

City of Shawano



Business Improvement District

Wednesday, July 10, 2019

Shawano Business Improvement District Board
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. **Joint Rec Center Project presentation – Matt Hendricks** 3:50 p.m.
9. **BID Coordinator Update** 4:20 p.m.
10. **Committee Reports**
 1. **Events & Promotions** 4:30 p.m.
 2. **Business Property Committee** 4:40 p.m.
11. **Action Items - Discuss and Take Action**
 1. **Blade Signs** 4:50 p.m.
 2. **Masterplan – additional goals**
12. **Set Next Meeting Date**
13. **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: 7/8/2019

Time: 1:00 pm

By: Lindsay Johnson

Places: Shawano City Hall, Shawano County Library, Associated Bank (Division St)

Wednesday, July 10, 2019

3:30 p.m.

Shawano City Hall

Prior to the meeting being called to order, Matt Hendricks, Park & Rec, and Jeff Easter, Shawano School District, gave a presentation on the Joint Rec Center Project.

President Jennifer Hoffman called the meeting to order at 4:14 p.m.

All stood for the Pledge of Allegiance.

Roll call showed present: Jenny Ballwahn, Jennifer Hoffman, Heather Pahl, Abby Wallrich, Michael Johnston. Also present: Eddie Sheppard, Lisa Hoffman, Dennis Hehling, Lindsay Johnson, Matt Hendricks. Guest: Mary Wetzel. Excused: Karen Preston, Yvette Wilber, Jill Birr.

Open meeting compliance was verified by Jennifer Hoffman.

Meeting minutes from the June board meeting were reviewed. Motion by Abby Wallrich, second by Jenny Ballwahn to approve. Motion carried.

Financial reports from June was reviewed. Motion by Michael Johnston second by Abby Wallrich to approve. Motion carried.

Sound off: None.

BID Coordinator update – See attached. Lindsay reported on the mural project with Tara Kelliher. Tara has talked to Jim Martin who has a lift available so we may not need to rent one. An initial payment of \$1000 has been made to Tara for starting the project. Tara has secured help from two people to assist with the project and may have a couple other volunteers as their schedules allow. Tara asked the board to discuss the idea of the side profile of a ceremonial dancer painted in the S of the word Shawano; the board thought this was a great idea.

1. Committee Reports:

- a. Events & Promotions: Event committee sign-up sheet for remaining 2019 was passed around during the meeting. Board members were asked to assist with at least one event.
- b. Business Property Committee: Dreier Pharmacy & Gift Shoppe is in the process of a façade project that includes signage, painting and no-maintenance shake (shingles). Also, Central Wisconsin Back Belt has applied for a grant for work on their drop ceiling, lights and painting.

2. Action Items

- a. Blade Signs: Motion by Michael Johnston to implement the BID Blade Sign Grant that would allow businesses with the BID to apply for a blade sign grant up to \$250, second by Heather Pahl. Open roll call: No – 1 – Jenny Ballwahn, Yes – 7 – Heather Pahl, Jennifer Hoffman, Abby Wallrich, Michael Johnston. Motion carried.
- b. Masterplan: Heather Pahl will bring a list of potential items to the August meeting. These will be items from the masterplan that will be worked on during 2020.

Other business: The BID insurance will need to be renewed in September. For next meeting, the board asked Lindsay will obtain quotes from Wallrich Agency, Prey Insurance and Thiel & Associates.

Next meeting set for Wednesday, August 14 at 3:30 p.m. at Shawano City Hall.

Motion to adjourn by Jennifer Hoffman, second by Abby Wallrich. Motion carried. Meeting was adjourned at 4:49 p.m.

Minutes prepared by Lindsay Johnson

BID Coordinator Report

July 10, 2019

ShawanoFest

- This is how I've spent most of my time over the last month.
- 40 vendor spaces – new action plan in place for dismissing vendors.
- Current lineup of activities for the day can be found on the Shawano Downtown website.
- There will be music throughout the entire day at Franklin Park and Main Street
- Dana Dillenburg and I were on the WTCH breakfast club this morning talking about the event.
- We have radio commercials on WNCY and WIXX as well as WTCH and Antigo station.
- Press release on ShawanoFest will appear in this week's Market Messenger
- Large banner is hung up (again) over Main Street. I've had lots of feedback from those who have seen it. While it was a challenge to hang, I do think it's a great way to promote our events.
- Volunteers – we should be good for setup beginning at 7 a.m. on Saturday morning, but could use more volunteers around 3 p.m. for teardown.

Miscellaneous

- Met with Jim Martin regarding the mural and to obtain his written approval.
- Met with Tara Kelliher regarding the mural and everything is in motion for the project. I have an update from Tara with her status on the project

Facebook

- Page gained 42 new likes/followers in the month June.
- 28 Day Total Reach – averaged 4680. 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 772. This is the number of unique users who engaged with the page which includes any clicks.

Website information

- In the month of June, we had 187 users who had 226 sessions on the Shawano Downtown site. Again, a majority of our sessions were going to the ShawanoFest page with most of them going there from social media.