

City of Portage
Business Improvement District Board of Directors
Wednesday, June 11, 2014, 7:30 a.m.
City Municipal Building, 115 West Pleasant St.
Conference Room One
Minutes

Present: President- Peggy Joyce, Vice President John Krueger, Treasurer Shane Schmidt, Secretary Dennis Rupers, Ian Dumbleton, Myrna Hooper, Sheila Link & Chris Shadel.

Excused: Maribeth Dorn

Also present: BID Contractor Scott Davis, Director of Business Development Steve Sobiek, Mayor William Tierney, City Administrator Shawn Murphy, Fred Galley, Roger Krejchik, Atty Mark Bennett, Atty Doug Kammer, Atty John Miller, Atty Vytas Salna, Atty William Smiley, Columbia County Board Supervisors Vern Gove and Andy Ross.

1. Roll Call

The meeting was called to order at 7:30am by President Joyce.

2. Discussion and request for approval of BID Meeting minutes for May 15, 2014.

President Joyce presented the minutes from May 15, 2014 and asked for a motion to approve the minutes as presented. Motion by Schmidt, second by Krueger to approve minutes for May 15, 2014 meeting. Motion carried unanimously.

3. Presentation by County Board Members on planned location of County Services.

President Joyce introduced County Board Supervisor, Andy Ross as he will present to the Board an update to the County's plan for locating the County Services and the impact on the downtown. Joyce reminded everyone of the historical significance of the current location of the Court House and that Portage is the County Seat and that the Court House and County Services should stay centrally located. Director Schmidt added that a 3rd option of keeping all of the County Services within the Downtown. Supervisor Ross stated that the 3rd option of keeping all of the County Services within the Downtown is again being re-evaluated by the County Board. Ross continued with a brief history stating that there were two (2) goals that the County Board was contending with; 1.) Security issues at the Court House, and 2.) move Health & Human Services from the Industrial Park. The County needed to consider the parking needs and availability within the downtown and the impact of adding 500 employees to the downtown area. Ross added that the City Officials have been very involved from the beginning in working with the County during this planning process.

Ross updated the BID Board and said that the County Board is presently considering three (3) options, called Options 1A & 1B and Option 2. Ross handed out diagrams on these 3 options and can be reviewed on the County Board website. Ross stated that the next meeting is on Monday, June 19, 2014 at 6:00pm, where the County Board will continue discussions on these plans and possibly make a decision which plan they would move forward with more detailed planning. President Joyce brought up two current issues regarding the Court House security and the current location of the Court House to the Jail. Joyce asked if security was such a concern at this time, why are the metal detectors not being used. Ross stated that there are future plans for using the metal detectors. Also, the plans for the Court House are to house everything as there is a cost and vehicle availability issue with transporting from the jail to the court house. Joyce asked if the Judges have concerns with security and Ross stated "yes," they do have concerns and that they have been involved with the planning process from the beginning. Ross provided an example of the current Court House having issues with too many areas and hallways where one can hide that require many

deputies to provide ample security within the Court House building. Also, it was brought to the County Board's attention of potential mistrials due to discussions occurring within hallways of our current Court House.

President Joyce used Baraboo as an example and reiterated how wonderful it would be for Portage and the Downtown if there was a County Campus in the downtown for all of the County's Services. Ross did want to everyone to realize that Portage is unique in that it has three (3) State Highways going through the downtown. Traffic concerns are a real issue and would be a major problem to contend with if all the County Services were downtown. Ross stated that he believes that just having Health & Human Services moved to the downtown would bring a steady stream of people to the downtown area.

Vice President Krueger asked if today's technology can be used to alleviate the transporting of individuals from the jail to the court house. Ross confirmed with Supervisor Gove and the visiting attorneys that defendants more often than not must physically stand in front of judge. Krueger added that they would still have parking issues at the Law Enforcement Center location if the Court House was moved to that location, as well.

Director Dumbleton brought up the idea of possibly charging for parking within the downtown. Joyce added that the decision to made to do things correctly right from the start and keep things together in one location.

President Joyce introduced Attorney Mark Bennett who asked to respond on a couple of the items previously discussed. Bennett stated that the Metal Detectors should be in use now even though it is a minor inconvenience to the public. Safety is important, especially due to some of the past tragedies in Portage, such as the Subway shooting, as well as within the County. The public already understands that they have to go through security when entering certain state & federal buildings. Bennett added that Traffic Court on Mondays or with Jury Trials may cause some parking issues, but these can be worked around with proper planning. In regards to the transporting of individuals from the jail to the Court House, the County has a designated Deputy now for this purpose. Bennett brought up the issue of parking in the downtown and stated that if done correctly, part of the 24 million dollars can be used for parking costs. Bennett believes that the City Engineer should be able to work with the Architects to make a successful County Campus where all services are maintained within the Downtown. Bennett closed by stating that he has great respect for the County Board due to their time and effort with this project.

President Joyce repeated Dumbleton's idea of charging for parking within the parking structures. Joyce added that anytime she goes downtown Madison, paying for parking is already expected. Ross did not agree with that idea and added that many of the county residents would not appreciate having to pay for parking and that the County Board Supervisors must take into consideration their constituents and their desires.

President Joyce introduced Attorney William Smiley who wanted to comment on the County Board's current options on the table that they are reviewing. Smiley stated that the options on the table for review include a new court house and not within the downtown. Smiley stated that he believes the question as to how we take the existing and match it with the reasonable requests was not asked or taken into consideration. The desired space needs and wish list from the current employees working within the current Court House are only what appears to have been considered and it triggered the need for a new building. Smiley encouraged the County Board to consider a 3rd option, which is how do we preserve and make what we have work for the County. A cost savings could be experiences as remodeling existing buildings do not require that certain Federal laws be adhered to that a new building would require. Smiley added that security is not as much of a problem as we are led to believe. Tragedies are random incidents. Smiley added a comment regarding potential mistrials due to discussions in hallways. He stated that this notion is very misleading. Discussions occur in the hallways of Court Houses around the country without concern of a mistrial. Smiley encouraged the BID Board to consider passing a resolution to urge the County Board to include an

option with preserving and remodeling the current Court House and maintaining the County Services within downtown Portage.

Supervisor Ross added that the current building was built in 1962 and that it served the County well the past 52 years. The current County Board has to consider that this current project suffice the County for the 50 to 60 years. Ross stated that he appreciated our time and thanked the Board for the opportunity to update the BID Board with the County Board's County Services Location project. He stated that the vote for this project plan will most likely occur in October, 2014.

President Joyce asked if there was going to be any forums planned throughout the County. Ross stated that they are tentatively thinking that there will be four (4) planned, but none are set at this time.

Smiley added that the County Board could possibly be voting at their next meeting which plan they would like to look into further and in more detail before voting on an accepted plan in October. President Joyce introduced Attorney Doug Kammer who asked to respond. Kammer pointed out that as he walked down Cook St, he could not help but see the number of empty store fronts while walking to his destination. Kammer added that ample parking in the downtown must be provided or the City of Portage could very well die.

County Supervisor, Vern Gove added that over the past year, a lot of effort and consideration of eleven (11) options have been made in coming up with the three (3) current options. Also, the County Board voted to reconsider the 4th option where all County Services are to being located downtown. This option will be reviewed at the next meeting on the 19th.

President Joyce thanked Supervisors Gove and Ross for their time and efforts, as well as to all of the guests for their attendance and their valuable input.

4. Discussion of Tax Credit availability for downtown historic buildings.

President Joyce informed the Board that Alderman Doug Klapper asked the BID Board to consider hearing a presentation from Jen Davel, Architect for the WI Historical Society, regarding Federal and State Tax Credits available for income producing historical buildings within the Downtown that would need at least \$50,000 of repairs or updates to their current buildings. The Board was in agreement with Joyce and would welcome a presentation from Ms. Davel, or from a member of the Historical Preservation Committee if either would be interested in presenting at a future BID Board Meeting.

Also, Joyce presented Alderman Doug Klapper's additional request to have the BID Board work closely with the Historic Preservation Committee as he believes that they share similar missions. Klapper asked the Alderman position be added as a member of the Executive Committee and that a member of the BID Board become a member of the Historic Preservation Committee. This will aid in each being more aware of what each entity is thinking. Joyce stated that Klapper's requests for Executive Committee involvement and BID Board Member involvement with Historic Preservation Committee will be addressed within her Executive Committee report. Also, Joyce added that she believes that the BID function can be one of aiding in advertising with this issue. Rupers asked if Historic Preservation Committee has their own marketing arm or plan with regards to the Tax Credit issue. Mayor Tierney corrected Rupers stating that the Historic Preservation Committee is a volunteer committee such as BID and added that the committees should work together as to who should do what. Schmidt added that he believes that this would be an excellent opportunity for DPI and the Historic Preservation Committee to work together to get the word out on the Tax Credit availability. Director of Business Development, Steve Sobiek added that the tax credit is 20% for both State and Federal.

Directors Krueger and Link added their frustration that when they did improvements to their buildings, there was no mention or notice provided of this Tax Credit. Sobiek added that he believes that when a building permit is purchased, the availability of a tax credit should be provided at that time. President Joyce added that she believes a "tool box" should be provided to new business

owners that come into the Downtown so that they are made aware of BID, DPI, Tax Credits, etc. Sobiek agreed with the idea.

5. Discussion and possible action on BID Committee Chairman Reports

Discussion moved to Executive Committee Report.

President Joyce presented the Executive Committee report that was previously distributed to the Board for review. All agreed to having read the report and no one had additional questions or comments. Report is attached as Addendum 1. President Joyce recognized guest, Roger Krejchik as he had a question about getting a copy of the Executive Committee report. Joyce stated that she will ensure that a copy of the report is sent to him and that all addendum items are included in the distribution of the monthly BID Board meeting minutes.

President Joyce moved to discuss her discussion item for adding the Alderman Representative on BID Board and Executive Committee. Joyce stated that Alderman Doug Klapper requested to be added to the BID Executive Committee. Joyce stated that we could not add the Alderman as a committee member without the Alderman position being included on the BID Board. Director Rupers stated that the Portage Business Improvement District bylaws would need to be changed and approved by the BID Board and City Council to add a 10th Board member and to add the Alderman to the Executive Committee. President Joyce added that she would welcome the Alderman as a BID Board member and work towards revising the bylaws if the Alderman is interested and is able to attend monthly BID Board meetings on a regular basis.

President Joyce moved to discuss her discussion item for a BID Board Member on the Historic Preservation Committee. Joyce presented to the Board the request by Alderman Doug Klapper that a BID Board Member become a member of the Historic Preservation Committee. Director Dumbleton volunteered to be a member of the Historic Preservation Committee.

Discussion moved to Contractor Committee report.

Director Shadel introduced the contractor, Scott Davis and asked that he present his report to the board. Motion by Rupers, second by Krueger to approve the May 2014 Contractor's Report. Motion carried unanimously. Report is attached as Addendum 2.

Director Shadel continued the Contractor Committee report stating that Madero Construction successfully completed the step and ramp repair at the BID Storage structure. Shadel offered to either make a railing or Buildings and Grounds can purchase and install. The committees will determine the best approach to the rail installation.

Shadel informed the Board that Fred Galley contacted him asking permission to store the stage constructed for Canal Days at the BID Storage building location. The stage would be available for other events as needed. The Board was in agreement with Shadel that storing the stage was fine. Shadel also stated that he asked the Contractor, Scott Davis to put together a letter of introduction, along with contact information, to provide to members of BID and to the President of DPI.

Shadel moved to the Farmers Market portion of his report stating that a group toured the Farmers Market the past 3 weeks with UW-Extension Agent, Becky Gutzman. Shadel continued stating that he has fielded several calls with Farmers Market questions. ATM and EBT machines are still in the process of being researched. Shadel brought up the issue that some downtown business owners questioning the parking lot being used exclusively to Farmers Market patrons. It was discussed within the Contractor Committee that the east end of the Parking lot be open for business parking. The general Board consensus was in agreement with initial decision as it appears to be the best at this time for downtown businesses and the Farmers Market.

Discussion moved to Grants Committee report.

President Joyce moved to discussion of the Grants Committee report and presented to the Board due to Director Dorn's excused absence from the meeting. President Joyce presented a \$1213.25

request from Downtown Portage, Inc. (DPI) for reimbursement for the printing of AdLit rack cards from Allen Printing. Motion by Schmidt, second by Dumbleton to approve the \$1213.25 request from Downtown Portage, Inc. (DPI) for reimbursement for the printing of AdLit rack cards from Allen Printing. Motion carried unanimously.

President Joyce presented a \$200 request from Portage Theaters as a donation for the Kid's matinee. Motion by Joyce, second by Rupers to approve the \$200 donation to Portage Theaters for Kid's Matinee. Motion carried unanimously.

6. Discussion moved to remaining Committee reports.

President Joyce directed the Board back to the remaining BID Committee reports where action was not needed.

Discussion moved to Buildings & Grounds Committee report.

Director Schmidt stated that the committee did not meet the past month. However, they do have a few things on the agenda that need to be reviewed, such as a feasibility & cost review for a bucket for the UTV, fencing at the BID Storage site and working with the Streetscape Committee on the BID Trees project.

Discussion moved to Marketing Committee report.

Vice President Krueger presented the Marketing Report and stated that the Marketing Committee met and they discussed ideas on the best way to promote the Downtown and BID. The use of a strategically placed lighted billboard, as well as the use of Social Media, was the main discussions. Social Media ideas included the installation of a BID website, the use of Facebook & Twitter and strategic links from various Portage websites, such as the City of Portage, DPI, Portage Pride, etc. President Joyce offered web vendor suggestions and would put them in touch with John. Director Link said that it will be good to get all entities on one page and working together. It is apparent now that everyone is on their own island. The committee will work on formalizing ideas and contacting various vendors for budgeting purposes for 2015. The committee will welcome ideas from those interested in offering their thoughts.

Krueger said that he also met with Brad from Tourism regarding discussions on the possible partnering with higher levels and more effective advertising. Schmidt added that this was a great idea and encouraged the committee to move forward with these discussions.

Discussion moved to Streetscape Committee report.

President Joyce presented her report stating that she was disappointed with the flowers down town and that she was going to talk with Links to ensure that BID received what was ordered. Schmidt and Mayor Tierney added that the flowers have really filled in since they were first installed within the BID. Joyce was pleased to hear the positive comments.

Joyce discussed her meeting with Joel Englund, the architect of the Chamber Plaza, and stated that Joel was willing to replace dead shrubs and plants and prune where necessary, as well as fix plugs that are inoperable. Joyce stated that \$400 from the Budget will be used to make these improvements.

Director Hooper added that she would like to see more metal art placed within the BID. Hooper agreed to Joyce's request to work on getting a bid for Metal Art Work from the artist located in the Montello area. The committee will bring their recommendations to the BID Board in the near future.

7. Discussion and update on involvement with Downtown Portage, Inc. (DPI)

Director Link stated that there was not much to present to the Board at this time as the DPI Board will be meeting later that week and their discussions regarding the outcome, improvements and financial status of the recent Canal Days event. Link stated that the preliminary numbers were interesting in that it looks like they made a \$4500 profit with half the recorded attendance from previous year's events. Link did state that she would have more details in the July BID Board meeting.

8. Discussion and possible action on treasurer's report.

Claims to pay

Treasurer Schmidt presented the Claims to Pay Voucher list for June, 2014. Schmidt presented the Claims to pay for June in the amount of \$6834.61. Motion by Rupers, second by Krueger to approve the presented Claims To Pay list in the amount of \$6834.61. Motion carried unanimously. Claims to pay list included as Addendum 3.

Financials – May 2014

Treasurer Schmidt presented the May 2014 Financials to the Board. Schmidt stated that the BID May Financials were accurate and balanced except for a \$500 expenditure to Jag Courts, Inc. for Gym Banner. Schmidt stated that he will work with City Treasurer, Jean Mohr to get this removed and the financials corrected. Motion by Rupers, second by Krueger to approve the May 2014 Financials with the contingent that the \$500 expenditure to Jag Courts, Inc. for Gym Banner be removed from the May 2014 BID Financials and be corrected. Motion carried unanimously.

Vice President Krueger wanted to state to the Board his desire to see the Farmers Market grow and that consideration is made to possibly utilize the Market Street location in the future. Krueger added that he understood that there may have been plans to include a public restroom for the Market Street location and that the issue should be revisited. President Joyce stated that previously, a plan for a public restroom in that area was reviewed and a completed study revealed that it cost \$100,000 to build the restroom according to code. Director Schmidt reiterated that the BID Board and the City officials should prioritize a "can do" attitude to grow our Farmers Market. Krueger added that he would like to see an official Farmers Market Committee within the BID Board and that the committee would be a regular conduit of outside thought for improving the Farmers Market. President Joyce said that this item will be brought up for discussion and possible action on July's BID Agenda. Krueger wanted to bring up that the Splash Pad was a "home run" and that people realize how important this venue and future park-like ideas, such as the skate park, are to the city of Portage. The Board collectively agreed with the success of the Splash Pad.

9. Adjournment

Motion by Joyce, second by Rupers to adjourn the meeting at 8:59. Motion carried unanimously.

Respectfully Submitted by Dennis Rupers, BID Secretary.