

City of Portage
Minutes of Business Improvement District Board of Dir. meeting
Wednesday April 10th. 2013
Municipal Building 115 West Pleasant Street,
Conference Room One

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

- 1. Roll Call:** Present: Peggy Joyce; President; John Krueger; Vice President; Dennis Rupers, Treasurer; Chris Shadel, Steve Polnow, Shane Schmidt, Jim Rusch. All members present.
Non-Board Members Present: Mayor elect Tierney, Bruce Sanderson of Temple Display, Roger Krejchik and Gil Meisgeier, BID Contractor, Main Street Portage Ex. Dir. /BID Administrator;
- 2. Approval of March 13th. 2013 Minutes.**
Motion to approve March 13th 2013 minutes by Shadel. 2nd. Krueger. Motion carried, all in favor.
- 3. Treasurer's Report, Claims to pay & Financials Report**
Motion to amend previous Treasurer's reports date to read 03/31/13.
report by Polnow, 2nd. Rupers. Motion carried, all in favor.
Claims to pay Motion to pay claims as presented by Treasurer. Motion by Schmidt, 2nd by Krueger; Motion carried, all in favor.
Financials: Motion to approve financials as presented by Treasurer. Motion by Krueger, 2nd Polnow. Motion carried, all in favor.
Motion to approve payment of Sand County Arts Fair request for \$1,000.00 by Schmidt, second Krueger motion carried, all in favor.
- 4. Introductions of guests in attendance.** Roger Krejchik, Bruce Sanderson and Mayor elect Tierney were recognized and welcomed as guests.
Mayor elect Tierney expressed his desire to work with BID on common goals and to start a new beginning.
- 5. Schmidt and Krejchik gave reports on Portage Area Community Center planned for former Woolen Mill site.**
- 6. Discussion and possible action on BID Contractors report.** Motion to approve report by Polnow, second Krueger, motion carried all in favor.
- 7. MSP Executive Directors Report** was approved on a motion Krueger, 2nd by Rupers. Motion carried All in favor.
- 8. Requests for financial assistance:** Request for \$3,300 was presented by Canal Days Committee along with List of Events, Event budget and Marketing budget. Motion to approve by Polnow, 2nd. by Rupers. Motion carried, all in favor.
- 9. BID Marketing placements were presented.** Meisgeier presented copies of:

- Columbia County Visitors guide featuring full page ad of the 100 reasons which appears in 25,000 Columbia County Visitors Guides. \$1,200.00 had been approved for payment to Capitol Publications
- Columbia County Visitors map with 100 Reasons copy appearing on back cover. \$500.00 had been approved for payment to Capital Publications.
- Four color glossy rack card copy prepared by Brad Conrad of PACC was presented. \$1,200.00 had been approved for 25,000 cards to Allen & Associates Printing a BID member. \$1,040.00 is to go to ADLIT for rack card distribution service.
- \$600.00 to ADLIT for 100 reasons ad in 25,000 copies of the Shoppers Guide featuring the 100 business categories framing the 100 reasons copy.

Motion to approve payment to Capital Publications for Full page ad utilizing the “**100 REASONS in “103 THINGS TO DO”** publication. Motion by Schmidt, 2nd Dennis. Motion carried all in favor.

Motion was made to expend up to \$2,000.00 to Temple Display for street banners. Banners to be selected by Banner Committee Joyce, Schmidt and Krueger. Motion by Polnow, 2nd. Krueger. Motion carried, all in favor. Marketing Committee of Joyce, Krueger and Meisgeier to meet after this meeting.

10. Report was given on City projects in the BID. A report was given by Meisgeier re: actions of the City Municipal Services Committee as to all events requesting in kind services which were approved by a unanimous vote of the committee.

Location of the Farmer’s Market was a separate agenda item that involved a lengthy 20 minute discussion by the City Municipal Services Committee and BID representative Meisgeier, after which Commerce Plaza was approved as the location on a motion by Hamre and 2nd. by Miller. Chair Garretson joined them in a 3 to 1 vote with Odzman voting no.

Discussion took place re: the City’s storm water plans.

It was also reported that the Community Development Authority took no position on the city purchase and razing of the Black’s Furniture building. No plans for the Flirt and Black’s Furniture properties had been announced by the City as to moving forward to purchase the buildings at the present time.

11. Motion to adjourn at 8:50 a.m. Motion by Polnow, 2nd Rupers, Motion carried.

Prepared by GAM
Approved by Pres. Joyce