

City of Portage  
Minutes of Business Improvement District Board of Dir. meeting  
Wednesday, April 11, 2012  
Municipal Building, 115 West Pleasant Street, Conference room 1

Meeting called to order at 7:30 a.m.

- 1. Roll Call: Members Present:** Peggy Joyce; President; John Krueger, Vice President;; Larry Wilz, Treasurer; Chris Shadel, Steve Polnow, Jim Rusch  
**Members Absent:** Shane Schmidt

**Non-Members Present:** Gil Meisgeier, BID Contractor, Main Street Portage Ex. Dir. /BID Administrator; Craig Sauer, PDR Newspaper Reporter; Roger Krejchik, City Treasurer Ruth Lohr, PACC E.D. Mariann Hanson.

- 2. Approval of March 14, 2012 Minutes**

Motion to approve March 14, 2012 minutes. Motion by Rusch, 2nd by Krueger. Motion carried, all in favor.

- 3. Claims to pay & Financials Report**

Claims and financials were presented by Treasurer Wilz. Following brief discussion and questions re: Financials report addressed to City Treasurer Lohr. Motion to approve financials as presented. Motion by Rusch, 2<sup>nd</sup> Polnow, Motion carried, all in favor.

- 4. Discussion and possible action on BID Contractors report**

After discussion of City Municipal Services committee action to move the BID Farmers Market from Commerce Plaza to Market Square, it was decided that Meisgeier was to request BID representative(s) be placed on agenda for 04/26/12 City Council meeting to present the BID Board position on the move and ask for re-consideration of the M.S. committee action.  
Motion to accept Contractors report. Motion by Polnow, 2<sup>nd</sup> Krueger, Motion carried, all in favor.

- 8. City building Inspector Mark Jankowski was moved up on agenda**

He presented potential problems with current sign ordinance wording. A committee was to be established consisting of representatives from PACC, BID and MSP.

- 5. Discussion and possible action on MSP Executive Directors report**

MSP E.D. Report was presented by MSP E.D. Meisgeier. Motion to accept MSP report by Schmidt, 2<sup>nd</sup> Krueger, Motion carried, all in favor.

- 6. Discussion and possible action on requests for financial support for 2012 down town events**

Meisgeier presented letter he received from the Library Fund Raising Committee member Rich Heimerl requesting an opportunity for a representative to give a presentation before the BID board.

PACC E.D. Hanson requested funding for:

Portage Theater trailer funding promoting Downtown -\$2,600.00; Motion by Krueger, 2<sup>nd</sup>. by Shadel. Motion carried.

PACC Ladies Night -\$500.00 Motion by Joyce. 2<sup>nd</sup>. Krueger, Motion carried

WLOX 94.9 Commercial contract; Discussion only

Discover Wisconsin for contribution by BID toward \$36,000.00 Discussion only

Bicycle rack(s) discussion only

Canal Days Coordinator Gil Meisgeier requested \$3,300.00 for funding for MSP Canal Days 2012 Marketing plan. Motion to approve by Wilz, 2<sup>nd</sup> Krueger. Motion carried, all in favor.

**9. Discussion and possible action on downtown street scape and marketing**

Marketing - Meisgeier brought the board up to date re: present status of I90-94-39 billboard.

Streetscape - After discussion on tree replacement in the BID a committee was appointed by Joyce. Members being Joyce, Polnow and Meisgeier. Polnow to call and arrange meeting with City Forester Raimer and advise committee members of time and date. Joyce requested that it not be on a Tuesday.

**10.** Motion to adjourn at 9:04 by Joyce, 2<sup>nd</sup> Polnow. Motion carried. All in favor.

prepared by gam