



## **BID Board Meeting Minutes 9/25/2024**

**Date:** September 25<sup>th</sup>, 2024

**Time:** Meeting Called to Order at 8:02 AM

**Location:** Wausau City Hall, Maple Room

**Members in Attendance:** Mark Craig (Chair), Maryanne Groat, Rebecca Bearjar, Mark Mckinley, Brian Fox, Gizo Ujarmeli, Callie Wulk.

- I. Approval of June meeting minutes
  - a. Motion approved
- II. Executive Directors Report and General Updates

### Organizational/Executive Committee

*Goal: Maintain a strong organization with sustainable funding, staff retention, and adequate office equipment while limiting overhead expenses.*

Team: Joe (Ch), Katie, Erik, Liz, and John

- I. Strategy 1: Manage organizational funding
  - a. Maintain/secure appropriate funding to execute work plans
  - b. Monitor BID discussions and Room Tax legislation
  - c. Diversify funding sources
- II. Strategy 2: Engage in community outreach
  - a. Distribute the News You Need newsletter to stakeholders
  - b. Engage in meetings with community groups
  - c. Training for WRD Stakeholders
- III. Strategy 3: Develop, recruit, and engage board and team members
  - a. Recruit, orientate, and train new board members
    - i. Mayor Doug Diny has joined Wausau River District Board of Directors
    - ii. Board members on at least one committee
  - b. Volunteer recruitment and engagement
- IV. Other
  - a. Completion of national accreditation at executive meetings as a team. Counts toward trainings.
    - i. Yearly trainings are completed for Wisconsin Main Street Accreditation
    - ii. **WRD Received Gold Tier Main Street recognition for 23-24 FY**
  - b. Update on Staffing
    - i. New Executive Director
  - c. Update on Office Lease
    - i. Renewed current lease with Wausau Events for 2 years



### Placemaking Committee

*Goal: Create and enhance a memorable sense of place within the River District.*

Team: Gary, Christine, and Casey

- I. Strategy 1: Encourage pedestrian exploration throughout the district.
  - a. Downtown History Minute is completed
  - b. Walk Your Wheels sidewalk stencil is completed
  - c. Walking/Running Trail map is completed
- II. Strategy 2: Implement a minimum of two placemaking programs/projects per year.
  - a. Memorial Bridge Restoration
    - i. This project is officially removed from work plans**
  - b. Wausau Pride is completed
  - c. Merchandise
    - i. Merchandise is on hold until we use our current inventory.**
  - d. Umbrellas over Third Street are taken down for the year**
  - e. Tree Lights
    - i. BOLDT to replace damaged lights – IN KIND are completed**
  - f. River West Gateway Signage
    - i. Callie is going to look further into this project**
    - ii. Currently working a grant to start implementation in 2025.**
- III. Other
  - a. Rise up mural: Fostering connections between them and property owners.
    - i. Hmong heritage mural**
      - 1. Rise Up is looking for space**
    - ii. Refugee traveling mural, downtown as its first location.

### Business Development Committee

*Goal: Undertake business retention, recruitment, and marketing efforts in the River District.*

Team: Joe (Ch), Liz, Lucas, Zachary, Bryan, Traci and Brit

- I. Strategy 1: Advocate for change in focus on parking as an economic incentive
  - a. Advocate for bicycle parking and provide education.
  - b. Advocate for improved parking and signage
  - c. Collect data on traffic volume and unique visitor counts.
- II. Strategy 2: Provide support to organizations and constituents that are actively recruiting businesses to the district.
  - a. Submitted the Wisconsin Main Street Awards annually and attended the event
  - b. Host an quarterly roundtable for business and property owners.**
    - i. Heard presentation from WPD Resource Officers on Sept. 16<sup>th</sup>, 2024.**
  - c. Operate the Friends of the River District (FORD) program.
    - i. Renewals to start in September



- ii. **New pricing is \$200 for non-profits and \$250 for privately own businesses within a 1 mile radius of the District.**
            - d. Create and distribute a News You Need Newsletter
            - e. Update and maintain a business listing on our website.
            - f. Host State of the River District event
            - g. Host an annual stakeholder networking event
              - i. Thursday, 2/29 5-7pm @ The Landmark is completed
            - h. Participated in the 2024 Small Business Expo
            - i. Update and distribute the annual business resource guide.
              - i. Included in quarterly newsletter and website
                - 1. Eliminate additional print cost
            - j. **Administer the sign grant program.**
              - i. **Juliette Cocktails is currently working on filling out this grant application.**
            - k. Maintain directional signage.
            - l. **Update and distribute market profile annually.**
              - i. **SORD Statistics are in for 23-24 FY.**
- III. Strategy 3: Implement a minimum of four events that have a direct economic impact and undertake marketing of the district as a destination.
  - a. Wausau Night Market
    - i. First market was 6/20
    - ii. Applications are done, deadline was 4/1
    - iii. Press Release to go out before each event
    - iv. Event permit and open intoxicant to be submitted and done
  - b. River West retail event
    - i. Coordinating to have this event during Artrageous Weekend
    - ii. Callie is looking into getting a bus for transportation
  - c. **ExhibiTour**
    - i. **On track to be successful for the event on Oct. 5<sup>th</sup>, 2024.**
  - d. Small Business Saturday
  - e. District Marketing
    - i. We Are Mainstreet Campaign is completed
    - ii. Live Downtown Campaign is completed
    - iii. 6 mos of CWA Video ads
    - iv. Hot Happenings is ongoing
    - v. Shop Local Holiday Campaign
    - vi. Shop Local Summer Campaign
    - vii. District brochure map
  - f. Other
    - i. MainStreet Bounceback - technical assistance, sent to recipients (10 total)
    - ii. Potential CVB partnership on Digital Kiosks signs



### Residential Development Committee

Goal: Advocate for increased residential density within a walkable distance of the district.

Team: Matt, Matt, Tammy, Will and Kody

- I. Strategy 1: Develop an inventory of residential listings within a walkable distance of the district.
  - a. Update and maintain residential listings on the website.
  - b. Creation and implementation of the Live Downtown Campaign
    - i. Focus on testimonials and the advantages of living downtown rather than individual storytelling. (safety concern).
  - c. Creation of a process to collect the vacancy rate of residential units.
- II. Strategy 2: Advocate for increased residential density within a .5-mile radius of the district.
  - a. Creation of a guide that promotes existing funding and design opportunities for property owners and design cohesiveness in new developments.
  - b. Advocate for design cohesiveness in new residential developments
  - c. Gather and share economic data on the impact of improved and increased housing.

### End of Directors Report and Workplan Updates

- III. 2025 BID Operating Plan
  - a. Motion Approved
  - b. Operating Plan is being sent over to City Council and the Finance Committee for approval.
- IV. Other Notes
  - a. Wausau River District will make additional efforts to highlight Jefferson Street Inn as the downtown hotel destination in marketing efforts.
  - b. Ideas of expanding and increasing the amount of Night Markets in 2025 is being considered.
  - c. Callie will attend both the City Council Meeting and Finance Meeting in October as they go over 2025 Operating Plans.
- V. Meeting Adjourned at 8:59 AM