

**BARABOO BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING AGENDA**



Date and Time: **Wednesday, January 22, 2020 5:45 P.M.**
Location: **City Hall, 101 South Blvd., Baraboo, WI West Committee Room #205**
BID Members Noticed: S. Fay, N. Marklein Bacher, B. Stelling, T. Wickus, T. Kolb, S. Byberg, Tiffany Sloan, Samantha Ramsey Brunker, Mike Yount
Others Noticed K. Downing
Media: News Republic, WRPQ, Library, City Hall

OPENING

1. Call to Order.
2. Roll Call.
3. Announce compliance with Open Meeting Law.
4. Approval of the minutes of the December 18, 2019 meeting.
5. Adoption of Agenda.

REPORTS OF OFFICERS and COMMITTEES

1. President
2. Secretary
3. Treasurer
4. Appearance Committee
5. Business Development Committee
6. Finance Committee
7. Parking Committee
8. Promotions Committee

OLD BUSINESS

NEW BUSINESS

- Approval of Vouchers
- Committee and Chair Assignments
- New Board Member discussion
- Annual Report
- Low Civic Center Wall Mural Update
- Amend 2020 Budget – Allocate/move \$2,200.00 from reserves to administrative expense account

NEXT AGENDA ITEMS AND MEMBER COMMENTS

CORRESPONDENCE & ANNOUNCEMENTS

NEXT MEETING – February 19, 2020 at 5:45 PM

ADJOURNMENT

Sarah Fay, Chairperson

Board Members are asked to notify the President or Vice President at least 24 hours before the meeting if they will not be able to attend.

Agenda prepared by S. Fay
Agenda posted by D. Munz on 01/16/2020

PLEASE TAKE NOTICE that any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact City Clerk Brenda Zeman, phone # 355-2700, ext. 7311, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the City of Baraboo who are not members of the above Council, committee, commission, or board may be in attendance at the above stated meeting to gather information. However, no formal action will be taken by any governmental body at the above stated meeting, other than the Council, committee, commission or board identified in the caption of this notice.

FOR INFORMATION ONLY, AND NOT A NOTICE TO PUBLISH

Baraboo BID Meeting Minutes
12/18/19

Present: Members: Bruncker, Stelling, Yount, Sloan, Byberg, Marklein, Wickus
Others: Downing

Absent: Fay, Kolb

Vice President Wickus called the meeting to order at 5:56

Approval of November 2019 minutes: Byberg/Sloan

Adoption of Agenda: Stelling/Bruncker

President: None

Secretary: None

Treasurer: We need to allocate additional funds in the 2020 budget to cover additional administrative expense. We will need to amend our budget to allocate the recommend \$2,200 to this item and move money to cover the additional expense for 2019.

Appearances: Garlands are looking a little rough; Bekah will check into this, but may be due to weather.

Business Development: None

Finance: None

Parking: None

Promotions: Did a billboard campaign in conjunction with the Chamber.

New Business

1.	Vouchers:	
a.	Franz Landscape (Appearances)	\$875
b.	Baraboo Area Chamber (Promotions)	\$1,875
c.	Lanman and Lanman (Appearances)	\$107.61
d.	Capital Newspapers	\$112.06
		\$60.02
	Total:	\$3,029.69
	Approved: Sloan/Byberg	

Motion to adjourn at 6:20 p.m. by Stelling/Sloan

BID Fund 390

Balance Sheets

December 31, 2019 and December 31, 2018

Assets:	<u>December 31, 2019</u>	<u>December 31, 2018</u>
Current Assets:		
Cash	\$ 69,036.42	\$ 67,994.47
BID Assessment Receivable	-	-
Accounts Receivable	-	750.00
Due from Tax Roll	7,559.77	8,863.62
Total Current Assets	<u>76,596.19</u>	<u>77,608.09</u>
Total Assets	<u>\$ 76,596.19</u>	<u>\$ 77,608.09</u>
Liabilities and Fund Equity:		
Liabilities:		
Accounts Payable	\$ -	\$ 10,561.44
Due to General Fund	-	896.26
Total Liabilities	<u>-</u>	<u>11,457.70</u>
Fund Equity:		
Fund Balance	66,150.39	89,592.22
Designated-Project contrib	-	-
Net Revenues/(Expenditures)	10,445.80	(23,441.83)
Total Fund Equity	<u>76,596.19</u>	<u>66,150.39</u>
Total Liabilities and Fund Equity	<u>\$ 76,596.19</u>	<u>\$ 77,608.09</u>

BID Fund 390

**Income Statement with Comparison to Budget
For The Twelve Months Ending December 31, 2019**

Revenues:	Current Month	Year to Date	Budget	Percentage of Budget
BID Assessment	\$ -	\$ 48,311.06	\$ 46,900.00	103.01
Contrib Baraboo Public Arts	-	-	-	-
Donations and Contributions	-	1,150.00	1,000.00	115.00
Transfer from General Fund	-	-	-	-
Fund Balance Applied	-	-	5,000.00	-
Total Revenues	\$ -	\$ 49,461.06	\$ 52,900.00	93.50
Expenditures:				
Economic Development				
Facilities Improvements	\$ -	\$ -	\$ -	-
Facility Improvements	-	-	-	-
Total Economic Development	\$ -	\$ -	\$ -	-
Transfer to Debt Service				
Cost Reallocation	\$ -	\$ -	\$ -	-
Total Transfer to Debt Service	\$ -	\$ -	\$ -	-
Transfer to Capital Projects				
Cost Reallocation	\$ -	\$ -	\$ -	-
Total Transfer to Capital Projects	\$ -	\$ -	\$ -	-
Community Development				
Publishing	\$ 172.08	\$ 172.08	\$ -	-
Professional Services	-	1,600.00	2,000.00	80.00
Accounting Services	-	1,370.07	800.00	171.26
Parking Lot Development	-	-	1,500.00	-
Appearances/Banners	977.00	11,874.75	17,000.00	69.85
Promotions	1,875.00	23,189.59	25,500.00	90.94
Business Development	-	103.57	5,250.00	1.97
Office Supplies	-	70.20	200.00	35.10
Operating Supplies	-	-	-	-
Insurance	-	635.00	650.00	97.69
Total Community Development	\$ 3,024.08	\$ 39,015.26	\$ 52,900.00	73.75
Total Expenditures	\$ 3,024.08	\$ 39,015.26	\$ 52,900.00	73.75
Net Revenues/(Expenditures)	\$ (3,024.08)	\$ 10,445.80	\$ -	

City of Baraboo
 BID - Pocket Park Fund 392

Balance Sheets
 December 31, 2019 and December 31, 2018

Assets:	<u>December 31, 2019</u>	<u>December 31, 2018</u>
Current Assets:		
Cash	\$ 1,945.29	\$ 1,942.17
Total Current Assets	<u>1,945.29</u>	<u>1,942.17</u>
Total Assets	<u>\$ 1,945.29</u>	<u>\$ 1,942.17</u>
Liabilities and Fund Equity:		
Liabilities:		
Accounts Payable	\$ -	\$ -
Total Liabilities	<u>-</u>	<u>-</u>
Fund Equity:		
Fund Balance	1,942.17	2,064.54
Net Revenues/(Expenditures)	3.12	(122.37)
Total Fund Equity	<u>1,945.29</u>	<u>1,942.17</u>
Total Liabilities and Fund Equity	<u>\$ 1,945.29</u>	<u>\$ 1,942.17</u>

City of Baraboo
BID - Pocket Park Fund 392
Income Statement with Comparison to Budget
For The Twelve Months Ending December 31, 2019

Revenues:	Current Month	Year to Date	Budget	Percentage of Budget
Interest on Investments	\$ 3.12	\$ 3.12	\$ -	-
Donations and Contributions	-	-	-	-
Transfer from BID	-	-	-	-
Fund Balance Applied	-	-	-	-
Total Revenues	\$ 3.12	\$ 3.12	\$ -	-
Expenditures:				
Community Development				
Operating Expense	\$ -	\$ -	\$ -	-
Land or Land Improvements	-	-	-	-
Facilities Improvements	-	-	-	-
Total Community Development	\$ -	\$ -	\$ -	-
Total Expenditures	\$ -	\$ -	\$ -	-
Net Revenues/(Expenditures)	\$ 3.12	\$ 3.12	\$ -	-

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Facilities Improvements			01/01/2019 (00/19) Balance	390-10-55180-861-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Facility Improvements			01/01/2019 (00/19) Balance	390-10-56710-861-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Cost Reallocation			01/01/2019 (00/19) Balance	390-10-59230-900-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Cost Reallocation			01/01/2019 (00/19) Balance	390-10-59243-900-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Publishing			01/01/2019 (00/19) Balance	390-69-56700-210-000			.00
11/21/2019	AP	738	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 1675159 **Desc: BID-NOTICE OF PUBLIC HEARING **Inv. Date: 11/21/2019 **PO No:		112.06		
12/10/2019	AP	739	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 1678550 **Desc: BID-FINAL RESOLUTION **Inv. Date: 12/10/2019 **PO No:		60.02		
YTD Encumbrance	.00	YTD Actual	172.08 Total	172.08 YTD Budget	.00 Unexpended	(172.08)	
Professional Services			01/01/2019 (00/19) Balance	390-69-56700-215-000			.00
04/30/2019	AP	577	BAKER TILLY VIRCHOW KRAUSE LLP **VendorNo: 200 **Inv. No: BT1419154 **Desc: BID-2018 AUDIT **Inv. Date: 4/30/2019 **PO No:		1,600.00		
YTD Encumbrance	.00	YTD Actual	1,600.00 Total	1,600.00 YTD Budget	2,000.00 Unexpended	400.00	
Accounting Services			01/01/2019 (00/19) Balance	390-69-56700-219-000			.00
04/18/2019	AP	651	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11373 **Desc: BID-WAGES IST QTR **Inv. Date: 4/18/2019 **PO No:		418.97		
06/30/2019	AP	511	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11410 **Desc: BID-2019 2ND QTR WAGES,SS,RETIREMENT,HEALTH **Inv. Date: 6/30/2019 **PO No:		317.69		
09/30/2019	AP	658	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11447 **Desc: BID-3RD QTR WAGES **Inv. Date: 9/30/2019 **PO No:		633.41		
YTD Encumbrance	.00	YTD Actual	1,370.07 Total	1,370.07 YTD Budget	800.00 Unexpended	(570.07)	
Parking Lot Development			01/01/2019 (00/19) Balance	390-69-56700-300-970			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	1,500.00 Unexpended	1,500.00	
Appearances/Banners			01/01/2019 (00/19) Balance	390-69-56700-300-971			.00
04/13/2019	AP	567	AMERICAN LEGION POST 26 **VendorNo: 101 **Inv. No: 04132019 **Desc: BID-FLAGS FOR DOWNTOWN **Inv. Date: 4/13/2019 **PO No:		301.41		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
04/23/2019	AP	710	GATEHOUSE GARDENS **VendorNo: 954 **Inv. No: 7 **Desc: BID-2019 SPRING PLANTERS **Inv. Date: 4/23/2019 **PO No:		710.00		
05/16/2019	AP	587	KRIETE TRUCK CENTER-MADISON **VendorNo: 1401 **Inv. No: 87116 **Desc: BID-SAND BLAST AND PAINT 5 BENCHES **Inv. Date: 5/16/2019 **PO No:		1,200.00		
06/30/2019	AP	670	GATEHOUSE GARDENS **VendorNo: 954 **Inv. No: 46 **Desc: BID-HANGING BASKETS/SUMMER PLANTERS **Inv. Date: 6/30/2019 **PO No:		1,880.00		
09/18/2019	AP	815	DEPPE, WILLIE **VendorNo: 3537 **Inv. No: 152 **Desc: BID-JUNE,JULY, AUG,SEPT 2019 WATERING **Inv. Date: 9/18/2019 **PO No:		2,275.00		
09/19/2019	CR	4001369	BID- OPEN SIGN - FETCH 22 Description: BID- OPEN SIGN - FETCH 22			25.00-	
10/16/2019	AP	930	DEPPE, WILLIE **VendorNo: 3537 **Inv. No: 153 **Desc: BID-FLOWER WATERING & MAINTENANCE **Inv. Date: 10/16/2019 **PO No:		796.08		
10/14/2019	AP	933	FRANZ LANDSCAPE AND TREE SERVICE **VendorNo: 3554 **Inv. No: 210 **Desc: BID-PLANTERS FOR DOWNTOWN **Inv. Date: 10/14/2019 **PO No:		645.00		
10/24/2019	AP	678	BOY SCOUTS OF AMERICA **VendorNo: 366 **Inv. No: 10242019 **Desc: BID-9 100' GARLANDS INSTALLED ON 35 POLES **Inv. Date: 10/24/2019 **PO No:		1,889.12		
10/30/2019	AP	721	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 32898-TOPIARY **Desc: BID-HANGING BASKETS **Inv. Date: 10/30/2019 **PO No:		657.14		
11/19/2019	AP	925	COUNTRYSIDE REFINO **VendorNo: 3038 **Inv. No: 000067 **Desc: BID-CHRISTMAS SIGNS/POSTS/ARROWS **Inv. Date: 11/19/2019 **PO No:		569.00		
11/30/2019	AP	1027	FRANZ LANDSCAPE AND TREE SERVICE **VendorNo: 3554 **Inv. No: 221 **Desc: BID-WINTER PLANTERS **Inv. Date: 11/30/2019 **PO No:		875.00		
11/20/2019	AP	1032	Lanman And Lanman LLC **VendorNo: 3599 **Inv. No: 1328 **Desc: BID-HADWAR/FENCEPOSTS/LABOR **Inv. Date: 11/20/2019 **PO No:		102.00		
YTD Encumbrance		.00	YTD Actual 11,874.75 Total 11,874.75 YTD Budget 17,000.00 Unexpended		5,125.25		
Promotions			01/01/2019 (00/19) Balance	390-69-56700-300-972			.00
12/18/2018	AP	208	MOH, FRED **VendorNo: 1679 **Inv. No: 12182018 **Desc: BID-WEBSITE SECURITY **Inv. Date: 12/18/2018 **PO No:		49.00		
03/18/2019	AP	512	NEXT LEVEL LLC **VendorNo: 1788 **Inv. No: 4725 **Desc: BID-DOWNTOWN BARABOO ADVERTISING 2019 **Inv. Date: 3/18/2019 **PO No:		522.50		
02/22/2019	AP	590	SKILLET CREEK MEDIA **VendorNo: 2319 **Inv. No: 1320 **Desc: BID-FARMERS MARKET WEB HOSTING **Inv. Date: 2/22/2019 **PO No:		125.00		

CITY OF BARABOO

Detail Ledger - BID Detail Rev/Exp

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Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
04/01/2019	AP	609	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 2580483-040119 **Desc: BID-BARABOO NEWSLETTER **Inv. Date: 4/1/2019 **PO No:		335.00		
04/01/2019	AP	610	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 2580483-040119 **Desc: BID-DEVILS LAKE DIRECTORY 2019 **Inv. Date: 4/1/2019 **PO No:		1,050.00		
04/19/2019	AP	697	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 6766 **Desc: BID-7X13 GRAPHIC BANNER **Inv. Date: 4/19/2019 **PO No:		205.04		
04/15/2019	AP	796	NEXT LEVEL LLC **VendorNo: 1788 **Inv. No: 4750 **Desc: BID-BILLBOARD DESIGN **Inv. Date: 4/15/2019 **PO No:		309.00		
04/07/2019	AP	806	ORTNER-BLAKE, LORRAINE **VendorNo: 1847 **Inv. No: 759 **Desc: BID-BILLBOARD DESIGN **Inv. Date: 4/7/2019 **PO No:		243.10		
04/19/2019	AP	482	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 3716711 **Desc: BID-DEVILS LAKE MAP **Inv. Date: 4/19/2019 **PO No:		525.00		
05/01/2019	AP	789	NEI-TURNER MEDIA GROUP, INC. **VendorNo: 3082 **Inv. No: 9786 **Desc: BID-BRAVA MAGAZINE AD 1/2 PAGE **Inv. Date: 5/1/2019 **PO No:		1,085.00		
06/08/2019	AP	631	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 3739535 **Desc: BID-THIS WEEK IN YOUR AREA AD **Inv. Date: 6/8/2019 **PO No:		1,305.00		
05/09/2019	AP	783	MINUTEMAN PRESS-BARABOO INC **VendorNo: 1670 **Inv. No: 5092019 **Desc: BID-FARMER'S MARKET SIGNAGE **Inv. Date: 5/9/2019 **PO No:		115.96		
04/17/2019	AP	785	MOH, FRED **VendorNo: 1679 **Inv. No: 04172019 **Desc: BID- FARMERS MARKET EXPENSE **Inv. Date: 4/17/2019 **PO No:		63.69		
05/20/2019	AP	790	NEXT LEVEL LLC **VendorNo: 1788 **Inv. No: 4755 **Desc: BID-DOWNTOWN BARABOO ADVERTISING 2019 **Inv. Date: 5/20/2019 **PO No:		180.00		
02/21/2019	AP	506	CHAMBER OF COMMERCE BARABOO **VendorNo: 461 **Inv. No: 15389 **Desc: BID-BRANDING PROJECT **Inv. Date: 2/21/2019 **PO No:		5,000.00		
09/27/2019	AP	698	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 6865 **Desc: BID-2019 XMAS ADVERTISING **Inv. Date: 9/27/2019 **PO No:		2,000.00		
09/27/2019	AP	699	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 6865 **Desc: BID-2019 XMAS LIGHT PARADE **Inv. Date: 9/27/2019 **PO No:		3,000.00		
09/27/2019	AP	700	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 6865 **Desc: BID-2019 DBI EVENTS COORDINATOR SUPPORT **Inv. Date: 9/27/2019 **PO No:		3,000.00		
09/27/2019	AP	722	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 6864 **Desc: BID-FARMER'S MARKET ENTERTAINMENT FEES **Inv. Date: 9/27/2019 **PO No:		750.00		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance	
11/20/2019	AP	797	MOH, FRED **VendorNo: 1679 **Inv. No: NOVEMBER202019 **Desc: BID-FARMER'S MARKET SET UP-MILEAGE, SUPPLIES WEBSITE SECURITY **Inv. Date: 11/20/2019 **PO No:		446.30			
10/31/2019	AP	862	STEFFES, LACEY **VendorNo: 2400 **Inv. No: OCT2019 **Desc: BID-REIMBURSE SOCIAL MEDIA ADS **Inv. Date: 10/31/2019 **PO No:		620.00			
10/31/2019	AP	863	STEFFES, LACEY **VendorNo: 2400 **Inv. No: OCT2019 **Desc: BID-REIMBURSE SOCIAL MEDIA ADS **Inv. Date: 10/31/2019 **PO No:		385.00			
10/31/2019	AP	811	CHAMBER OF COMMERCE BARABOO **VendorNo: 461 **Inv. No: 15813 **Desc: BID-2019 HOLIDAY BILLBOARDS **Inv. Date: 10/31/2019 **PO No:		1,875.00			
YTD Encumbrance		.00	YTD Actual	23,189.59 Total	23,189.59	YTD Budget	25,500.00 Unexpended	2,310.41
Business Development		01/01/2019 (00/19) Balance		390-69-56700-300-973			.00	
02/21/2019	CR	5000638	CHILDREN'S MUSEUM SECURITY DEPOSIT Description: CHILDREN'S MUSEUM SECURITY DEPOSIT RETURN - KLP HOLDINGS			750.00-		
02/28/2019	JE	32	RJE 12 120 Revesre receivable for Pop up sho		750.00			
05/09/2019	AP	784	MINUTEMAN PRESS-BARABOO INC **VendorNo: 1670 **Inv. No: 5092019 **Desc: BID-2019 POP UP SHOP ADVERTISEMENT **Inv. Date: 5/9/2019 **PO No:		103.57			
YTD Encumbrance		.00	YTD Actual	103.57 Total	103.57	YTD Budget	5,250.00 Unexpended	5,146.43
Office Supplies		01/01/2019 (00/19) Balance		390-69-56700-310-000			.00	
04/18/2019	AP	652	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11373 **Desc: BID-POSTAGE/COPIES 1ST QTR **Inv. Date: 4/18/2019 **PO No:		65.55			
06/30/2019	AP	510	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11410 **Desc: BID-COPIES **Inv. Date: 6/30/2019 **PO No:		1.89			
09/30/2019	AP	659	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11447 **Desc: BID-3RD QTR COPIES/POSTAGE **Inv. Date: 9/30/2019 **PO No:		2.76			
YTD Encumbrance		.00	YTD Actual	70.20 Total	70.20	YTD Budget	200.00 Unexpended	129.80
Operating Supplies		01/01/2019 (00/19) Balance		390-69-56700-340-000			.00	
YTD Encumbrance		.00	YTD Actual	.00 Total	.00	YTD Budget	.00 Unexpended	.00
Insurance		01/01/2019 (00/19) Balance		390-69-56700-510-000			.00	
10/21/2019	AP	720	DON-RICK INSURANCE INC. **VendorNo: 714 **Inv. No: 588601 **Desc: BID-2ND TERM INS RENEWAL 11_20_20 TO 11_20_21 **Inv. Date: 10/21/2019 **PO No:		635.00			
YTD Encumbrance		.00	YTD Actual	635.00 Total	635.00	YTD Budget	650.00 Unexpended	15.00
Number of Transactions: 49 Number of Accounts: 14					Debit	Credit	Proof	

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
					39,790.26	775.00-	39,015.26

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Operating Expense			01/01/2019 (00/19) Balance	392-69-56700-300-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Land or Land Improvements			01/01/2019 (00/19) Balance	392-69-56700-821-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Facilities Improvements			01/01/2019 (00/19) Balance	392-69-56700-861-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	

Number of Transactions: 0 Number of Accounts: 3

Debit	Credit	Proof
.00	.00	.00

Total BID - Pocket Park:

Number of Transactions: 49 Number of Accounts: 17

Grand Totals:

Debit	Credit	Proof
39,790.26	775.00-	39,015.26

**City of Baraboo
Business Improvement District
Annual Report, 2018**

Administrative:

As is the case in other years the BID provided funding for an audit, office supplies, city employee wages for time spent on BID notices & reports, and insurance that pertains to the BID and its operations.

Appearance Committee:

In 2018 another new company was hired for our landscape work. Gatehouse Gardens for the planters, hanging baskets and holiday decor for the 2018 year. Holiday decor was done on the light poles by Landscape Techniques. Discussion continuing on storage for hanging planters with the city. -We purchase custom metal stakes for each season for the planters around the courthouse square. We purchased wagon wheels, snowflakes and leaves in an effort to decrease the amount of larger plant material needed in planters. -Appearances purchased more wagon wheel bike racks for a few locations around the square. Extras purchased for cost savings and back up. -We replaced all of the LED lightbulbs in all of the wreaths for the holiday decor so that the light color on the wreaths matched the warmer light color of the light poles. Treated sockets on wreaths so that they would last longer also. -A dog waste station was put in Nanny park, a project left over from 2017. -Much discussion was had about increasing the number of trees in our downtown area. More research needs to be done on that front. -The Facade Improvement program was finally launched in cooperation with the CDA. -Ongoing discussion of what to do with the garbage cans as the age. Possibly working with the BPAA to paint them. -Discussion on purchasing larger holiday decor for the courthouse lawn in 2019.

Business Development:

BID Business Development Committee had 2 successful Pop - Up shop projects. We partnered with the Baraboo Children's Museum and International Crane Foundation for pop up shops in Downtown Baraboo. Both locations enjoyed their time in Downtown but have closed their temporary location in search of other opportunities. The Downtown Baraboo Pop - Up Shops once again had support from several local businesses.

The Business Development committee also hosted a groups of business development sessions for our existing merchants. We hosted 5 sessions focusing on social media and business development that were free to BID Members and a low cost to non-BID Members.

Parking Committee:

2018 parking committee contacted Landscape Techniques to do weed control for the BID district parking lots. Mid-season the gentleman that handles the spraying for the weeds became ill and was unable to do the fall spraying. They do have a licensed person on staff to continue to do the spraying

Promotions Committee

The promotions committee used multiple platforms to promote Downtown Baraboo in 2108. We partnered with the Baraboo Chamber of Commerce for a ½ page ad in the 2018 Fermentation Fest guide. B.I.D. also contributed \$3,000.00 to the Baraboo Area Branding initiative and had a seat on the steering committee as well. We continued to advertise to the Devils Lake Visitors market with both a ½ page ad in the DL State Park guide and an online ad banner listed on www.devilelakewisconsin.com. Beginning in July 2018 B.I.D. entered into a 12 month lease of a two sided billboard on HWY 136 near the Badger Glass building. B.I.D. has continued to place a vinyl banner near the intersection of Broadway and 2nd St, changing it seasonally. In 2018 B.I.D. had continued its financial support to Downtown Baraboo, Inc. for the Christmas Light Parade, General Christmas promotions and for the events coordinator support. In addition B.I.D. advertised in the Brava Magazine, Wisconsin Public Radio and the City of Baraboo Newsletter. We also ran a month long billboard campaign during the month of November on 5 billboards outside of Baraboo. In all Downtown Baraboo had a very diversified marketing campaign for the year 2018.

Conclusion:

The Downtown Baraboo Business District continues to thrive because of the coordinated efforts of The City of Baraboo, The Business Improvement District, The Baraboo Area Chamber of Commerce and Downtown Baraboo, Inc.

Respectfully submitted by:

Sarah Fay, BID President
and Committee Chairs

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May 2019-2020

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