

**Brodhead B.I.D. Board
Revitalization Committee
Chamber of Commerce
Economic Development
Special Meeting
January 15, 2015 – City Hall
6:30 pm**

Jerry Elmer called the informal meeting to order. Lon Lederman had knee surgery and was unable to run the meeting. Jerry asked for a motion to approve the agenda. John B made a motion to approve Linda seconded, motion carried.

17 people were in attendance

Hometown Program: Ed from E L Wendland & Associates talked about the Hometown Program. Ed is from Watertown and works with his daughter, Sharon and 4 other people. We all received some paperwork on the Hometown Programs. He is a small town business owner, who opens new retail stores in towns of around 6,000 people. His opinion was that Brodhead is doing good compared to other towns our size. People are inclined to work together in smaller towns. Competition is tough in today's world. In order to be a successful town, you must do the following:

1. Create a theme for your town
2. Have a major attraction for name recognition
3. Market the town
4. Build existing retail businesses

He suggested an 8 person board that he would work with. He suggests no negative people should be on the board. You should have a purpose for what you want to do. Questions for the board would be:

What are you looking for?

What is your anchor?

He was vague on what the cost of the program for our town, but did say that he starts around \$10,000.00. He would create the environment and gives us the tools, information and knowledge to be a successful town.

He mentioned that he has worked with Princeton, Menomonee Falls, Baraboo and West Allis. It was thought that checking with these towns would give us a better feel for the program.

Partner updates:

BID Board has purchased new Christmas wreathes for downtown. The old ones are for sale. They are also working on updating the bandstand area and new landscaping where the summer concerts are held.

Economic Development is looking to partner with the high school for senior projects. The school would need a list of projects by April of any given year. Signage is another project.

New Business:

Green County Development update: There is a training meeting ED101 on January 26, 2015 at the library for local elected officials. What economic development is and why it is important to a community.

Pearl Island: The toilet is in and the shelter house is done. A report of the cost estimates and labor will be presented to the city council and the DNR. This report will be posted at City Hall. The second gala for the Pearl Island project is February 7, 2015. The Pearl Island Project now has a Facebook page.

Old Business:

SWAG: The time has come and gone and we still have no response.

It was thought that we should meet quarterly instead of 2 times a year. The next meeting is scheduled for April 27, 2015 at City Hall.

Jerry adjourned the meeting at 8:15 pm.

Respectfully submitted,

Linda Deegan-Adams
BID Secretary