

City of Portage
Business Improvement District Board of Directors
Wednesday, August 12, 2015, 7:30 a.m.
City Municipal Building, 115 W Pleasant St
Conference Room One
Minutes

Present: President- Peggy Joyce, Vice President- Dennis Rupers, Treasurer Shane Schmidt, Secretary Ian Dumbleton, Fred Galley, Sheila Link, Marlena Cavanaugh, John Krueger & Sheila Link.

Excused: Myrna Hooper

Also present: Scott Davis, BID Contractor, Director of Business Development, Steve Sobiek and Marianne Hanson, Executive Director of Portage Chamber of Commerce (PACC).

1. President Joyce called the meeting to order at 7:31 am.

2. Discussion and request for approval of BID Meeting minutes for July 8, 2015.

President Joyce presented the minutes from July 8, 2015 and asked for a motion to approve the minutes as presented. Treasurer Schmidt requested to amend the minute to reflect that in regards to the request for time locks on the bathroom facilities, "initiated by BID and The Chamber." Motion by Schmidt, second by Krueger to approve minutes reflecting the change for July 8, 2015 meeting. Motion passed.

3. Discussion and update on Fred Galley's idea for a weekly Saturday event.

President Joyce asked Director Galley to present his report. Galley said that the Portage Park & Rec 2015 Flea Market at the fairgrounds was a big success and there was wall to wall people. The only downside he has seen to recent Saturday type events is "weather" if it rains people don't show. Galley continued his report stating that he has a calendar of Saturday events that take place around the state and is looking for people to volunteer to check them out and report back. President Joyce discussed getting a committee around the events or getting involved with DPI for the planning of the events. Treasurer Schmidt also recommended that it would be wise to get with DPI as BID is not in the roll of planning events.

4. Discussion and possible action on BID Committee Chairman Reports

Discussion moved to Executive Committee report.

President Joyce presented the discussion from the August executive meeting to the board. The Executive committee was based around the overall boards' commitment to the committees they are either chair of, or a member of and making sure they are having scheduled meetings and bringing reports and actionable items to each meeting. President Joyce asked that each member think about their commitments to their committees, and if they cannot uphold them they need to consider stepping down in order to increase the functionality of BID and to make room for those that can honor the commitment.

Vice President Rupers stated that the way the board is set up it should ideally be that the Executive board holds their respective duties to the board and the other five members of the board fill the remaining five committee chair positions, in order to create optimum efficiency.

President Joyce also stated that each committee needs to make sure they are submitting a report each month to make sure there is communication around what each committee is doing and to make sure there is no redundant work.

Discussion moved to 2016 Budget.

Vice President Rupers presented the budget for 2016, and there has been no changes for budgeting in the last 3 months. Treasurer Schmidt noticed that income for the Farmers Market was missing from the budget. Rupers noticed the error and added in \$1587 of income from vendor fees. Director Krueger made a motion to pass the 2016 budget, second by Cavanaugh. Motion passed

President Joyce announced that Vice President Rupers will be resigning from the board at the end of the year due to an increased work load. President Joyce also announced that she will be resigning from the board at the end of the year as well.

Discussion moved to Building & Grounds Committee report.

President Joyce asked if everyone received the BID Contractor's report from Scott Davis. All agreed that they read the report and no questions or comments were offered. Motion by Dumbleton , second by Rupers to accept the June 2015 Contractor's Report. Motion passed. Contractor's Report is included as Addendum1BIDJuly.pdf.

Treasurer Schmidt presented the Committee report stating that the City has offered a lease agreement for the storage in the underground parking, within the lease agreement was a monthly lease of \$31.65. President Joyce feels that BID should not have to pay anything for the lease as we are part of the city, and Treasurer Schmidt explained that the fee was something that he will be talking over with the city and look for it to be waived.

Schmidt reported on the update of the timed locks for the city bathroom buildings, and he stated that the finance committee approved the time locks.

Treasurer Schmidt was approached by Portage Pride in regards to help with seasonal decorations in downtown. Schmidt recommended that Portage Pride and the Streetscape committee get together to work on plans and coordination.

Discussion moved to Farmer's Market Committee report.

Secretary Dumbleton stated that he has nothing to report and is looking to step down as the Chair of the Farmers Market committee as he does not have time to fulfill the obligation in the manner that the board needs. Secretary Dumbleton will make sure there is a smooth transition when there is a new committee Chair and help in any way possible.

Discussion moved to Grants Committee report.

Vice President Rupers presented two grants for approval. The Chamber of Commerce is requesting \$1500 for Marketing cost of Taste of Portage. Motions by Rupers Second by Dumbleton, Motion passed.

DPI requesting \$1395 for recovering the cost of Canal Days. The board is questioning why the event coordinator fees were not listed in the DPI Budget. Rupers noted that DPI is requesting \$1395 when \$573 is the difference between what we have currently given them and actual expenses. Rupers asked the board to consider what amount is actually due as the board has already paid all but \$573. Motion by Rupers to approve \$573 for DPI Canal Days event to balance event cost, second by Dumbleton. Motion passed

Discussion moved to Marketing Committee report.

Director Cavanaugh presented a budget she had created for the Marketing Committee that outlines the recurring marketing expenses by month. Marlana is waiting to hear back from Jeremy Rusch on cost for theater marketing so she can add it to the budget. Cavanaugh recommended that we do more online advertising in the Dells area in the summer as well as sending out email blasts to businesses in downtown when there are events taking place to help promote local events.

Discussion moved to Streetscape Committee report.

President Joyce presented the Streetscape Committee report stating that the Streetscape Committee did not meet

Discussion and update on involvement with Downtown Portage, Inc.

Director Link reported that the Beer Walk was cancelled due to ongoing legislation issues, therefore DPI is missing out on fall revenue due to not having a wine walk. Link also updated that there was a Air Conditioning condenser replaced at the Mercantile.

5. Discussion and possible action on treasurer’s report.

Claims to pay

Treasurer Schmidt presented the Claims to Pay Voucher list for August, 2015. Schmidt presented the Claims to pay in the amount of \$4845.88. Motion by Rupers, second by Krueger to approve the presented Claims To Pay list in the amount of \$4845.88. Motion passed. Claims to pay list included as Addendum2BIDAUG.pdf.

Financials – July 2015

Treasurer Schmidt presented the Financials for July. Motion by Dumbleton to approve financials, second by Rupers. Motion passed.

6. Adjournment

Motion by Joyce, second by Rupers to adjourn the meeting at 8:35 am. Motion passed.

Respectfully Submitted by Ian Dumbleton BID Secretary.