

Madison's Central Business Improvement District

Minutes – BID Annual Meeting

Tuesday, September 21, 2021, 12:00pm – 1:30pm

Virtual Meeting

PRESENT: Craig Bartlett, Kirstin DeMartino, Grant Frautschi, Emily Mehl, Sarna Ouk*, Stacey Scannell, Sue Springman, Mike Verveer*

ABSENT: Heather Ewing, Greg Frank, Francesca Hong, John Hutchinson, Ken Monteleone, Amy Moore, Colin Smith, Katie Ullrich, Vic Villacrez, Nathan Wautier, Jonathan Zarov

STAFF: Tiffany Kenney (Executive Director), Tim Jenquin (Operations Director), Jason Ilstrup (DMI President), Michelle Morrison (Programming Coordinator)

**Non-voting*

- 1) Call to Order, Chair's Report & Welcome – Emily Mehl**
 - a. BID Board Chair, Emily Mehl, called the BID Board Meeting to order at 12:08pm.
 - b. Mehl discussed the past year including overcoming challenges for the staff and district including a more conservative budget, returning to in person events, increased communication efforts, and leveraging partnerships.

- 2) BID Overview and Brief History – Tiffany Kenney**
 - a. Springman discussed the history of Madison's Central BID including formation of the BID as a marketing arm to assist existing organizations such as DMI, GSSBA, and local chambers in supporting downtown businesses.

- 3) BID Highlights – Tiffany Kenney, Michelle Morrison, Tim Jenquin; Craig Bartlett**
 - a. Kenney discussed current business mix data.
 - b. Kenney discussed BID marketing efforts including maximizing social media, the BID website, programming, and shopping focused programming.
 - c. Jenquin discussed the work of the BID including creating a welcoming environment through the Information Ambassadors, décor, and welcome programs.
 - d. Jenquin discussed measurables including the Downtown Gift Certificates, Downtown Ambassadors, and Pedestrian count numbers.
 - e. Morrison discussed the work of the BID including programming, Madison Night Markets, virtual events, and the programming contract with the City of Madison.
 - f. Bartlett discussed BID communication efforts including member communication, relationship building, and community outreach via the BID newsletter and website.

- 4) City of Madison Updates – Matt Mikolajewski, Ald. Mike Verveer**
 - a. Verveer discussed City of Madison updates including upcoming redistricting, development projects, and the 2022 City budget.
 - b. Verveer discussed some specific upcoming projects including the Lake Street parking structure upgrades.

5) Budget YTD – Grant Frautschi

- a. Frautschi discussed the BID Budget and funding sources, including PPP loan money, the City of Madison programming contract, and the conservative budget that will allow for a robust holiday season.

6) Discussion on What Comes Next & Downtown Recovery Funding – BID Executive Committee

- a. Kenney discussed the upcoming BID calendar, operating plan timeline, and new bid programs including the eGift cards.

7) Question & Answers

- a. Mehl opened the floor to public questions.

8) Adjournment

The BID Board Meeting adjourned at 1:15pm.

NOTE: The next scheduled BID Board meeting will be Thursday, October 8, 2021 12pm-1:30pm

Guest Attendance: Fred Mohs, Laura Macisaac, Joan Herzing, Ashley Wiggins, Shelby Groat, Peggy Gunderson, Jennifer Van Haften, Michael Stengl, Colleen Sovey, Ellen Larson, Andrea Freedman, Erin Lambert, Michael Hierl, Dan Seely, Matt Mikolajewski, (6 unknown via phone or no name).