

City of Portage
Minutes of Business Improvement District Board of Dir. meeting
Wednesday December 12, 2012
Municipal Building 115 West Pleasant Street, Conference room 1

Meeting called to order at 7:31 a.m.

- 1. Roll Call: Present:** Peggy Joyce; President; John Krueger, Vice President; Chris Shadel, Steve Polnow, Shane Schmidt, Jim Rusch, Dennis Rupers.
Members absent none
Non-Members Present: City Treasurer Jean Mohr, Gil Meisgeier, BID Contractor, Main Street Portage Ex. Dir. /BID Administrator;
- 2. Approval of October 10th minutes 2012 Minutes.**
Motion to approve November 14th. 2012 minutes. Motion by Polnow, 2nd by Rupers; Motion carried, all in favor.
- 3. Claims to pay & Financials Report**
Only claim presented at meeting was a verbal one by G. Meisgeier for \$2,489.00. Motion to pay bill by Polnow 2nd by Rusch. Motion carried all in favor.
Financials were not sent to Board in advance of meeting as has been customary. President Joyce went down stairs and requested same. Financials were then brought to meeting by Jean Mohr. The financials were distributed and explained by Treasurer Mohr. Motion to accept Financials by Polnow, 2nd by Krueger; Motion carried all in favor.
Krueger brought up bill due to renew Two Rivers Sign for Hwy. 16/51 billboard. Opinion was not to renew contract for billboard.
- 4. Discussion and possible action on Board members terms of office**
President Joyce obtained list of those board members whose terms were up from City Clerk Marie Moe. The members whose terms were up were given as being Joyce, Polnow, Rupers (Wilz seat), Schmidt. Following discussion motion by Joyce 2nd by Krueger to keep same members. Motion carried, all in favor. Motion by Joyce 2nd. by Krueger to seat Dennis Rupers as BID Treasurer. After Rupers agreed to accept. Motion carried, all in favor. Motion by Polnow to retain Joyce as Board President 2nd. by Rusch. Motion carried all in favor. Motion to retain Krueger as Vice President by Polnow, 2nd by Shadel. Motion carried, all in favor.

Verbal status reports (# 9 on agenda) were moved up as Pres. Joyce had to leave at 9am. Explanation of City budget process was given by Joyce.

- A. City Budget process status explained by Joyce
At this point President Joyce had to leave and Krueger ran remainder of meeting. There were brief discussions on remaining points
- B. Conant St.parking facility.
- C. Downtown streetscape trees
- D. Tourism Committee

- E. Canal Engineering for continuing project
- F. The Flirt/ Image/ Rhyme building action by council

5. BID Contractors report.

Contractor gave report. Motion to accept report by Polnow, 2nd Rusch. Motion carried. All in favor.

He is to invite Park & Rec mgr. Tim Raimer to Dec. meeting to discuss video

6. Discussion and possible action on MSP Executive Directors report.

Motion to accept MSP Executive Directors Report Motion by Polnow, 2nd Rupers
Motion carried, all in favor.

7. Discussion and possible action on requests for financial support for 2012 down town events.

Discussion re: Marketing campaign. President Joyce appointed Krueger, Meisgeier and herself to BID Marketing Committee.

8. Motion to renew AMS / Gil Meisgeier Maintenance Contractor Agreement without any changes from previous year by Shadel, 2nd by Schmidt. Motion carried all in favor.

9. Motion to adjourn at 9:35 a.m. by Polnow, 2nd Rusch. Motion carried. All in favor.

prepared by gam
approved by President Joyce

MAIN STREET PORTAGE
Executive Director's Report
NOVEMBER 2012 ACTIVITY
Prepared by GAM

**NOTE: BE FULLY INFORMED ON YOUR "BUSINESS NEIGHBORHOOD GOINGS ON"
READ THIS AND ALSO SEE BID REPORT FOR ADDITIONAL PERTINENT INFORMATION.**

FIND IT ON LINE AT THE MAIN STREET PORTAGE WEB SITE

THE MSP E.D. REPORT WILL ALSO BE ON THE MSP WEB SITE

Some information is carried in both MSP & BID reports as it applies to the Downtown.

**YOU CAN ALSO SEE THE BID REPORT ON THE MSP WEB SITE FOR ADDITIONAL HAPPENINGS PERTINENT
TO ALL BUSINESSES AND PROPERTY OWNERS IN THE MSP/BID
WHERE DOES THE SMART SHOPPER SHOP FIRST? ? ? ?**

MSP COMMITTEE REPORTS

ORGANIZATION COMMITTEE

Plans for fund raising are being made. This is especially important since the City portion of funding has been reduced. An event is in the development stages that would be a fundraiser and bring a large number of people to the MSP/BID that would require them to stop in participating businesses in the Downtown.

Communications continue to improve as the MSP web site information being carried is more up to date, carries MSP/BID Business links and ads, more events details and improved communications. Please let me know of any recommended changes or news items.

ECONOMIC REVITALIZATION COMMITTEE

NOTE: 4 OF THE PROJECTS LISTED ARE COMPLETED OR UNDERWAY AS ON GOING PROJECTS

SUMMARY STATUS OF 2012 MSP / USDA TECHNICAL ASSISTANCE WORK PLAN FYI UTILIZING USDA GRANT

1. Program: Scheduled; Date TBD - Using Interactive Media in a Small Business – Wave of the Future Is Now; Use of internet, social media and e-commerce to expand your small business and business horizons. Facilitator: Mike McCrary of Keystone Click has been contacted re: conducting the program for MSP businesses.
2. Program: Completed July 30th - Upstairs Downtown, Grow Up, Not Out – Professor Mike Jackson described how unused or under used second stories could be utilized; How to capitalize on the increased retail space and/or residents while enhancing the appeal of the Downtown.. This preceded presentation at the Agency house on 8/31/12 Green reuse/redevelopment of vintage properties. MSP paid ½ the cost of the Agency House presentation.
3. Program: Marketing Management Development – Marketing, Sales Management and Customer Service. Facilitator will also work with MSP Co-op Marketing Team to form, organize MSP team (#5 below)
4. Program: Marketing Your Products or Service - Improve Sales, network by forming a local Marketing co-op(#4 below).
5. Program: Completed & ongoing - Paint the Town: Enhance customer appeal of your business through visible exterior improvements (curb appeal) of your property. MSP Paint the Town assistance, technical instruction, procurement, equipment use and/or materials and volunteers.

WE LOOK FORWARD TO 2013 BEING ANOTHER GOOD YEAR FOR DOWNTOWN FACELIFTS TO JOIN THE SIXTEEN MSP/BID PROPERTIES IMPROVED DURING PAST 16 MONTHS !!!!

Aside from the Paint The Town projects, we must add to the list those others who also improved their sites – Flower Co., Rogers Gift & Gallery, The Tire Co., Katie Blankenheim's Studio K beauty salon, Sweet T'S, the American Family office at 240 W. Cook St. complete interior remodeling of St. A new façade on this office and total interior remodeling of

it and the second American Family office to be located at 131 W. Cook St. The former St Vincent's at 242 W. Cook is also undergoing extensive remodeling for another new business going in there.

Thanks to all those in the BID/MSP who have improved their properties!!!

And thanks to Lynn Properties for the loan of their equipment! This kind act of community spirit has saved the property and business owners thousands of dollars.

Note: MSP will make the scissor lift available for use to any business/property owner in the downtown desiring to use it to improve their property. Give Gil a call to get on the list if you intend to take advantage of this opportunity !!!!

6. Program: Completed & ongoing Attracting New Customers through visible, attractive improvements to our Main Street Portage business community boosting tourism and attracting tourists to downtown shops and restaurants. **Restoration of Downtown vintage wall art by Main Street Portage utilizing generous donations, MSP administrative time and USDA grant funds.** A community wide effort of volunteerism mentored by participating mural artists. Program is focused on capturing town's heritage. People of all ages are invited to join in to improve and support their Downtown. Included in the above work plan is the renovation of three vintage wall signs in the MSP district. The one completed others planned for spring 2013.

Completed – The primitive **HIDES - WOOL - FURS - TOP \$** sign on the west wall of Portage Furniture was completed as originally painted probably by merchant owner early 1900's. Keith Willa with help of MSP E.D. and volunteer completed it on 10/5/12.

Looking at restoration of what was a colorful sign on Flower Co. wall proclaiming **" C.E GIESLER M.F.G. of the Bannister 10c CIGAR "**. Also, **SHANKS FEED** on wall above Pop Corn Corner. The Clock Shop is also to add wall art, These are to join the wall art Cross Roads of History mural by Chris Dreyer. This project is being financed by the Portage Tourism Committee and coordinated by the Chamber

BUSINESS NEWS IN MSP/BID:

FIVE MORE VACANT PROPERTIES IN THE DOWNTOWN HAVE BEEN FILLED DURING LAST MONTH AND A HALF !!!

This makes it even more evident that our Downtown is viable and attractive to entrepreneurs who see their business future in Portage Downtown!

MSP and BID welcome these new members to our Downtown community.

- CLC Sports Memorabilia has opened at 118 W. Cook (former Hoopla). The owner Chuck purchased Brett Esse Sports Memorabilia which has graduated as a growing business out of the MSP incubator program at the Mercantile and has moved right across the street from the Mercantile.
- Several new vendors have joined the Main Street Portage Mercantile shops (117 W. Cook St.) This brings the total to fourteen niche vendors.
- Mexico Lindo Mexican restaurant is scheduled to open on Dec. 6th. at 207 W. Cook St. (in the RAM hotel)
- Jimmy's Real Deal BBQ. Is planning to open at 123 E. Cook, site of the former Smoke House.
- The long vacant building at 131 W. Cook St just East of Bennett Law is under going extensive interior remodeling in preparation to be occupied soon by American Family representative Sheila Link .This storefront will have two Historic Living Windows on Friday Dec.7th.
- Karrie Tracy will be in charge of the former Chuck Miller office at 240 W. Cook St. The property received a new brick façade during November. These AmFam ladies have replaced Chuck Miller upon his retirement.

SPECIAL NOTE: Both American Family offices have donated to the Yuletide At The Portage hospitality tables as did Sean Malone State Farm, Don-Rick Inc., Portage Insurance Center, Forever Yours Jewelry, Pierces and Portage High School.

- Portage native Larry Okray has become associated with the Portage Insurance Center. He, his family and staff will be hosting one of the five Main Street Portage hospitality tables during MSP Historic Living Windows.
- Work was completed on the exterior and interior redo to the former Shear Timing Beauty Salon on E. Wisconsin St. The new beauty salon is now open and operated by Katie Blankenheim as "Studio K".

- Sweet Tees Tattooing completed their fix up and paint up on at 224 W. Wisconsin St (former Communique Shop).
- E.D. has been working on the possibility of a bakery/café in the downtown.
- New businesses are planning to open in the former Roger's Gift and Gallery at 205 DeWitt St. and in the former St. Vincent DePaul site at 242 W. Cook St..... More on these later.

DESIGN COMMITTEE

STREET SCAPE COMMITTEE will be adding additional street art in the form of welded sculptures in Downtown planters on bump outs joining the two have been placed in square planters. Plans are to obtain six more pieces of metal art for the remaining 6 square planters.

PROMOTIONS COMMITTEE

MAIN STREET PORTAGE YULETIDE AT THE PORTAGE 2012 Final plans came together for all the Y'Tide events We have a strong core group of VOLUNTEERS but WE could always use more. Anyone wishing to participate in these efforts is urged to contact Gil.

The first four Y'Tide events played to large crowds and were a fantastic success..
 Twenty four local floats in the parade, a great tree lighting ceremony on Friday Nov. 23rd.
 On Saturday, Santa's Reindeer and visits with Santa both took place in the Plaza.
 Both of these events drew constant flows of kids and parents for the entire four hours.

THANKS TO THE BID FOR SUPPORTING THE MARKETING EFFORTS LISTED ABOVE WITH THEIR GENEROUS FUNDING.

The Yuletide marketing program promoting the events and the Downtown included;

- On line and in print promotion with Portage Daily Register
- Full page of Portage events in The List
- Full Page Color ad in The Express
- Full page color ad in the Big Cheese
- Four column color ad in Pardeeville Shopper
- Fifty color posters
- 1,000 color flyer/ bag stuffers/counter flyers
- Ten sandwich board panels
- Eight street banners
- Event listings in thousands of copies including Columbia County Travel Guide, rack cards, area shopping guides and in the PDR holiday tabloid THE LIST.

The Portage Daily Register and their staff are to be commended for the LIST this year!!! It is an absolutely splendid tabloid that they created!! Thanks for the strong emphasis on shopping locally!!! And thanks to the City Tourism Committee and Chamber for their participation in marketing in the LIST!!

IT IS GREATLY APPRECIATED

The Yuletide At The Portage events have consistently brought thousands of people to our Downtown Portage, thanks in no small part to the broad coverage and the above marketing efforts made possible by the BID!!!

OTHER VERY IMPORTANT NEWS ITEMS OF INTEREST TO MSP / BID

NOTE: For detailed report and other additional items in the MSP/BID, see emails from GAM and BID CONTRACTORS REPORT.

SOMETHING I MISSED OR YOU WANT TO ADD ??????

JUST GIVE A CALL TO 742-5054; CELL # 608 334-4207

TIME WELL SPENT

During the month of November, Executive Director worked on the following:

- Attended four Finance Committee meetings where BID & MSP budgets were discussed. NOTE: Both budgets, requests for funding and chronology of MSP history were sent to City Hall early in OCTOBER but never got to the Finance Committee as requested. They got lost in City Hall!
- Visited, contacted and or patronized over 95 MSP business / property owners.
- Contacts with Chamber staffers, several of County Court House personnel, County Board members, Library personnel, City staffers, Council Members, Main Street board members, Canal Society board members, BID board the Fox Wisconsin Heritage Parkway meetings.
- Spoke personally on BID/MSP matters with the City Administrator, City Clerk staff, City Treasurer, City Engineer, City Council members.
- During November, Director attended, viewed or participated in a total of 12 meetings of MSP associated entities including, Finance Com., Tourism Com., Municipal Services and Utilities Com. , City Council, BID Board, MSP Board.
- Numerous day to day contacts with MSP/BID leadership on various issues.
- Conferred and/or corresponded with Wisconsin Main Street administrators in Madison.
- Fielded hundreds of phone calls and emails re: MSP/BID business, activities and involvements.
- Updated USDA reports.

Total estimated MSP Director Hours expended on MSP associated business during November was approximately 270 hrs. (67.5 Hrs/wk. average). Much of this time was expended in preparations for Y'Tide.

END OF MSP EXECUTIVE DIRECTOR'S REPORT NOVEMBER 2012 ACTIVITY REPORT. THX

HAVE YOU THOUGHT ABOUT THIS ?

THE BID "80 GREAT REASONS TO EXPLORE PORTAGE DOWNTOWN" LISTS 100 BUSINESS CATEGORIES!!

HOW MANY OF THOSE DOWNTOWN BUSINESSES DID YOU PATRONIZE THIS PAST MONTH??

SHOP THE MSP/BID BUSINESSES AND SERVICES FIRST

IF WE DON'T KEEP OUR PART TO KEEP OUR DOWNTOWN GOING

HOW CAN WE EXPECT OTHERS TO?

AND REMEMBER ... SMART SHOPPERS ... SHOP THE BID!

2012 October BID Maintenance Contractor Report
11/01/12 to 11/30/12
Submitted to BID Board by
Gil Meisgeier, Associated Management Services on December 79th. 2012

I.Trash Some of the 24 BID trash containers still being used for household garbage and may fill rapidly.

II. Equipment

All's well and ready for whatever this winter brings.

III Snow removal

IV. BID Farmer's Market

2013 Location?

V. BID flower and trash containers etc.

All of the flower barrels have been prepared for the Holiday decorations. Volunteers harvested loads of evergreen boughs from Paint Farm and decorated barrels.

VI. Parking lot cleanup, planted areas maintenance and tree grates etc.

Cleanup/pick up of all streets, parking lots, alleys and curb pick up is ongoing. Cigarette butts etc in front of a few of the bars is still often a problem.

ADDITIONAL ITEMS OF INTEREST IN THE BID

- The BID has suffered some serious acts of vandalism and destruction in recent weeks. The perpetrators who torched the trailer full of corn stalks destined to decorate the downtown are proceeding through the process with the courts.
- Those responsible for the incident during that occurred during the night of Nov 7th whereby several trash containers and flower barrels were dumped over and decorative pumpkins smashed are also proceeding through the system. **!!!!**
- The City funding portion of Main Street Portage and \$9,500.00 funding of BID was eliminated by the Finance committee and the City Council.
- The city Council has met in closed session several times to discuss the property where the tragic fire that destroyed the historic Rhyme building the former Black's furniture building. Their plans are not known at this time.
- Funding for the initial phase of engineering is in the City budget at this time.
- The Riverside Park Welcome Center construction is slated to begin in spring. A stage 1 archeological study has been conducted with no major findings.

NEW REASONS TO “SHOP THE BID” NEW BUSINESSES IN THE BID / MSP

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END OF NOVEMBER, 2012 REPORT.

NOTE: For other additional items in the MSP/BID, see emails from GAM and MSP E.D. report.

A SPECIAL THANKS TO THOSE FOLKS WHO DO CALL MY ATTENTION TO AREAS IN THE BID NEEDING

ATTENTION BY ME OR THE CITY

PLEASE LET ME KNOW IF THERE ARE THINGS THAT I MAY HAVE OVERLOOKED OR ANY ITEMS THAT NEED ATTENTION. I WELCOME YOUR SUGGESTIONS,

YOU DON’T HAVE TO WAIT FOR A BID MEETING! CONTRACTOR IS AVAILABLE 24/7 !

JUST GIVE A CALL TO 742-5054; CELL # 608 334-4207

WHEN YOU SHOP

WHERE DO YOU SHOP FIRST???

SHOP THE BID!