

**BID COMMITTEE
JANUARY 23,2019**

Attending: Jesse DeFosse; BID	Mayor Ed Wojnicz
Kevin Ricks; BID	Chris Tollaksen; Public Works
Justin Draper; BID	Phil Helley
Tara Anchor; BID	Jim Decker
Adam Makowski; BID	Allison Schultz
Dan Gavinski; BID	Jenna Loda Eddy
Kyler Royston; BID	
Mark Sweet; BID	

Meeting called to order by Vice Chairman Jesse DeFosse.

Motion to approve December 12 minutes made by Tara Anchor. Second by Kevin Ricks. Approved.

ON-LINE MARKETING: Adam Makowski will chair a new working group which will forward recommendations for a marketing strategy for a BID presence on-line utilizing social media. Tara Anchor will also serve on the working group. Funds are in the 2019 budget designated for on-line marketing. Suggestion was made that due to the potential time involved with designing and managing content, a person with specific experience relative to social media be found to help guide this project. The working group will search for the right individual. Yet to be determined is what the content for social media will be. Also noted was the importance of video content on social media sites.

RIVERFRONT TERRACE USE OF BID PHOTOGRAPHY: Kyler Royston requested approval from the committee to use BID photography for Riverfront Terrace marketing. Justin Draper made a motion to approve Riverfront Terrace request. Second by Tara Anchor. Approved unanimously with Kyler Royston abstaining.

Justin Draper made a motion that future requests for use of BID photography be directed to the committee chairperson for approval with the stipulation that the chairperson could determine that certain requests be presented to the full committee for action. Second by Adam Makowski. Approved unanimously.

EMPTY STOREFRONTS GROUP: The working group held its first meeting. Group is working on contacting property owners of vacant buildings to determine rents and willingness to consider pop-up businesses as well as financial incentives to help occupy their properties.

SUMMER ENTERTAINMENT GROUP: Potential locations for this year's summer entertainment included at Great Harvest Bread Co., Frozen Bear, Riverfront Terrace and by the bridge leading to the River Walk. Suggestion from Jenifer Dobbs was to close the north side of Elm Street near Broadway on Friday and Saturday nights from late June into August to stage larger bands. Discussion on these ideas generated several other considerations:

- 1. Use of the River Walk as a venue.**
- 2. Use of River Inn as a venue, based on their plans to create an area next to the hotel this summer.**
- 3. Closing the south side of Elm Street, instead of the north side. The temporary closure could either be for designated weekends only or possibly for the entire summer. Use of Elm**

Street may require approval from Wisconsin DOT due to proximity to a state highway. It would also require approval from the City Council and would need to be coordinated with the Public Works Department and Police Department. Chris Tollaksen asked that BID consider that the reconstruction of Superior Street scheduled for spring through summer will involve street closures downtown.

- 4. Downtown businesses should be made aware that they could be considered as an entertainment location this summer. The business would need to formally make that request. If approved for specific dates, that business would be granted money from the BID entertainment budget to cover the performer cost. No formal action was taken on this suggestion.**

CANOE PARADE PROJECT: Kevin Ricks has been discussing the project with the Public Works Department. Concerns were expressed by Public Works that they would prefer to see the canoes shortened to 10 foot length instead of 15 feet. Kevin and Corena Ricks feel that would make the canoe look more like a kayak. Consensus from the committee was to not see the canoe length shortened and that an appropriate method of transporting and placing the canoes in position can be done relatively inexpensively and efficiently. Tara Draper made a motion that the remainder of the Canoe Parade discussion be placed first on the next meeting agenda. Second by Justin Draper. Approved unanimously.

AGENDA: FEBRUARY 13 MEETING: In addition to the Canoe Parade, other items will include locations for the summer entertainment program, presentation on downtown lights, presentation on gateway entrance to the River Walk, discussion on anchor locations on the River Walk.

Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.