

## **Menomonie BUSINESS**

### **IMPROVEMENT DISTRICT (BID)**

#### **MINUTES February 21, 2024 – 8:00a | 503 Broadway STE #20 and ZOOM**

**Attendees:** Mike Stewart, Barb Bauer-Chen, Dave Beck, Stacy Erickson, Jeff Frawley, Jon Krupke, Ashley Prange, Bethany Hedlund, Michael Huggins, Ann Vogl, Jeremiah Gerdin, Wade Lambrigtsen,

**Also in attendance:** Becca Schoenborn, Executive Director

**Meeting called to order:** 8:05a

#### **Approval of minutes:**

- **MOTION:** Krupke/Gerdine to approve the agenda
- **VOTE:** Verbal vote is unanimous. Motion passed.

#### **Financial reports:**

- **MOTION:** Gerdin/Krupke to approve the minutes from the January 2023 and December 2024
- **VOTE:** Verbal vote is unanimous. Motion passed.

#### **Public comments: NA**

#### **Committee reports:**

- **Discussion of Committee Structure for 2024**
  - Schoenborn presents goals for committees from 2024 Strategic plan
    - Enhanced Pedestrian Experience
    - Improved Transportation Networks
    - Increased Diversity of Businesses and Opportunities
  - Discussion of creating fundraising and Marketing committee
  - Discussion on events committee plus sub committee for large recurring events
  - Further discussion at committee level to present action plan to Board at march meeting.

#### **Old business:**

- **Walldogs event:**
  - Schoenborn Walldogs committee update. Kick off event June 27th at Rasbach Museum
    - Downtown Menomonie will apply for the National Park Service's Paul Bruhn Historic Revitalization Grants Program in order to provide financial support for property owners to restore and prepare mural sites.

#### **New business:**

- **2024 Strategic Planning and Outcome committee structure**
- **Event Brainstorming**

- **Current events:** Annual meeting, 3 locals night out, flag day great, community cookout, trick or treat, winterize, Historic Beer Tour.
- **Past Events:** Wine walk, rally in the ally
- **Brainstorming:** First Friday monthly event, Fundraising event (Dinner), Film festival support (UW stout), Then and Now Tour, Foodtruck Friday, Lumberjack carvings, Carshow, Chilli cook off, Lake usage, Winter events, Events that cater to different demographics (dungeons and dragons), Cross marketing , Adventures downtown
- Lets paint the town
  - Discussion on whether or not to support finances
    - **MOTION:** Frawley/Lambrigsten Downtown Menomonie will withdraw financial support from lets paint the town event and issue a check for the current lets paint the town balance to a non profit of the lets paint the town committee's choice.
    - **VOTE:** Verbal vote 6-3 in favor.
      - **Yes:** Barb Bauer-Chen, Jeff Frawley, Jon Krupke, Ashley Prange, Ann Vogl, Wade Lambrigtsen, Bethany Hedlund
      - **No:** Stacy Erickson, Jeremiah Gerdin, Mike Stewart

**Director's report: Schoenborn**

**Other:** none

**Meeting adjourned:** 9:236a

- **MOTION:** Frawley/Erickson to adjourn
- **VOTE:** Verbal vote is unanimous. Motion passed.

**Next meeting:**

- March 20, 2024 at 8:00a