**Menomonie BUSINESS**

**IMPROVEMENT DISTRICT (BID)**

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

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

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

Bethany Hedlund, Community Service Officer, Menomonie Police Department

**Meeting called to order:** 8:02a

**Negotiate agenda:** none

**Approval of minutes:**

* **MOTION**: Tack/Krupke to approve the minutes from June 21, 2023
* **VOTE:** Verbal vote is unanimous. Motion passed.

**Financial reports:** Financial report came in later than usual and has not been reviewed

**Public comments:** Hedlund

* **Parking**: Free parking ends on August 18, 2023

**Committee reports:**

* **Design:** Lyons
  + **Grant winners were notified:** Letters to those not receiving grants will go out this week
* **Promotions:** Frawley
  + **Beer Walk** (first Sunday in October)
    - Moving forward and need to finalize details
  + **Community Cookout:** Erickson
* **MOTION:** Frawley/Bauer-Chen to use fundraising funds from the cookout to create $500 scholarships for Menomonie High School/college students who work within downtown businesses
* **VOTE:** Verbal vote is unanimous. Motion passed.
  + **Dragon’s Over Menom:** Ann Vogl and Bauer-Chen aremoving this forward
    - 30 businesses are participating
    - Cross-promotions: When promoting your business try to promote another business
  + **Business Watch:** Will take place after LPTT
* **Economic:** Bauer-Chen
  + **Bill board pricing** and discussion
    - Art work, story boards, wait list for bill boards
    - Will add the Beer Trail to the next Promotions Committee Meeting
  + **Lake Committee:** Connect downtown to the lake with docks, lake access, slips, boat rentals, etc.
  + **Radio Ads:** CJ Candy and Ice Cream Shoppe is going to do some radio advertising to promote free parking and businesses downtown
    - Let Bauer-Chen know if you would like to participate

**Old business:** none

**New business:**

* **Winter Daze fireworks** (proposal to add $1,500, bringing the total expense to $4,000)
  + Ask big businesses to sponsor
  + Sign the contract and move forward
* **Explore bill board marketing**
  + Schoenborn offered to do a markup of a marking campaign

**Director’s report: Lyons,** full report attached to agenda

* **LPTT:** Going well
* **Red Cedar Film Festival**: Promotion, with any paid ticket you can get a free cocktail at the Mabel
  + The Mabel donated space to the film festival
* **Historic Preservation Renovation Discussion**: Lyons is trying to pull the right people to finalize and document a process

**Other:** none

**Next meeting:**

* August 16, 2023 at 8:00a

**Meeting adjourned:** 9:24a

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