**Menomonie BUSINESS**

**IMPROVEMENT DISTRICT (BID)**

**MINUTES April 19, 2023 – 8:00a | 503 Broadway STE #20 and TEAMS**

**Attendees:** Mike Stewart, John Heike, Becca Schoenborn, Jenn Tack, Barb Bauer-Chen, Kayla Blue, Stacy Erickson, Jeff Frawley, Jon Krupke, Ashley Prange

**Also in attendance:** Phil Lyons, Executive Director

Bethany Hedlund, Community Service Officer, Menomonie Police Department

**Meeting called to order:** 8:04a

**Parking Discussion:** Bethany Hedlund, MPD, Customer Service Officer

* Presented on recent Free Parking Survey for business owners
  + Suggestions to tape over the coin slot at time we offer free parking
  + Suggestion to add banner/flags top downtown when we have free parking
  + Suggestion to let businesses purchase “free parking passes” to share with customers
    - Businesses would be responsible for managing their purchased passes
* Downtown’s Signage Project with UW-Stout design students (once implemented) will help with parking

**Negotiate agenda:** none

* MOTION: Heike/Tack to approve the agenda the meeting
* VOTE: Verbal vote is unanimous. Motion passed.

**Approval of minutes:**

* MOTION: Heike/Schoenborn to approve the minutes from March 15, 2023
* VOTE: Verbal vote is unanimous. Motion passed.

**Financial reports:** No reports received since January

* Lyons is working with the financials and understanding how things will flow
* We have received refunds and fines for underpayment from IRS

**Public comments:** none

**Committee reports:** Meeting minutes from attached to agenda

* **Revitalization:**
  + **Revitalization / Beautification Grant:** Beck
    - Recently DTM moved this process to an online submissions and matching dollar grant
    - The businesses that can afford to do a match, did
    - There are businesses that cannot afford to do the match
    - Will try moving back to a $1000 grant (max), with a survey sent out via email and a paper document handed out to businesses that may be able to benefit off the grant (to make it easier)
    - Due on June 1
    - Looking for businesses that haven’t been awarded in the past
    - Each grant amount awarded is fluid and is decided by the board based on applications
    - Deadline will be added as to when the project needs to be completed by
    - Looking for feedback:
      * If there is no match, there is no reason not to apply for the grant
      * Some businesses could benefit from the grant
    - Add details on how to get approval from the City of Menomonie and the Historical Preservation Commission
* MOTION: Frawley/Steward to approve the $5,000 total for the 2023 Grant Beautification awards as presented by Beck
* VOTE: Verbal vote is unanimous. Motion passed.
* **Night Walk:** Beck
  + - Form a committee to annually walk the BID at night and documents things for safety, long term initiatives, etc.
* **Promotions:** Did not meet
  + Lyons and Frawley will meet soon to discuss the Bridge Dinner
  + Website: Schoenborn
    - New website is in the works
      * Moving from GoDaddy to Square Space
    - Schoenborn built a new website that is nearly ready to be launched
    - Will present at the next meeting
* **Economic:** Bauer-Chen
  + Working to find new businesses that could be good for downtown
  + Would like to add vacancies and details to the website
  + Connected with Harlie Juedes, for an informative presentation for small businesses
  + Regional Small Business Fund: available with loan rates and other grants available
    - Dunn County and Menomonie are under represented
  + How can we support our businesses more
    - Add to new website: links and resources for small business owners

**Old business:**

* **Approval of DTM Events:** Mike
  + All events that were submitted to City Council were approved and are attached

**New business:**

* Irish Dance Studio Sign Grant Request:
* MOTION: Frawley/Heike to allocate $150 to the Irish Dance Studio for the sign grant request
* VOTE: Verbal vote is unanimous. Motion passed.

**Director’s report:**

* Lyon’s first LNO is tomorrow
  + Promotions are going well
  + Great raffle prizes have been donated
  + Please share on your social media and build excitement about the event
* Red Cedar Film Festival and Let’s Paint the Town
  + Grant money is being spent
  + MSP Culture Magazine will do a full story at a large discount

**Other:**

* Penny Burstad is the new non-voting representative from City Council
* Bethany Hedlund will join meetings as needed according to the agenda

**Next meeting:**

* May 17, 2023 at 8:00a

**Meeting adjourned:** 9:22a

* MOTION: Tack/Heike to adjourn
* VOTE: Verbal vote is unanimous. Motion passed.