

## Menomonie BUSINESS IMPROVEMENT DISTRICT (BID)

### MINUTES March 26, 2024, 8:00am | 503 S Broadway. Suite #20

**Attendees:** Dave Beck, Stacy Erickson, Jeff Frawley, Jon Krupke, Ashley Prange, Ryan Verdon, Bethany Hedlund, Michael Huggins, Ann Vogl, Wade Lambrigtsen

**Also in attendance:** Becca Schoenborn, Executive Director  
Eric Atkinson (City of Menomonie Administrator)

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

#### **Negotiate agenda:**

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

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

- **MOTION:** Prange/Huggins to approve the minutes from the February 2024 meeting
- **VOTE:** Verbal vote is unanimous. Motion passed.

#### **Financial reports:**

- **MOTION:** Huggins/Prange to approve the financial report
- **VOTE:** Verbal vote is unanimous. Motion passed.

#### **Public comments:**

- Eric Atkinson presents TID adjustments with the potential of creating a new tax increment district (TID 19) The purpose of this is to generate economic development that would not be possible under the current TID 15

#### **Old business:**

- **Walldogs event update:**
  - Schoenborn, Lambrigsten, and Frawley present update on 2026 Walldog event
  - Community foundation of Dunn county has established a fund for the event
  - A kick off event will be held on June 27,2024
- **Committee Structure**
  - Discussion on restructuring the current committees and their focus
  - Proposal to restructure into 3 committees
    - Promotions (focused on growing the organization)
    - Revitalization and design (focused on customer experience downtown)
    - Economic and vitality (focused on growing the businesses downtown)
  - Executive director will provide more detail on each committee for a potential vote to adopt at the April 2024 board meeting.
- **Downtown Speaker System Update**

- Presentation from Schoenberg not he progress made establishing a speaker system throughout downtown.
  - Currently waiting bid from a professional audio company (IMAV)
- **Paul Bruhn Grant**
  - Schoenborn presents update on Paul Bruhn Grant
    - Application held up at the IRS with delayed approval.
    - Potential to reapply for a later round of grant funding

**New business:**

- **BID cap removal process**
  - BID cap removal is being adopted into 2025 city budget
  - Downtown Menomonie Inc. will need to make a public announcement once the city of Menomonie finalizes the process.
- **Sign Grants**
  - Heirloom Aesthetics
    - **MOTION:** Frawley/Lambrigston to approve a downtown sign grant for Heirloom Aesthetics
    - **VOTE:** Verbal vote is unanimous. Motion passed.
  - Office on Main
    - **MOTION:** Frawley/Vogel to approve a downtown sign grant for Office on Main
    - **VOTE:** Verbal vote is unanimous. Motion passed.
- **Wine Walk and Beer Tour**
  - Schoenborn requests a board member to lead a wine walk committee
  - Frawley discus's 2024 Beer tour. Currently looking to finalize a date.

**Director's report: Schoenborn**

- Schoenborn presented the main street program to Leadership menomonie
- Schoenborn Attended volunteer training via the WEDC in Viroqua WI.

**Other:** none

**Meeting adjourned:** 9:13am

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

**Next meeting:**

- April 17, 2024 at 8:00am