

**City of Portage  
Business Improvement District Board of Directors  
Wednesday, July 9, 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.

Excused: Maribeth Dorn, Sheila Link

Also present: Director of Business Development Steve Sobiek, Alderman Richard Lynn & Executive Director, Marianne Hanson, Portage Chamber of Commerce.

**1. Roll Call**

The meeting was called to order at 7:32am by President Joyce.

**2. Discussion and request for approval of BID Meeting minutes for June 11, 2014.**

President Joyce presented the minutes from June 11, 2014 and asked for a motion to approve the minutes as presented. Motion by Schmidt, second by Hooper to approve minutes for June 11, 2014 meeting. Motion carried unanimously.

**3. Discussion and possible action on BID Committee Chairman Reports**

**Discussion moved to the Grants Committee Report**

President Joyce asked the Board to move to agenda item 4.d.) the Grants Committee report due to guest Marianne Hanson, Executive Director of the Portage Chamber of Commerce, being available for only a short time this morning. Hanson came to the Board to ask for a \$1500 grant consideration for additional advertising for the combined Taste of Portage and Sidewalk Days/Car Show event that will be held on August 22-23, 2014, in downtown Portage. The additional funds will be used for additional advertising needs as DPI and the Chamber work to inform everyone that this event will be combined. Motion by Rupers, second by Dumbleton to approve the \$1500 grant to the Portage Chamber of Commerce to be used for additional advertising efforts of the combined Taste of Portage and Sidewalk Days/Car Show event held on August 22-23, 2014, in downtown Portage. Motion carried unanimously.

**4. Discussion and possible action on Board resolution to encourage the Columbia County Board of Supervisors to review and consider having all County Services located within the downtown area of Portage.**

President Joyce asked the Board to move to agenda item #3 for consideration on the resolution. Joyce introduced guest, Alderman Richard Lynn. President Joyce asked Alderman Lynn what he thought was required for the County to have all of the County Services located in downtown Portage. Lynn stated that the County is looking for the City to offer parking space to reduce the County's costs for their project. Rupers stated that he has not seen a plan that offers the County a concrete plan that would encourage the County to move all services downtown and to answer the questions of ample parking and potential traffic issues that the City could face if all of the county services were located downtown. Rupers asked Lynn if he was aware of such a plan and Lynn stated that he was not and that the city has not made a formal offer ample parking space to the County. President Joyce asked that the BID Board Members please attend the formal County meetings to ensure that the Downtown Portage plan is brought up at the meetings since it is not one of the formal concepts going to be presented. Treasurer Schmidt added that there are 3 County Supervisors that represent districts within Portage and due to outside influence; some don't want to

spend the County's planned spending of \$55,000,000 for this project. Vice President Krueger added that he was sure that the Lawyers will be attending the meetings and bringing up the downtown concept at each meeting, as well. President Joyce asked Alderman Lynn what he felt would be an effective resolution for the BID Board to consider. Lynn stated that if the BID Board was in favor of all County services to be located downtown, they should support the idea of the City supplying the parking for the County so that it reduces their costs. Rupers asked Lynn if there was talk among the City Council supplying the required parking space for the County, and Lynn stated, "Yes, there was." President Joyce stated that the Executive Committee will work on drafting the resolution for the Board to discuss with possible action.

## **5. Discussion and possible action on BID Committee Chairman Reports**

### **Discussion moved to Executive Committee Report.**

President Joyce presented the Executive Committee report and asked that Vice President Krueger give an update on the Marketing Committee's plan for 2015. Krueger stated that the committee is currently working with Brad from the Portage Chamber/Tourism and that he will be making a marketing plan package presentation to the committee that will include partnering with higher levels and more effective advertising. Krueger will take the numbers from that meeting and use within the 2015 Marketing Budget what the committee feels will be best for BID.

President Joyce asked Vice President Krueger for an update on how the 2015 Budget Planning Process is progressing. Krueger stated that he has not heard from the committees on their budget requests, so if he doesn't hear, he will forward a budget to the Board to consider using the 2014 budget plan. President Joyce asked the committees to provide their own budget ideas to Vice President Krueger within one (1) week or he will use the 2014 budget numbers. President Joyce asked the Executive Committee to prepare the 2015 BID Budget for discussion and possible action at the August 13, 2014 meeting.

President Joyce moved to the discussion of Director Shadel's letter of resignation. She said that she has no choice but to accept his resignation and has asked the BID Board to consider accepting Shadel's letter of resignation. Motion by Joyce, second by Schmidt to accept Director Shadel's letter of resignation. Motion carried unanimously. Treasurer Schmidt wanted to publicly thank Chris Shadel for his service to the BID these past 6 ½ years. The Board agreed whole heartedly. Joyce added that this leaves an opening for the Contractor Committee Chairperson along with the ninth member of the Board. She asked that if someone is aware of an eligible candidate to serve on the BID Board, Joyce asked that we let her know for consideration at the August 13, 2014 meeting.

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 suggested that we not add a 10<sup>th</sup> member to the BID Board so that we avoid an even number of members in case of a tie on items requiring action. Schmidt added that if the Alderman for the BID was going to be a working BID Board member and in regular attendance to the meetings, he would consider the Alderman position as a BID Board Member. However, if not able to be a working member and regularly attend the meetings, then Schmidt would not agree. The BID Board was in agreement with this position and decided to not take any action on this request.

### **Discussion moved to Buildings & Grounds Committee report.**

Director Schmidt presented the Building & Grounds report that he forwarded to the Board the previous week. All agreed that they received and reviewed the report.

Director Dumbleton stated that he is currently working with DJ Fencing to get a quote for installing a fence at the storage shed to securely store BID equipment and materials.

Schmidt added that the committee decided to not purchase the bucket for the UTV at this time as there wasn't an apparent need at this time.

Schmidt stated that Bob Redelings from the City asked if the BID would like to have recycling containers placed at specific locations. Schmidt stated that he asked that one be placed at Commerce Plaza, Market Square, the Levee head and the canal entrance by the Library. Schmidt added that Building & Grounds and Streetscape committees are working with the City on the Tree project throughout the downtown. Currently Phase one is being devised and will hope to have an update presented at the August meeting.

Schmidt completed his report asking that the Board consider placing the contractor responsibilities underneath the Building & Grounds Committee and create a new Farmers Market Committee. It makes better sense to have the Building & Grounds Committee oversee the Contractor and its duties. The Contractor duties with the Farmers Market would be better served with a specific committee to provide more focus and growth potential. Rupers agreed that the Farmers Market should be its own focus and that we would need to consider a Bylaws change again this year. President Joyce asked that Rupers draft a Bylaws change for the Board to discuss and consider for possible action. Alderman Lynn added that he has received calls asking that the Farmers Market be moved to the Market Square location. Lynn added that he thinks that a greater focus on the Farmers Market is a very good idea.

**Discussion moved to Contractor Committee report.**

President Joyce moved to the Contractor's report and stated that the Farmers Market is going well and more vendors are attending. The Contractor had 10 brackets made to use for hanging baskets throughout BID.

Treasurer Schmidt added that Director Hooper did purchase 6-pieces of metal art but he has not received the invoice yet. Joyce added that she was not aware of this purchase and will therefore get together with Hooper to get up to speed on that purchase. Schmidt also added that the Contractor, Scott Davis has a future project in looking at an option for adding a water tank to UTV for watering plants, trees, etc. Currently, Scott is using the ATV that has the water tank attached to it. Motion by Krueger, second by Schmidt to approve the June 2014 Contractor's Report. Motion carried unanimously. Report is attached as Addendum 1.

Director Myrna Hooper was excused at 8:15am.

**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 Marketing Committee report.**

President Joyce moved to the Marketing Committee report and stated that much of the discussion was already completed at the Executive Committee report. President Joyce stated to Vice President Krueger that she will provide the name and telephone number for him to contact the Web Design Vendor. Rupers added that maybe the committee could consider using the services of the technical colleges in the area to work on the social media project for the BID Board. Krueger added that there may be problems with maintenance and updating when not having a hired contractor to maintain the social media modules. Steve Sobiek added that another option to consider is a municipality website design firm called "GovOffice," as they have a wealth of experience and knowledge in working with municipalities all over the country.

**Discussion moved to Streetscape Committee report.**

President Joyce presented her report stating that the Streetscape committee is working with the City regarding tree replacement. Joyce reiterated 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 added that Jeff Grothman asked that the BID Board consider having the contractor water the flowers that he planted along the wall that shuts off the street to the east of his business. Joyce added that she will get together with Director Hooper regarding the purchased metal artwork and make sure that the invoice is sent to Treasurer Schmidt.

**7. Discussion on the 2015 Budget Planning Process**

President Joyce stated that this was already discussed in the Executive Committee report and that we can move on unless anyone had more to add.

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

No report presented.

**9. Discussion and possible action on treasurer's report.**

Claims to pay

Treasurer Schmidt presented the Claims to Pay Voucher list for July, 2014. Schmidt presented the Claims to pay for June in the amount of \$2899.54. Motion by Krueger, second by Dumbleton to approve the presented Claims To Pay list in the amount of \$2899.54. Motion carried unanimously. Claims to pay list included as Addendum 2.

Financials – June 2014

Treasurer Schmidt presented the June 2014 Financials to the Board. Schmidt stated that the BID May Financials were accurate and balanced and that the \$500 expenditure to Jag Courts, Inc. for Gym Banner was previously corrected by the City Treasurer, Jean Mohr, a few months back. Motion by Dumbleton, second by Krueger to approve the June 2014 Financials, Motion carried unanimously.

President Joyce moved to discuss in further detail the creation of the Resolution regarding the BID Board's position with relation to the location of the County Services. Steve Sobiek suggested to the Board that they use a recent city council resolution as a template to format the resolution and use the Board's desired specific language. President Joyce asked that the Executive Committee formulate a draft of the resolution for the Board to consider at the August meeting. She would like it to contain verbiage that encourages the County to move all the services downtown and that the City consider an investment in land for ample parking within the downtown to reduce the County's costs so that this would encourage the County to move their services to the downtown area.

**10. Adjournment**

Motion by Joyce, second by Krueger to adjourn the meeting at 8:42. Motion carried unanimously.

Respectfully Submitted by Dennis Rupers, BID Secretary.