

**AGENDA**  
**BARABOO BUSINESS IMPROVEMENT DISTRICT  
PROMOTIONS/PERSONNEL COMMITTEE**

**Date and Time:** **Friday, February 21, 2020 at 9:00 AM**  
**Location:** **Just Imagine Toys, 120 4<sup>th</sup> Ave., Baraboo**  
**BID Members Noticed:** T. Wickus, B. Stelling, L. Steffes, S. Fay, S. Brunker  
**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. Adopt Minutes from September 17, 2019.
5. Adopt Agenda.

**OLD BUSINESS**

- Review 2019 Marketing

**NEW BUSINESS**

- Review 2020 Marketing expenditures including the Devil's Lake guide & map for 2020

**COMMITTEE CHAIR AND MEMBER COMMENTS**

**ANNOUNCEMENTS**

**ADJOURNMENT**

Todd Wickus, Chairperson

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***Members noticed must notify the Chairperson at least 24 hours  
before the meeting if they will not be able to attend.***

Agenda prepared by T. Wickus  
Agenda posted by D. Munz on 02/17/2020

**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 Cheryl Giese, phone # 355-2700, ext. 305, 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 BUSINESS IMPROVEMENT DISTRICT (BID) Promotions/Personnel Committee Meeting

Sept 17, 2019 Members Present: T. Wickus, S. Brunker, B. Stelling

Member Absent: L. Steffes, S. Fay

Call to Order: Chairman Wickus presided over the meeting, called it to order at 9:07 A.M., and noted compliance with the Open Meeting Law.

Minutes: Moved by, Stelling seconded by Brunker, and unanimously carried to approve the minutes of the April 9, 2019 meeting.

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

Old Business: None

New Business: Moved by, Fay seconded by Stelling to approve the following marketing items

Creation of Facebook posts and paid boosts to those posts along with Facebook Live posts

Book musicians for 5 Farmer's Market Saturdays starting 09/21/19.

Spend the remaining Image Advertising budget on a combination of a 4<sup>th</sup> qtr Billboard campaign and WI Public Radio.

2020 Promotions Budget (PROPOSED)

**PROPOSED EXPENSES FOR PROMOTIONS**

Downton Baraboo Light Parade	\$3,000.00
Downton Baraboo Holiday Advertising	\$2,000.00
Advertising DBI Event Coordinate Support	\$3,000.00
Devil's Lake Advertising	\$1,500.00
Farmer's Market	\$2,000.00
<u>Image Adv Campaign</u>	<u>\$9,000.00</u>
<b>Total</b>	<b>\$20,500.00</b>

Adjournment: Moved by Stelling, seconded by Brunker and unanimously carried to adjourn at 10:05 A.M. Respectfully submitted, Todd Wickus Promotions Chairperson