

BARABOO BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING AGENDA



Date and Time: **Wednesday, October 17, 2018 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, L. Steffes, L. Stanek, Michael Zolper, S. Byberg, D. Ender
Others Noticed: E. Geick
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 September 19, 2018 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

- Pop-up shop update
- Branding committee update

NEW BUSINESS

- Approval of Vouchers
- Bench quotes and thoughts
- SCDC Leadership event
- Trees in Downtown Baraboo

NEXT AGENDA ITEMS AND MEMBER COMMENTS

CORRESPONDENCE & ANNOUNCEMENTS

NEXT MEETING – November 21, 2018 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 10/12/2018

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

Members Present: S. Fay, N. Marklein Bacher, L. Steffes, L. Stanek, B. Stelling, D. Ender, M. Zolper, S. Byberg, T. Wickus

Members Absent: D. Ender

Also Attending: Ed Geick

Call to Order: Sarah Fay presided over the meeting, called it to order at 5:49PM and noted compliance with the Open Meeting Law.

Meeting Minutes:

Moved by Byberg, seconded by Stelling and unanimously carried to approve the minutes of August 15, 2018.

Agenda: Moved by Stanek, seconded by Byberg and unanimously carried to approve the agenda as published.

Reports of Officers and Committies

Treasurer

- Will include invoice #'s in minutes for vouchers in the future

Appearance

- Fall/Winter metal art should be delivered this week

Business Development:

- Pop-up Shops opening October 1st
- October 12th is grand opening
- One more development class this quarter re: small business photography

Parking:

- City will install garbage can for upper civic center lot

Promotions

- New billboard designed for old Hwy 12
- Looking for spots for five 1-month billboards
- WPR campaign planned for November

New Business:

| | | |
|-------------|----------------------------------------|-----------------|
| 1. Vouchers | Gatehouse Gardens - Inv #1813 | 3,394.50 |
| | DBI – Promotions – Inv #6502 | 181.09 |
| | Business Dev- Pop-up Rent – Inv #1401 | 450.00 |
| | Business Dev. Google Class – Inv #1402 | 200.00 |
| | Business Dev. Pop-up Rent – Inv #0001 | <u>1,500.00</u> |
| | TOTAL: | 5,725.59 |

Moved by Wickus, seconded by Fay, and unanimously carried to approve the vouchers.

2. 2019 BID Budget - \$47,900.00 – Moved by Wickus, seconded by Byberg, and unanimously carried to approve 2019 Budget.

Correspondence & Announcements:

Painting Light Poles

Where are benches

Next Meeting: Wednesday, October 17, 2018 at 5:45pm, Committee Room #205.

Adjournment: Moved by Steffes, seconded by Stelling to adjourn at approximately 6:56 p.m.

Respectfully submitted, Nicole Marklein Bacher

City of Baraboo
BID Fund 390
Balance Sheets
September 30, 2018 and December 31, 2017

| Assets: | September 30, 2018 | December 31, 2017 |
|------------------------------------------|----------------------------|----------------------------|
| Current Assets: | | |
| Cash | \$ 76,337.26 | \$ 87,619.44 |
| BID Assessment Receivable | 8,863.62 | - |
| Due from Tax Roll | - | 7,617.03 |
| Total Current Assets | <u>85,200.88</u> | <u>95,236.47</u> |
| Total Assets | <u><u>\$ 85,200.88</u></u> | <u><u>\$ 95,236.47</u></u> |
| Liabilities and Fund Equity: | | |
| Liabilities: | | |
| Accounts Payable | \$ - | \$ 5,091.72 |
| Due to General Fund | - | 552.53 |
| Total Liabilities | <u>-</u> | <u>5,644.25</u> |
| Fund Equity: | | |
| Fund Balance | 64,009.22 | 58,410.56 |
| Designated-Project contrib | - | 20,583.00 |
| Net Revenues/(Expenditures) | 21,191.66 | 10,598.66 |
| Total Fund Equity | <u>85,200.88</u> | <u>89,592.22</u> |
| Total Liabilities and Fund Equity | <u><u>\$ 85,200.88</u></u> | <u><u>\$ 95,236.47</u></u> |

City of Baraboo
BID Fund 390
Income Statement with Comparison to Budget
For The Nine Months Ending September 30, 2018

| Revenues: | Current Month | Year to Date | Budget | Percentage of Budget |
|-------------------------------------------|----------------------|---------------------|---------------------|-----------------------------|
| BID Assessment | \$ - | \$ 46,900.11 | \$ 46,900.00 | 100.00 |
| Contrib Baraboo Public Arts | - | - | - | - |
| Donations and Contributions | - | 649.00 | 1,000.00 | 64.90 |
| Transfer from General Fund | - | - | - | - |
| Fund Balance Applied | - | 25,583.00 | 25,583.00 | 100.00 |
| Total Revenues | \$ - | \$ 73,132.11 | \$ 73,483.00 | 99.52 |
| Expenditures: | | | | |
| Economic Development | | | | |
| Facilities Improvements | \$ - | \$ - | \$ - | - |
| Facility Improvements | - | 20,000.00 | 20,000.00 | 100.00 |
| Total Economic Development | \$ - | \$ 20,000.00 | \$ 20,000.00 | 100.00 |
| 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 | \$ - | \$ - | \$ - | - |
| Professional Services | - | 1,500.00 | 2,000.00 | 75.00 |
| Accounting Services | - | 338.97 | 800.00 | 42.37 |
| Parking Lot Development | - | - | 1,500.00 | - |
| Appearances/Banners | 3,394.50 | 13,437.96 | 19,000.00 | 70.73 |
| Promotions | 181.09 | 13,346.26 | 23,500.00 | 56.79 |
| Business Development | 2,150.00 | 3,245.41 | 5,833.00 | 55.64 |
| Office Supplies | - | 71.85 | - | - |
| Operating Supplies | - | - | 200.00 | - |
| Insurance | - | - | 650.00 | - |
| Total Community Development | \$ 5,725.59 | \$ 31,940.45 | \$ 53,483.00 | 59.72 |
| Total Expenditures | \$ 5,725.59 | \$ 51,940.45 | \$ 73,483.00 | 70.68 |
| Net Revenues/(Expenditures) | \$ (5,725.59) | \$ 21,191.66 | \$ - | |

City of Baraboo
BID - Pocket Park Fund 392
Balance Sheets
September 30, 2018 and December 31, 2017

| Assets: | September 30, 2018 | December 31, 2017 |
|------------------------------------------|---------------------------|--------------------------|
| Current Assets: | | |
| Cash | \$ 1,924.55 | \$ 2,064.54 |
| Total Current Assets | 1,924.55 | 2,064.54 |
| Total Assets | \$ 1,924.55 | \$ 2,064.54 |
| Liabilities and Fund Equity: | | |
| Liabilities: | | |
| Accounts Payable | \$ - | \$ - |
| Total Liabilities | - | - |
| Fund Equity: | | |
| Fund Balance | 2,064.54 | 2,085.24 |
| Net Revenues/(Expenditures) | (139.99) | (20.70) |
| Total Fund Equity | 1,924.55 | 2,064.54 |
| Total Liabilities and Fund Equity | \$ 1,924.55 | \$ 2,064.54 |

City of Baraboo
BID - Pocket Park Fund 392
Income Statement with Comparison to Budget
For The Nine Months Ending September 30, 2018

| Revenues: | Current Month | Year to Date | Budget | Percentage of Budget |
|------------------------------------|----------------------|---------------------|---------------|-----------------------------|
| Interest on Investments | \$ - | \$ - | \$ - | - |
| Donations and Contributions | - | - | - | - |
| Transfer from BID | - | - | - | - |
| Fund Balance Applied | - | - | - | - |
| Total Revenues | \$ - | \$ - | \$ - | - |
| Expenditures: | | | | |
| Community Development | | | | |
| Operating Expense | \$ - | \$ 139.99 | \$ - | - |
| Land or Land Improvements | - | - | - | - |
| Facilities Improvements | - | - | - | - |
| Total Community Development | \$ - | \$ 139.99 | \$ - | - |
| Total Expenditures | \$ - | \$ 139.99 | \$ - | - |
| Net Revenues/(Expenditures) | \$ - | \$ (139.99) | \$ - | - |

2019 BID BUDGET FINAL

| | 2018 | |
|------------------------------------------|-------------|--------------------|
| REVENUE | | |
| Assessment | \$46,900.00 | |
| Farmer's Market | \$1,000.00 | |
| TOTAL REVENUE | | \$47,900.00 |
| EXPENSES PROMOTIONS | | |
| Downton Baraboo Light Parade | \$3,000.00 | |
| Downton Baraboo Holiday Advertisng | \$2,000.00 | |
| Advertising DBI Event Coordinate Support | \$3,000.00 | |
| Devil's Lake Advertising | \$1,500.00 | |
| Farmer's Market | \$2,000.00 | |
| Image Adv Campaign | \$9,000.00 | |
| PROMOTIONS TOTAL | | \$20,500.00 |
| PARKING LOT DEVELOPMENT | | |
| Parking lot reserve | 0 | |
| Landscape and Maintenance | \$1,500.00 | |
| PARKING LOT TOTAL | | \$1,500.00 |
| ADMINISTRATIVE | | |
| Supplies | \$200.00 | |
| Insurance | \$650.00 | |
| Professional Services (audit) | \$2,000.00 | |
| Accounting Services Operating | \$800.00 | |
| Expenses | \$0.00 | |
| ADMINISTRATIVE TOTAL | | \$3,650.00 |
| APPEARANCE/BANNERS | | |
| Hanging Flower Baskets | \$7,400.00 | |
| Spring | \$800.00 | |
| Winter | \$975.00 | |
| Summer | \$725.00 | |
| Fall Décor | \$700.00 | |
| Flags | \$300.00 | |
| Pole Décor | \$2,500.00 | |
| Install Labor | \$1,000.00 | |
| Other | \$2,600.00 | |
| APPEARANCE/BANNERS TOTAL | | \$17,000.00 |
| BUSINESS DEVELOPMENT | \$5,250.00 | |
| BUSINESS DEVELOPMENT TOTAL | | \$5,250.00 |
| TOTAL EXPENSES | | \$47,900.00 |

REVENUE OVER (UNDER) TOTAL

\$0.00