City of Shawano

Business Improvement District

Shawano Business Improvement District Board
Wednesday, October 9, 2019 3:30 PM Shawano City Hall – Community Room
127 S. Sawyer Street – Shawano, WI 54166

AGENDA:

1. **Call to Order** 3:30 p.m.
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Open Meeting Compliance**
5. **Approve minutes of last meeting** 3:35 p.m.
6. **Financial reports**
7. **Sound off** 3:40 p.m.
   (The board reserves the right to limit this to 3 people at a maximum of 5 minutes each)
8. **BID Coordinator Update** 3:50 p.m.
9. **Committee Reports**
   1. **Events & Promotions** 4:00 p.m.
   2. **Business Property Committee** 4:10 p.m.
10. **Action Items - Discuss and Take Action**
    1. **Proposal from The Shawano Leader** 4:20 p.m.
    2. **Trick-or-Treating** 4:30 p.m.
    3. **2020 Budget** 4:40 p.m.
11. **Set Next Meeting Date**
12. **Adjourn**

DISABLED ACCESSIBLE (Contact City Clerk prior to meeting if you require additional service)

It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above –stated meeting to gather information; no action will be taken by any government body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Distribution: Board Members; Jenny Ballwahn, Karen Preston, Jennifer Hoffman, Yvette Wilber, Heather Pahl, Jill Birr, Abby Wallrich, Michael Johnston, Mary Wetzel, Mayor Ed Whealon, City Administrator Eddie Sheppard, Clerk-Treas. Karla Duchac; City Alderperson Lisa Hoffman; SCEPI Dennis Heling; BID Coordinator Lindsay Johnson; Park & Rec Matt Hendricks; Shawano Country Chamber Nancy Smith
Media: Shawano Leader, Tina Christensen, Market Messenger and WTCH/WOWN

Posted Date: 10/7/2019 Time: 1:00 pm By: Lindsay Johnson
Places: Shawano City Hall, Shawano County Library, Associated Bank (Division St)

Wednesday, October 9, 2019 3:30 p.m. Shawano City Hall

President Jennifer Hoffman called the meeting to order at 3:39 p.m.

All stood for the Pledge of Allegiance.

Roll call showed present: Jenny Ballwahn, Karen Preston, Jennifer Hoffman, Yvette Wilber, Abby Wallrich, Mary Wetzel. Also present: Mayor Ed Whealon, Lindsay Johnson. Guest: Tina Christensen
Excused: Heather Pahl, Jill Birr, Michael Johnston

Open meeting compliance was verified by Jennifer Hoffman.

Meeting minutes from the September board meeting were reviewed. Motion by Jenny Ballwahn, second by Yvette Wilber to approve. Motion carried.

Financial report from September was reviewed. Motion by Abby Wallrich second by Jenny Ballwahn to approve. Motion carried.

Sound off: None

BID Coordinator update – See attached.

1. Committee Reports:
    a. Events & Promotions: Updates on events can be found in Lindsay's BID Coordinator report.
    b. Business Property Committee: Dennis Heling was unable to attend the meeting; no report.
2. Action Items
    a. Advertising Proposal from The Shawano Leader – The board reviewed the banner advertising proposal from The Shawano Leader and decided not to take action. The board requested that Lindsay follow-up and find out the cost of a quarter page ad with the thought that BID may want to consider placing an ad, on their own, in The Shawano Leader for events.
    b. Trick-or-Treating – The board discussed the idea of promoting trick-or-treating in downtown. Last year, some businesses promoted this and handed out candy but didn't have many kids stop in. The board felt it was best to let Franklin Park (Novolex) have the Halloween party. No action was taken.
    c. 2020 Budget – The board reviewed the budget proposal provided by the budget committee. Motion by Jennifer Hoffman to leave the assessed value at $2.75 per $1000 assessed value, second by Yvette Wilber. Open roll call was unanimous; motion carried. Motion by Jennifer Hoffman to approve the budget of $75,850 revenue and offsetting expenditures for 2020, second by Karen Preston. Open roll call was unanimous; motion carried.

Next meeting set for Wednesday, November 13 at 3:30 p.m. at Shawano City Hall.

Motion to adjourn by Jenny Ballwahn, second by Mary Wetzel. Motion carried. Meeting was adjourned at 4:29 p.m.

Minutes prepared by Lindsay Johnson

BID Coordinator Report
October 9, 2019

Octoberfest

- Sold 45 vendor spaces; 34 vendor spaces were setup on Main Street for the event due to weather.
- We ended up closing around 1 p.m. due to the projected radar which indicated heavier rain at 1:30 p.m. Our goal was to have vendors packed up before the heavy rain. Vendors were very appreciative of this. Overall, vendors seemed happy.
- People came out early for the event – more traffic in the morning than I remember from last year's Octoberfest.
- I think it was great there were so many things going on: Quilt Show, Farmer's Market, Miles of Art Tour and our event.
- I've talked to business owners this week. Most have said their sales were very good considering the weather.

Witches' Night Out

- This Friday! 14 businesses participating in the event. Shopping from 4-8 p.m. with the Bat Cave from 8-10 p.m. There will be a band at the Bat Cave, light snacks, witch costume contest at 9 p.m. where the winner will receive a downtown shopping spree (donation of gift certificates from participating businesses); second place will receive $50 BID dollars.
- There will be Halloween street walkers during the event.
- The library will run a selfie station located in front of Book World.
- The carved pumpkins from Octoberfest will be set out on the street with candles inside (battery-operated☺).
- WTCH is going to come and do a Facebook live on Friday at 4:30 p.m.

Ladies' Day

- November 6
- Businesses are all signed up. Facebook event created and posted.
- Afterglow will be at The Sugar Bowl

Christmas

- Holiday Stroll & Tree Lighting planning is well underway.
    - Sending out tree lighting this week.
    - We've divided up responsibilities which has helped; committee needs to meet next week.
    - Is there anyone who would want to be in charge of entertainment? I'm thinking DJ and dance studios.
- Santa parade
    - Need to post entry form soon as there have been many people who want to sign up.
    - I am looking for one more volunteer to assist the night of the parade.

Miscellaneous

- Mural: This project is coming along great! DearCo has given us all paint and materials at cost. If you do business with them, please thank them. Also, MJ Electric has donated use of the lift. This was an expense that had originally been figured into the cost of the mural.

Facebook

- Page gained 53 new likes/followers in the month September.
- 28 Day Total Reach – averaged 4240. This is the number of unique users who had any content from our page enter their screen. It doesn't necessarily mean they liked a post, but that we reached them.
- 28 Day Page Engagement averaged 848. This is the number of unique users who engaged with the page which includes any clicks.

Website information

- In the month of September, we had 266 visit the Shawano Downtown site.