

BID Board
Revitalization Committee Meeting
June 25th, 2018
5:00pm
City Hall

- 1. Call to order:** Meeting was called to order by Mike Olson at 5:02
- 2. Roll Call:** Nancy Sutherland, Jared Arn, Mike Olson, Patti Reavis, Doug Pinnow and Lisa Huntington.
- 3. Approve Previous Minutes:** Nancy Sutherland was not in attendance for May's meeting and was named in error. Jared Arn motioned to approve and Mike Olson seconded; motion carried.
- 4. Public Appearances:** None
- 5. Comments/Questions:** Doug Pinnow brought attention to a dead tree in Tinker's Garden; we will look into having it replaced, also discussed the Concert's in the Park and issue with the current heat, especially on stage. Discussion regarding adding trees to provide future shade or running electricity to the current band stand area to offer other cooling options. Will research further.
- 6. Treasurer's Report:** Balance of \$26,953.36; Motion by Patti Reavis to approve -seconded by Jared Arn, motion carried.
- 7. Pedestrian crossing upgrades to 1st Center Ave- Update:** Signs are ordered and approved by the city.
- 8. UW-Extension Market Analysis & First Impressions Survey** – Rich Vogel, President of the Chamber of Commerce is in the process of putting together a study group to work with the University Wisconsin Extension Program. University kickoff is scheduled for 8/21/2018 from 4-7pm at Monroe High School.
- 9. Destination street signs:** Mike Olson brought up that with the new crosswalk signs being put in place that could very well change where we want placement of future signage. It will be more feasible to break the map down into sections and attempt to work through each section individually. We can at least make progress moving forward this way.
- 10. Entrance Signs/maintenance:** Mike Olson received the proposal/maintenance agreement back from Brodhead Sign Company. This will include all 4 signs; 2 on each end of town. The "Brodhead" signs require rebuilding of the wooden collars with weather resistant decking material; scraping and painting to make signs "like new" again; rebuilding of the "coming events" section of the signage completely replacing this part with aluminum and PVC to be relatively maintenance free. Community Organization sign doesn't need as much maintenance; mostly scraping and painting. – \$850 per Brodhead sign; (x2) \$480 per Coming events (x2) and the Community Organization sign \$200 (x2) for a total of \$3060.00 – A maintenance agreement to include all signs was proposed at \$550.00 annual premium. Patti Reavis motioned to approve the payment of up to \$3060.00 to update and repair/replace all signage in the proposal and to also move forward with the Maintenance agreement to eliminate the need for such significant repairs in the future, seconded by Jared Arn – Motion carried.
- 11. Downtown flowers:** Remove from the agenda.
- 12. Open Board Seat:** Discussion regarding possible prospects looking to fill John Meichtry's vacated position.
- 13. Concerts in the Park:** Have been very well received this year. Nancy Sutherland's decision to advertise for the concerts this year has really increased attendance and is bringing more visitors for the event.
- 13. Bills:** Billing from Ahrens Acres for \$1255.00 for flowers/barrels and hanging baskets; Motion by Patti Reavis and seconded by Mike Olson to approve payment. – Motion carried.
- 14. Future Agenda Items – Discussion/Action:**
 - a. Shaping trees – July – Rich reached out to Whitney's, waiting to hear back.
 - b. Christmas Decorations - August
 - c. Building inventory – Fall; Get tax parcel info for the district.
- 15. Adjourn:** Motion to adjourn at 5:35 by Mike Olson and seconded by Patti Reavis; motion carried.