

Notice of Meeting
City of Brodhead, Wisconsin
Business Improvement District and Revitalization Committee

Please take notice a meeting of the Business Improvement District and Revitalization Committee will be held on

August 22, 2022 at 5:00pm, at City Hall, 1111 W. 2nd Ave., to consider the following:

1. Call to order @ 5:02pm
2. Roll call – to determine if a quorum is present
Jeremy Pinnow, Adam Scheidegger, Lori DeMario, revitalization committee members Doug Pinnow & Nancy Sutherland. With guest Stephanie Hackbart and Mayor Jones
3. Motion to deviate from the order of the agenda if necessary.
AS, JP 2nd. All in favor none opposed.
4. Approve previous minutes. Discussion / Possible action.
JP, LD 2nd. All in favor none opposed.
5. Public appearances: This is the public's opportunity to speak. Each citizen is allowed five minutes to address the Committee.
 - Stephanie Hackbart spoke on behalf of the Public Houzz, thanking those on the BID committee who stopped by during Covered Bridge Days to say HI and check out the new restaurant. She also stated that a date for the health inspection has been scheduled for September 8th, upon completion of the inspection, the PH will have a soft opening.
 - Mayor Jones stated that he sent 3 days at the Mayor's Camp in Brookfield, working with communities under 4500. 5 towns want to speak/learn about Brodhead's BID District success. Very informative meeting.
6. Committee comments or questions: This is the Committee's opportunity to speak about anything that is not a specific agenda item.
 - Nancy Sutherland stated that the Garden Club is willing to buy a tree for the space in front of China House
 - Nancy Sutherland stated that the attendance for this summer's concert series was approximately 2500
 - Jeremy Pinnow updated the BID committee that the pharmacy awning was approved
7. Treasurer's report. Discussion / Possible action
Approved donation for \$400 to Jimmy Carter. AS, LD 2nd. All in favor none opposed
8. BID Facebook Page. Discussion / Possible action
Tabled until next meeting.
9. Downtown Map/Brochure. Discussion / Possible action
Tabled until next meeting (a supply of the old Brodhead brochures was found; however, they are now outdated)
10. Xmas decorations. Discussion / Possible action
Doug Pinnow will coordinate volunteers
11. Xmas candles. Discussion / Possible action
Motion to order 200 battery powered candles for the Historic Square and Main St buildings. One candle for each window will be provided, further discussion as to how these will be distributed, then collected at the end of the holiday season. JP, LD 2nd. All in favor none opposed.
12. BID/Historical Preservation Collaboration. Discussion / Possible action

- A draft of a letter which will be sent out to downtown business owners/operators was discussed. Jill Baxter, council representative, was absent from the meeting, so Jeremy Pinnow will work with Jill to get a draft of the letter approved.
- It was determined that there is a book that exists which outlines criteria for the any changes made to the facades in the BID district, however this book is not currently being used.

13. Small Business Saturday. Discussion / Possible action
Sub-committee established, consisting of Suzanne Curtis, Adam Scheidegger and Lori DeMario, their first meeting to begin planning will be on Tuesday, August 30th at noon.

14. Evening Garden Club assistance. Discussion / Possible action
Nancy Sutherland stated that Julie Neeley said that the Garden Committee is interested in maintaining the Brodhead signs and Tinkers Garden (trimming, pulling weeds, watering, etc).

15. Update BID Operating Plan. Discussion / Possible action
Sub-committee formed to update this document, consisting of Jeremy Pinnow, Jared Arn, Doug Pinnow and Nancy Sutherland.

16. Bills. Discussion / Possible action

- Toilet paper holders for the park - \$150.87
- Website portion - \$200
- Audit portion - \$10
- Newspaper Ad for Concerts - \$140
- Water & Light - \$15.01

17. Future Agenda Items

- a. Purchase a pine tree for the holidays, decorated with lights, purchased by BID?
- b. Updates on the BID Operating Plan and Small Business Saturday, moving forward on a quarterly basis?

18. Adjourn @5:57pm

Submitted by Lori DeMario
8/23/2022