

AGENDA
BARABOO BUSINESS IMPROVEMENT DISTRICT
PROMOTIONS/PERSONNEL COMMITTEE

Date and Time: Wednesday, January 27, 2021 at 9:00 AM
Location: ZOOM MEETING
Meeting #816 7980 1045 Passcode: NONE using Waiting room
BID Members Noticed: T. Wickus, B. Stelling, S. Fay, S. Brunner, M. Yount, S. Sloan
Others Noticed C. Bradley
Media: News Republic, WRPQ, Library, City Hall

OPENING

1. Call to Order.
2. Roll Call.
3. Announce compliance with Open Meeting Law.
4. Approve September 10, 2020 Minutes.
5. Adopt Agenda.

OLD BUSINESS

- Review 2020 Expenditures/Unspent balance around \$2,000.00

NEW BUSINESS

- Plan 2021 Promotions expenditures
- Devils Lake Guide 2021
- Devils Lake Map 2021
- Spring & Summer City Newsletter
- Review past & future state of the Farmer's Market

COMMITTEE CHAIR AND MEMBER COMMENTS

ANNOUNCEMENTS

ADJOURNMENT

Todd Wickus, Chairperson

***Members noticed must notify the Chairperson at least 24 hours
before the meeting if they will not be able to attend.***

Agenda prepared by T. Wickus
Agenda posted by D. Munz on 01/26/2021

PLEASE TAKE NOTICE that any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact City Clerk Cheryl Giese, phone # 355-2700, ext. 305, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the City of Baraboo who are not members of the above Council, committee, commission, or board may be in attendance at the above stated meeting to gather information. However, no formal action will be taken by any governmental body at the above stated meeting, other than the Council, committee, commission or board identified in the caption of this notice.

FOR INFORMATION ONLY, AND NOT A NOTICE TO PUBLISH

January 18, 2021

Todd Wickus, Chairman, BID Promotions Committee
c/o Just Imagine Toy Store
120 4th Avenue
Baraboo, WI 53913

Dear Todd,

After eighteen years of managing the Baraboo Farmers' Market, I have decided to retire. My age (83) and physical issues, as well as needing to get my homestead in order while I'm still physically able to do so, have brought me to this decision.

I want you to know that I'm available to discuss past market issues at any time, but I will not be involved with the market in the future.

I believe it's time for younger blood and new ideas. I've enclosed my market set-up routine, the mission statement, and market rules. These documents are also listed on the website: www.baraboofarmersmarket.com.

Nancy will continue to update the website until a new manager is chosen.

It's been a pleasure working with you all these years.

Sincerely,

Fred Moh
PO Box 178
Baraboo, WI 53913
608-356-5606
nancy248@centurytel.net



70,000 COPIES DISTRIBUTED TO PARK VISITORS BEGINNING APRIL 2021

Devil's Lake State Park Official 2021 Visitor Guide

ALL ADS INCLUDE FULL COLOR

GLOSSY COVER & CENTER:

- FULL PAGE GLOSSY\$1550
- BACK PAGE GLOSSY.....\$1995
- 1/2 PAGE GLOSSY\$995
- 1/4 PAGE GLOSSY\$550

* CREATIVE CHARGES MAY APPLY.

INSIDE PAGES:

- FULL PAGE\$1250
- 1/2 PAGE\$695
- 1/4 PAGE\$425
- 1/8 PAGE\$250
- BANNER PAGE ADS.....\$225

AD DIMENSIONS:

Full Page Ads **without** Bleed: 7.5" x 9.4375"

Full Page Ads **with** Bleed:

Total pdf dimensions 8.625" x 11.125"
includes Bleed. Bleed is .125"

Safe Image Area Margins (no text outside this area):

Top/Bottom: .72"; Left/Right: .44"


1/2 Horz. 7.5" x 4.5"

1/2 Vert. 3.6875" x 9.4375"

1/4 Page 3.6875" x 4.5"

1/8 Horz. 3.6875" x 2.25"

PUBLISHED: Thursday, March 25, 2021
GLOSSY DEADLINE: Friday, February 19, 2021
INSIDE DEADLINE: Friday, February 12, 2021

 CAPITAL NEWSPAPERS	Reserve your space today! For more information contact your newspaper account executive today:				
	Marcia Budde 608-745-3547	Carrie Champlin 608-548-3005	Missy Paulson 608-745-3552	Theresa Scott 608-963-6821	Shawn Wenkman 608-745-3533



Devil's Lake State Park Official 2021 Visitor Map

DEADLINE:

Monday, March 8, 2021

30,000 copies

COST:

\$550* Includes Full Color

First right of refusal:

Friday, January 29, 2021

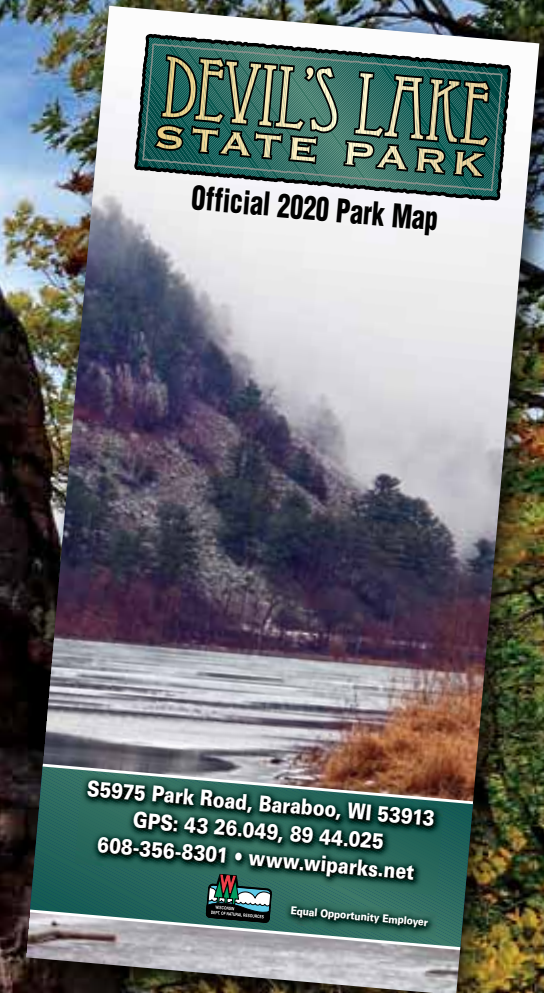
ONE PANEL

DIMENSIONS:

3.95" wide x 8.625" tall

**Reserve Your Space
Now! Limited
Space Available!**

*Creative charges apply.
Customers submitting their
own files we require a pdf with
minimum 300 dpi CMYK color.



 **CAPITAL
NEWSPAPERS**

Reserve your space today! For more information contact your newspaper account executive today:

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Carrie Champlin
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Missy Paulson
608-745-3552

Theresa Scott
608-963-6821

Shawn Wenkman
608-745-3533

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
12/15/2020	AP	1041	SCHERTZ, AMY **VendorNo: 3750 **Inv. No: WINTER2020B **Desc: BID-SANTA'S SLEIGH DECORATIONS **Inv. Date: 12/15/2020 **PO No:		331.16					
YTD Encumbrance		.00	YTD Actual	15,224.06	Total	15,224.06	YTD Budget	19,000.00	Unexpended	3,775.94
Promotions			01/01/2020 (00/20) Balance	390-69-56700-300-972						.00
02/18/2020	AP	164	CHAMBER OF COMMERCE BARABOO **VendorNo: 461 **Inv. No: 16063 **Desc: BID-JEM MARKETING PROJECT **Inv. Date: 2/18/2020 **PO No:		5,000.00					
03/05/2020	AP	735	NEXT LEVEL LLC **VendorNo: 1788 **Inv. No: 5720 **Desc: BID-2020 DBI CALENDAR/DEVILS LAKE ADVERTISING **Inv. Date: 3/5/2020 **PO No:		247.50					
03/03/2020	AP	769	SKILLET CREEK MEDIA **VendorNo: 2319 **Inv. No: 1403 **Desc: BID-FARMERS MARKET WEB HOSTING-3_1_20 TO 3_1_21 **Inv. Date: 3/3/2020 **PO No:		125.00					
12/31/2019	AP	925	WISCONSIN PUBLIC BROADCASTING **VendorNo: 2797 **Inv. No: 03042020 **Desc: BID-11/30,11/30,12/31,12/31/2019 ADS **Inv. Date: 12/31/2019 **PO No:		1,960.00					
12/31/2019	JE	10	JE 12 122 Reverse BID payable-Wis Public Ra			1,960.00-				
03/30/2020	AP	524	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 2580483-033020 **Desc: BID-DEVILS LAKE DIRECTORY 2020 **Inv. Date: 3/30/2020 **PO No:		1,200.00					
05/04/2020	AP	525	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 2580483-500420 **Desc: BID-DEVILS LAKE MAP 2020 **Inv. Date: 5/4/2020 **PO No:		525.00					
05/04/2020	AP	526	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 2580483-500420 **Desc: BID-2020 NEWSLETTER **Inv. Date: 5/4/2020 **PO No:		335.00					
05/19/2020	AP	659	MINUTEMAN PRESS-BARABOO INC **VendorNo: 1670 **Inv. No: 43017 **Desc: BID-FARMERS MARKET POSTERS 2020 **Inv. Date: 5/19/2020 **PO No:		30.38					
03/18/2020	AP	683	NEXT LEVEL LLC **VendorNo: 1788 **Inv. No: 5723 **Desc: BID-DOWNTOWN BARABOO ADVERTISING 2020 **Inv. Date: 3/18/2020 **PO No:		67.50					
06/05/2020	AP	571	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 7039 **Desc: BID-FACE MASKS **Inv. Date: 6/5/2020 **PO No:		105.94					
06/17/2020	AP	665	MOH, FRED **VendorNo: 1679 **Inv. No: 06172020 **Desc: BID-MAILING SUPPLIES, FACE MASKS & SOFTWARE **Inv. Date: 6/17/2020 **PO No:		507.75					
06/01/2020	AP	709	ORTNER-BLAKE, LORRAINE **VendorNo: 1847 **Inv. No: 982 **Desc: BID-BILLBOARD DESIGN **Inv. Date: 6/1/2020 **PO No:		218.90					
08/21/2020	AP	463	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 7049 **Desc: BID-JOHNSON INSURANCE BANNERS **Inv. Date: 8/21/2020 **PO No:		209.64					

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
10/21/2020	AP	804	CAPITAL NEWSPAPERS **VendorNo: 420 **Inv. No: 10212020 **Desc: BID-FALL CITY NEWSCAPE AD **Inv. Date: 10/21/2020 **PO No:		344.00		
10/01/2020	AP	451	I IMPACT MARKETING LLC **VendorNo: 3840 **Inv. No: 014 **Desc: BID-FARMERS MARKET PROMO MAY -OCT 2020 **Inv. Date: 10/1/2020 **PO No:		2,000.00		
11/18/2020	AP	731	MOH, FRED **VendorNo: 1679 **Inv. No: 111820 **Desc: BID-FARMERS MARKET WEBSITE/MILEAGE **Inv. Date: 11/18/2020 **PO No:		401.31		
11/23/2020	CR	5001921	FARMERS MARKET FEES - FARMERS MARK Description: FARMERS MARKET FEES - FARMERS MARKET			170.00-	
11/17/2020	AP	714	DOWNTOWN BARABOO INC. **VendorNo: 723 **Inv. No: 7124 **Desc: BID-CHRISTMAS PROMOTIONS- GENERAL & SOCIAL MEDIA **Inv. Date: 11/17/2020 **PO No:		5,000.00		
11/23/2020	AP	808	MINUTEMAN PRESS-BARABOO INC **VendorNo: 1670 **Inv. No: 44099 **Desc: BID-CHRISTMAS BANNER **Inv. Date: 11/23/2020 **PO No:		97.50		
11/30/2020	AP	955	WISCONSIN PUBLIC BROADCASTING **VendorNo: 2797 **Inv. No: E49753 **Desc: BID-RADIO SPOTS & WEB ADS 11/19-11/30/20 **Inv. Date: 11/30/2020 **PO No:		787.93		
YTD Encumbrance		.00 YTD Actual	17,033.35 Total	17,033.35 YTD Budget	25,500.00 Unexpended	8,466.65	
Business Development			01/01/2020 (00/20) Balance	390-69-56700-300-973			.00
08/13/2020	AP	867	REVERBAL COMMUNICATIONS LLC **VendorNo: 2106 **Inv. No: INV-505 **Desc: BID-FACEBOOK CLASSES **Inv. Date: 8/13/2020 **PO No:		250.00		
06/15/2020	AP	898	MINSKY, CARLA **VendorNo: 3798 **Inv. No: 6-20 DBI **Desc: BID-ARMADILLOW - BUSINESS BRAND WORKSHOP **Inv. Date: 6/15/2020 **PO No:		775.00		
10/05/2020	AP	1034	STEPH SHANKS PHOTOGRAPHY **VendorNo: 2289 **Inv. No: 000165 **Desc: BID-PHONE PHOTOGRAPHY CLASS **Inv. Date: 10/5/2020 **PO No:		250.00		
11/05/2020	AP	872	STELLING, BEKAH **VendorNo: 2396 **Inv. No: 11052020 **Desc: BID- 2020 BID MERCHANDISING CLASS **Inv. Date: 11/5/2020 **PO No:		200.00		
12/14/2020	CR	5001953	everbrite rebate FOR BID WORKSHOPS - DO Description: everbrite rebate FOR BID WORKSHOPS - DOWNTOWN BARABOO			95.36-	
YTD Encumbrance		.00 YTD Actual	1,379.64 Total	1,379.64 YTD Budget	3,250.00 Unexpended	1,870.36	
Office Supplies			01/01/2020 (00/20) Balance	390-69-56700-310-000			.00
12/31/2019	AP	553	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11753 **Desc: BID-4TH QTR POSTAGE **Inv. Date: 12/31/2019 **PO No:		64.00		
12/31/2019	AP	554	CITY OF BARABOO **VendorNo: 493 **Inv. No: 11753 **Desc: BID-4TH QTR COPIES **Inv. Date: 12/31/2019 **PO No:		21.57		

BID PROMOTIONS EXPENDITURES 2020

Updated 10/23/19

Budgeted
LINE
ITEM = X

DATE	ITEM	\$\$ AMOUNT	
3/5/2020	Nextlevel	\$247.50	X
3/30/2020	*Devils Lake Guide	\$1,200.00	X
5/4/2020	*Devils Lake Map	\$525.00	X
5/4/2020	*Cityscape / Spring Summer	\$335.00	X
3/18/2020	Nextlevel	\$67.50	X
6/1/2020	Lorraine Deisgn fees banner	\$218.90	X
not billed yet	*Cityscape / Fall Winter	\$335.00	
not billed yet	Just for Banners / Summer Broadway sign	\$209.64	
Not billed	Downtown Baraboo Light Parade	\$3,000.00	x
Not billed	Downtown Baraboo Holiday Advertisng	\$2,000.00	x
Not billed	Advertising DBI Event Coordinator Support	\$3,000.00	x
	FM Farmers Market \$2,000.00 bugdeted		x
6/17/2020	FM Fred	\$507.75	
3/3/2020	FM Web Hosting	\$125.00	
not billed yet	FM Social Media / Lacey Steffes	\$2,000.00	
5/19/2020	FM Posters	\$30.38	
6/5/2020	FM Face Masks	\$105.94	
	TOTAL	\$13,907.61	
	BUDGETED AMOUNT	\$20,500.00	
	BALANCE AVAILABLE	\$6,592.39	

FARMERS MARKET SUBTOTAL
\$2,769.07