

Madison's Central Business Improvement District

Minutes – BID Annual Meeting

Wednesday, September 21, 2022, 9:00am-10:00am

Virtual Meeting

PRESENT: Kirstin DiMartino, Grant Frautschi, Peggy Gunderson, Russell Pietz, Sue Springman, Mike Verveer*, Vic Villacrez

ABSENT: Josey Chu, Heather Ewing, Francesca Hong, John Hutchinson, Jacqueline Iribarren, Saran Ouk*, Brad Werntz, Jonathan Zarov, Vernon Ziegler

STAFF: Tiffany Kenney (Executive Director), Tim Jenquin (Operations Director)

**Non-voting*

- 1) Call to Order, Chair's Report & Welcome – Sue Springman**
 - a. BID Board Chair, Emily Mehl, called the BID Board Meeting to order at 12:05pm.
 - b. Springman welcomed the group and introduced the BID staff.

- 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. Jenquin discussed the work of the BID including programming, Madison Night Markets, virtual events, and the programming contract with the City of Madison.
 - f. Kenney discussed BID communication efforts including member communication, relationship building, and community outreach via the BID newsletter and website.

- 4) Budget YTD – Grant Frautschi**
 - a. Frautschi discussed the BID Budget and funding sources, year to date numbers, and projected budget.

- 5) Discussion on What Comes Next & Downtown Recovery Funding – BID Executive Committee**
 - a. Kenney discussed the upcoming BID calendar, operating plan timeline, the future of the BID, and upcoming BID projects.

- 6) Question & Answers**
 - a. Springman opened the floor to public questions.

7) Adjournment

The BID Board Meeting adjourned at 9:45am.

NOTE: The next scheduled BID Board meeting will be Thursday, October 6, 2022 12pm-1:30pm

Guest Attendance: Shelby Grote, Ben Enstrom, Ellie Chin, Jennifer Van Haaften, Hannah Leduc, Kate Dale, Sara Klemme, Laura Maclsaac, Robert Bruni, Ben Stumpf, Shauna Brenneman