

City of Shawano



Business Improvement District

Wednesday, May 20, 2020 3:30 PM Shawano Business Improvement District Board
via Zoom Conference

Join Zoom Meeting <https://us02web.zoom.us/j/89175901222>

Meeting ID: 891 7590 1222

One tap mobile

877 853 5247 US Toll-free

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Meeting ID: 891 7590 1222

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** 3:45 p.m.
9. **Committee Reports**
 1. **Events & Promotions** 3:55 p.m.
 2. **Business Property Committee** 4:00 p.m.
10. **Action Items - Discuss and Take Action**
 1. **ShawanoFest** – Lindsay Johnson 4:10 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, City Clerk Lesley Nemetz, City Alderperson Lisa Hoffman, SCEPI Peter Tillman, 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: 5/18/2020

Time: 1:00 pm

By: Lindsay Johnson

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

Wednesday, May 20, 2020

3:30 p.m.

via Zoom Meeting

President Jennifer Hoffman called the meeting to order at 3:34 p.m.

All stood for the Pledge of Allegiance.

Roll call showed present: Jenny Ballwahn, Karen Preston, Jennifer Hoffman, Heather Pahl, Jill Birr, Abby Wallrich, Michael Johnston, Mary Wetzel. Also present: Eddie Sheppard, Lindsay Johnson, Peter Tillman, Nancy Smith.

Open meeting compliance was verified by Jennifer Hoffman.

President Jennifer Hoffman informed the board that Yvette Wilber submitted her letter of resignation from the BID board to Mayor Whealon.

Meeting minutes from the March board meeting were reviewed. Motion by Heather Pahl, second by Abby Wallrich to approve. Motion carried.

Financial reports from March and April were reviewed. Motion by Jill Birr to approve March financial report, second by Jenny Ballwahn. Motion carried. Motion by Jenny Ballwahn to approve April financial report, second by Jill Birr. Motion carried.

Sound off:

- Karen Preston reminded everyone that even though businesses are re-opening, as our community events are being cancelled it is tough for businesses. One business that is hurt by events and sports leagues being cancelled is Bolin's Speedy Ts. Karen just asked people to send any business that way if you can. Abby Wallrich said The Stock Market is having some Shawano Strong t-shirts created by Bolin's Speedy Ts and is going to share the design. There was interest from others to purchase t-shirts.
- Lindsay Johnson told everyone about the WTCH spotlight article and YouTube video that featured downtown. WTCH is planning to do a few more of these so if your business wasn't featured this time, watch for it in a future spotlight.

BID Coordinator update – See attached.

1. Committee Reports:

- a. Events & Promotions: Discussion on ShawanoFest will be tabled until later in the agenda under Action Items. The BID Annual Meeting was cancelled in April due to COVID-19. At this time we don't know when we will be able to have a larger group gather so discussion was tabled until the future. Possibly host later in the year if we feel it would be good to get everyone together.
- b. Business Property Committee: Peter Tillman provided updates on loans and grants available. There are a few new ones coming out, one which provides money for PPE in businesses, he will distribute information to Lindsay Johnson when available. Lindsay will communicate to the downtown businesses. Since last meeting, payments for Business Improvement Grants have been made to R. Franklin's Clothing and Wholistic Yoga Center.

2. Action Items

a. ShawanoFest

i. Lindsay Johnson provided the board with the following information:

1. Shawano Car Show Club – All of their other car shows have been cancelled for the year. They would still be interested in supporting downtown, but aren't sure how many of their members would be willing to attend. They would not want there to be awards because of the low number of anticipated participants.
2. Farmer's Market – This event will look a bit different this year with vendors setup in the street vs. Franklin Park. The market will only include produce and meat vendors; no music. Originally The FRESH Project had planned to hold a 5K run/walk in conjunction with ShawanoFest, but now they are unable to host that event.

3. Fox Valley Food Truck Association – All of their rallies are cancelled through the end of May and then they are going to reevaluate. They have indicated that in these unusual times, there will be no fees or charges of any kind if either party decides to cancel. We have the option to cancel, as do they have the option to cancel.
 4. Performers – All performers booked for 2020 are willing to move to 2021 at no cost or cancellation fee. The performers booked by Park & Rec can also be moved to 2021.
 5. Craft vendors – Many have been asking if we will be holding the event and are anxious for an answer.
- ii. Discussion on whether or not to hold ShawanoFest on July 11 included the thought that we would not be able to deliver a bigger and better event than we have in the past. Our goal is to continue to make this event bigger each year, which we have done for the past two years, but with these uncertain times will be difficult. There was concern that any of the above partners may cancel. Discussion also included possibly having an end of summer event and/or making Oktoberfest a bigger event by adding additional activities. Overall, the board felt moving forward with ShawanoFest on July 11 would not be a responsible decision.
 - iii. Motion by Jennifer Hoffman to cancel ShawanoFest on July 11 and look into the possibility of having a future summer promotion, second by Karen Preston. Motion carried.

Next meeting set for Wednesday, June 10 at 3:30 p.m. At this time, we will plan to have the meeting in the Community Room at Shawano City Hall. Lindsay Johnson will inform the board if the location changes.

Motion to adjourn by Michael Johnston, second by Jenny Ballwahn. Motion carried. Meeting was adjourned at 4:21 p.m.

Minutes prepared by Lindsay Johnson

BID Coordinator Report

May 20, 2020

COVID-19 Communication

- As I look back at the last two months, I've spent a majority of my time communicating COVID-19 resources to business owners.
- A private Facebook was created in mid-March. Early on this was a place that became somewhat of a support group. Business owners have shared experiences, ideas, information on grant, etc. This has been a great place for me to share resources with business owners.
- In early April we started bi-weekly Zoom calls with downtown businesses. Again, this became a great way for people to gather together (virtually) and share ideas, frustrations, etc.

Facebook

- Amy Stuber passed along the idea of an 'I Spy' game on Facebook and I ran with it. Idell Johnston State Farm Insurance and All Aboard Nutrition graciously donated some funds for prizes. I used these funds to purchase gift cards/certificates to downtown businesses. We ran two separate weeks of 'I Spy', a week of trivia, a week of Mother's Day giveaways and I'm planning to run a few contests here and there with a few other gift certificates I have remaining. This has been wonderful for keeping people engaged with the Shawano Downtown Facebook page.

Virtual Shopping Event

- Nine businesses participated.
- We only had about a week lead time on this so all of our advertising was through social media. Overall, it went extremely well.
- We had a few hiccups with Facebook LIVE videos and I'm not sure I'd do it exactly that way again, but overall it was successful for businesses. Many of the LIVE videos were viewed over 1000 times.
- I think this was also the nudge a few businesses needed to become more comfortable with Facebook LIVE and selling virtually.
- We gave away some Chamber Bucks, gift certificates to hair salons (sponsored by Idell Johnston State Farm Insurance) and BID dollars.

Miscellaneous

- Chairs – 40 chairs were delivered to downtown the first Friday at May. It was perfect timing as they were delivered at a time when our Main Street and the community needed some positivity.
- Blog – A Support Local blog was created, as well as a blog about the Adirondack chairs. The Adirondack chair blog had 2,316 viewers. In comparison, our next highest blog post had 184 views.
- The Shawano Country Chamber started weekly calls in early April to gather community leaders/organizations (SCEPI, School District, Health Department, BID, City, County). It has been a great way to share information and resources that all of us need and then disperse to our members.
- Christmas 2020 – The 26' Christmas tree was delivered in the middle of this pandemic.

Facebook

- Page gained 64 new likes/followers in the month March; 149 new followers in April.
- 28 Day Total Reach – In March we averaged 6916 and in April 7425. 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. Obviously the virtual event really increased our numbers. If I look at the days leading up to that event it's huge. On the day of the event, content from our page reached over 11,000 people (had info enter their screen).
- 28 Day Page Engagement averaged 1222 in March and 1725 in April. This is the number of unique users who engaged with the page which includes any clicks. Overall our engagement and reach is more than double where it was a year ago.

Website information – not available as I wasn't able to get my Google Analytics to work properly and pull reports.