

**BID Board**  
**Revitalization Committee Meeting**  
**January 22<sup>nd</sup> 2018**  
**5:00pm**  
**City Hall**

- 1. Call to order:** Meeting was called to order by Mike Olson at 5:00
- 2. Roll Call:** Jared Arn; Doug Pinnow; Mike Olson; Lisa Huntington; Nancy Sutherland; John Meichtry and Patti Reavis.
- 3. Approve Previous Minutes:** Previously reviewed; Patti Reavis motioned to approve and John Meichtry seconded; motion carried.
- 4. Public Appearances:** Ryan Broege/Editor of the Independent Register and Victoria Solomon from UW Extension Green County.
- 5. Comments/Questions:** Nancy Sutherland wanted formal financial commitment towards the flowers in Veteran's Park. Will be added to the Agenda for February's meeting.
- 6. Treasurer's Report:** Balance of \$16,386.40; all bills are paid. Motion by Jared Arn to approve the report, seconded by Patti Reavis, motion carried.
- 7. Bill Ryan, Community Business Development Specialist and Chuck Law, Community Planning & Design Specialist both from UW Extension:**
- Discussion regarding their roles within the University system and what services/skills they can offer to encourage new businesses/store front improvements to the downtown area. Bill Ryan is the data side and could do a formal analysis report to include market studies to help us determine what business make sense and how to promote Brodhead personalized to their business. Chuck Law is the creative or planning/design side of the analysis. He could offer insights on how to find the right fit for the locations and how to market to encourage them to bring their business to Brodhead. They offer a full analysis for a fee but also are open to sharing insights with local area communities of similar size and what has been working for them at no cost.
- Discussed participation in the "First Impressions" program and how we move forward with getting partnered with another community of similar size to work with. Victoria Soloman will send us the Links to this program and the additional resources Chuck Law and Bill Ryan had referenced.
- Question on if it would be possible to coordinate the market studies they offer with the UniverCity program we have applied for? Will have to research further and first determine if Brodhead was even chosen by the UniverCity to participate and if so then determine what studies we would want. Victoria Soloman will research further and contact Mike Olson.
- 8. Destination Street Signs** Tabled until the Spring.
- 9. Entrance Signs/no maintenance:** Mike Olson received quote from Tim Seichter to build out and wrap with aluminum for \$1500.00/he will also get a quote for a plaster option to compare.
- 10. Concerts schedule 1<sup>st</sup> Brigade Band:** Removed from the agenda/scratched for this year
- 11. Christmas Decorations:** Follow up at August meeting; inventory of decorations, where to store and if upgrades are necessary or bulbs need replaced? Will consider paying for a designated outlet upgrade at the pharmacy if they would agree.
- 12. BID Boundaries:** Reviewed notes from the City Attorney, determined based on first requirement being an outside commercial property owner has to petition to be included. Since that is not likely to occur removed from the agenda.
- 13. Pedestrian crossing upgrades to 1<sup>st</sup> Center Avenue:** Mike Olson is still waiting to hear back from Rich Vogel.
- 14. BID Facebook Page:** Discussion to create a Facebook page for BID promoting what our objectives are and what do for the Downtown district. Will add it to the agenda monthly to ensure it is kept up to date.
- 15. Bills:** None at this time.
- 16. Adjourn:** Motion to adjourn at 6:35 by John Meichtry and seconded by Jared Arn; motion carried.