradea, Main Street/River District

Terry Sturm, Zeigler Financial Management, Wausau Events, Main Street/River District

McKinley Lenz, EGL senior, River District intern

Jim Tipple, Mayor, City of Wausau

Maryann Groat, Finance Director City of Wausau

Ryan True, Wisconsin Woodchucks

Alfred Nahkla, Associated Bank

Mark Craig, Compass Properties

Review and Approval of April 2015 and October 2015 Minutes

April minutes: Sturm moved to approve, Groat seconded, motion carries

October minutes: Nahkla moved to approve, Groat seconded, motion carries

Wausau River District Updates

Promotion:

- Committee structure update: Committee has been broken down in to project-based teams to increase involvement and decrease number of meetings. So far small response but going well. Each event has own dedicated committee, largely through people outside original Promotions Committee. (This is a suggested best practice for Main Street programs, we were planning implementation before the suggestion came out.)
- Holiday Lights – Hung for the first time in 40 years, couldn't have been done without Compass Properties, Wausau Canvas, Hi-Lo, \$13,000 grant from Dudley Foundation a. Questions about use for the organizations and events, need to discuss further
- Christmas on First Open House (2016 dates TBD)
- Small Business Saturday – selfie contest an coloring activity. Selfie contest was small but well-received, coloring not used, next on 11/26/16

- Downtown Employee Appreciation Week in planning for June 13-17 – plans include yoga on the roof, 5:01 Cocktail party at the Grand, Woodchucks game, Office games, Wausau’s Largest Coffee Break, lunch specials, and more
- Downtown Wausau Dining Week in planning for April 25-29 – Malarkey’s/Townies, City Grill, Polito’s, Peking, J. Gumbo’s, Jalapeno’s, Mint, Back When, 319, all on board (waiting to hear from/get in contact with Mandarin, Chang Garden, Chatterbox) – website created, Tyler Vogt is working on logo
 - a. JSI
- Open Streets Wausau, which would highlight the health benefits of alternative transportation and celebrate the reimagination of our streets, in planning for June 5
- First Thursdays – Director hired, sponsorships being sought, shift in direction towards night market, away from families towards young adults and empty nesters for 2016
 - a. Get list from Lindsey
 - b. High School bands - Brad Peck
 - c. Other music acts?
- Downtown Open House, celebrating architectural, social, and cultural heritage and history of downtown Wausau, including tours of historic downtown spaces, in planning for May 14
- Sidewalk Sales July 7-10
- Website update: emailed Michael 2 weeks ago, am waiting to hear back.

Economic Development:

- Wausau Club – WDEC grant submitted in November
- Mall – vote in late February, collecting LOS’s
 - a. Committee of the Whole Feb. 2 packets
- West Side Reconstruction – due to high estimates 2nd Ave. to be done in 2016, Clark Street in 2017
 - a. Stewart Ave in May 2016
 - b. McKinley Retour
- Social Media Trainings continue to be well-received and well-attended, last on 1/7; looking at changing direction moving forward towards Roundtables to facilitate sharing of best practices where most of the best conversation happens anyway.
- Possible opportunity to work with CVB on area-wide market study
- Parking meters slated to be updated in 2016: electronic kiosks on east side, 8 hour parking with new striping on west side
 - a. Maryanne will be working on RFP in February
 - b. 15 minutes stalls will remain
- Business Changes, Updates, and Moves:
 - a. City Square Offices received million dollar renovation
 - b. Washington Square: Wausau Health Services and Judicare space (4k to 8k square feet) 5am-12pm, mostly counseling services; functioning in space by mid-April
 - c. Depot building owned by Billy Moy, leased by Compass through August, looking at buying

- d. CoVantage building complete on west side
- e. Schierl Tire – Store done, apartments set to be done in summer
 - i. What's the second floor?
- f. Riverfront update: Frantz won the bid
- g. Resurrection Parrish being torn down
- h. Foster building demolition
- i. City Grill improvements
- j. CVA moved to Washington Square while their building is being improved
 - i. 1500 customers in a month, used to be an annual number
- k. Brooklyn Taste left for Stevens Point citing market issues
- l. Clay Corner left for Rib Mountain citing parking and space issues (3200 square feet with access to back alley)
 - i. Latitude in Rhinelander as a possibility
- m. Compass is looking at adding some apartments on 3rd St. – want to start on apartments
- n. Downtown Grocery building rebuild expense is much higher than insurance
- ED cold call letters

Design:

- New Committee structure: like Promotions, went away from large group meeting so smaller, project-based meetings to decrease the number of meetings and increase productivity. This group has had a slow start
- Kiosks and brochures are being worked on – Adrenalign should be near done. We are waiting on some sponsorships and ads to completely cover our printing costs
- Sign Ordinance Task Force is still being worked on
 - a. Bill Hebert is drafting some new language
- Sign grant review team: not as many sign grant requests as in the past so funding decreased for 2016. (2 awarded in 2015: 319 Gallery and Bistro, and Apex Fitness; Northwoods Goldsmith applied and was awarded sign grant, but decided not to move forward with it)
- Mural interest resurfaced so that group has been absorbed in to Community Arts team
- Downtown Open House will also work towards accomplishing Design group goal of historic preservation

Organization:

- River report is again being sent in a timely manner (new format)
- Neighborhood meetings are scheduled for each quarter – first of 2016 was yesterday, we talked about homelessness and mental health problems, concerns over drug trafficking and methadone clinic move. Remaining meetings are scheduled in April, July, and October
- New Communications intern, Kenzie Kuivanen, will be writing articles and press releases for us for each event
- EGL interns specializing in social media, photography, and public administration have been with us since May and are through June. More are interested.

- First Impressions visit with Monroe 1/19 went well and was very informative, not just for the program, but in thinking of what we can bring back to or work more on in Wausau
- Friend of the River District Program is going very well, much better than expected. Two new FORDs since our last meeting” Lil Ole Winemaker and Marathon County Historical Society
- We have provided and been requested to provide several LOS’s for developments including Schierl, Riverfront, and Badger Lofts – first two have been provided, consideration on Badger Lofts
- Main Street Award nominations submitted this year include Mark Craig for work on Holiday Lights, Paula Voss as Volunteer of the Year, Phil Valitchka for Main Street Hall of Fame, and First Thursdays for Best Special Event
- Sponsorship update: This is a unique year in that it’s the first time WRD has had to operate on a balanced budget without counting on and budgeting in reserves, leaving a \$30,000 shortfall. We’ve opened up sponsorship on all activities and have some written agreements (also new in 2016) coming in, but several more verbal commitments to follow up on.

Community involvement:

- Exit Realty coffee hour
- Women’s Leadership conference
- YP Wee cross promotion with Downtown Wausau Dining Week
- BNI attended
- In February, will attend West Side Business Association
- West Side Pride involvement

Other Business

- Resolution of Plan Commission – this is to understand the background of the BID and how the outcome affected Main Street; reflection on the how and why of our existence
 - a. Make sure that a copy gets to Deb, Rick, and others who are not present
 - b. Review to come away with greater understanding and appreciation of what the BID does for the area.

Adjourn 9:13am Goffin

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