

**Notice of Meeting**  
City of Brodhead, Wisconsin  
**Business Improvement District Committee**

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

**August 28th, 2023 at 5:00pm**, at City Hall, 1111 W. 2<sup>nd</sup> Ave., to consider the following:

- 1. Call to order** at 5:05pm by Jeremy Pinnow.
- 2. Roll call** – to determine if a quorum is present: Jeremy Pinnow, Adam Scheidegger, Suzanne Curtiss, Lori DeMario, and Nancy Sutherland of Revitalization Committee. Jared Arn and Jill Baxter (Council) is absent.
- 3. Motion to deviate from the order of the agenda if necessary.** Motion by Scheidegger, second by Curtiss. All in Favor, none opposed. Motion carries.
- 4. Approve previous minutes.** Discussion / Possible action. Motion by Pinnow, second by Scheidegger. All in favor, none opposed. Motion carries.
- 5. Public appearances:** This is the public's opportunity to speak. Each citizen is allowed five minutes to address the Committee.
  - Stephanie Hackbart of Public Houzz present and reflects on Covered Bridge Days areas of opportunity and proposed to present a set of rules to the Brodhead Chamber in respect to local businesses. Pinnow states maybe a set of recommendations of suggestions can be presented. Hackbart to write up a draft for next meeting.
- 6. Committee comments or questions:** This is the Committee's opportunity to speak about anything that is not a specific agenda item.
  - A. Pinnow delivered flower arrangements to 3 new businesses:
    - Brodhead Family Chiropractic
    - Hart & Blade Barber
    - Wildflower Salon & Spa
  - B. Sutherland reports that Ahrens acres, choosing flowers for next year. Will not be doing flower barrels but will continue with baskets.
- 7. Treasurer's report.** Discussion / Possible action. Balance includes concert funds. Will add to agenda to next meeting regarding donation to Jimmy Carter for Twilight in the Park. Motion to approve Treasurer's Report by Scheidegger, 2nd by Curtiss. All in favor, none opposed. Motion carries.
- 8. Economic Analysis Update.** Discussion / Possible action. Pinnow gives update, limited housing for returning from college and seniors. There are two more meetings.
- 9. Tinker Garden Improvements.** Discussion / Possible action. Boy scouts to maintain gardens. Scheidegger scheduled landscape architect from K+W for 9/6/23 at 11:00 am.
- 10. Downtown Benches.** Discussion / Possible action. No progress. Curtiss

recommends removing from agenda and addressing benches with downtown vision/improvements.

**11. Downtown map.** Discussion / Possible action. Discussion regarding inclusion of businesses on the map with focus of eat, drink, shop, play and stay. Curtiss proposes adding Decatur Dairy and Crazy Horse Campground to the edge of town at CR F. Discussion regarding how far out to go due to limited space. Discussion of color coding each category on the map and putting the schools on the map.

**12. Christmas Lights.** Discussion / Possible action. Switch to LED. Lyons Club put up lights. Scheidegger questions christmas tree on the square. Discussed putting up ourselves. We own the lights from last years tree. Discussed purchasing the largest real tree available. All agree not to pursue the flag pole light tree.

**13. Shop Hop.** Discussion / Possible action. Pinnow states Leighia Halverson from Gunny & Co asked if BID would pay for the entry fee, advertising, printing costs, and event permit for participating shops in the Vintage Shop Hop. Pinnow asks Curtiss, as a participating shop on thoughts. Curtiss explains that advertising the Vintage Shop Hop through social media and radio would be beneficial to bring people to Brodhead for the Shop Hop but the costs associated with participating in a 400+ shop event is a cost of doing business for each shop, not the BID. Scheidegger suggests reimbursing 50% of marketing costs up to \$1000 for each shop, then the shops determine their budget. Discussed general shop hop marketing to Downtown Brodhead versus reimbursing businesses. Marketing money already approved in budget. Motion up to \$1500 Shop Hop Marketing to Downtown Brodhead by Pinnow, second by Scheidegger. Scheidegger to carry out marketing.

**14. Winter Open House versus Small Business Saturday Event.** Discussion / Possible action. First Thursday-Sunday in November versus Small Business Saturday, last Saturday in November. Tabled until next meeting.

**15. Bills.** Discussion / Possible action

- A. City Website-BID Portion \$200
- B. Concerts-Free Press \$140
- C. Water and Light Monthly Bill
- D. 1st Center Floral \$150

Motion to approve bills by Scheidegger, 2nd by DeMario, all in favor, none opposed. Motion carries.

**18. Future Agenda Items**

- a. Building Improvements
- b. Street Signs
- c.

**19. Adjourn** at 6:10pm motion by J. Pinnow, 2nd by Scheidegger.

Minutes by Suzanne Curtiss.