

AMENDED AGENDA
**BARABOO BUSINESS IMPROVEMENT DISTRICT
PROMOTIONS/PERSONNEL COMMITTEE**

Date and Time: Thursday, March 4, 2021 at 8:30 AM
Location: Council Chambers, City Hall, 101 South Blvd., Baraboo
BID Members Noticed: T. Wickus, B. Stelling, S. Fay, S. Brunker, B. McDaniel
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 Minutes from February 3 & 24, 2021.**
5. Adopt Agenda.

OLD BUSINESS

- None

NEW BUSINESS

- Meet with Fred Moh to review past Farmers' Market operations
- Review suggestions from the February 24, 2021 meeting and create a plan for the 2021 Farmers' 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
AMENDED Agenda posted by D. Munz on 03/01/2021

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

BARABOO BUSINESS IMPROVEMENT DISTRICT (BID) Promotions/Personnel Committee Meeting

February 03, 2021 Members Present: T. Wickus, B. Stelling, S. Fay, B. McDaniel, S. Bruner

Member Absent:

Call to Order: Chairman Wickus presided over the meeting, called it to order at 8:39 A.M., and noted compliance with the Open Meeting Law.

Minutes: Moved by, Fay seconded by McDaniel, and unanimously carried to approve the minutes of the January 27, 2021 meeting.

Agenda: Moved by Fay seconded by McDaniel, and unanimously carried to approve the agenda as published.

Old Business: There was discussion as to how to move forward with the Farmers' Market in 2021 and beyond. The committee will create a focus group opportunity to get the feedback of vendors and others related to the market. This focus group will take place on February 24, 2021 starting at 6pm at City hall.

New Business:

None

Adjournment: Moved by Fay, seconded by McDaniel and unanimously carried to adjourn at 9:20 A.M.
Respectfully submitted, Todd Wickus Promotions Chairperson



2-24-2021

Farmer's Market Focus Group Meeting

The meeting was called to order at 6:01pm

Todd made a motion to adopt the agenda, second by Bekah. Motion carried

There were 19 people in attendance

Forum Discussion:

Hours:

12-1pm seems really slow. Maybe change market hours to be 8-12:30

Vendor Variety

Almost everyone was open to allowing more and different types of vendors. Meat and cheese vendors were brought up as possible prospects

Fee Structure

Our current market fees are low in comparison to other markets in our area. Most vendors were not opposed to the possibility of the fees being raised.

Location:

While we all like the market in Downtown Baraboo, not having direct access to vehicles does make it difficult. The unevenness of the terrain where the market currently is also poses a challenge to some

Other Locations Ideas:

Lower Parking lot of Civic Center

Application Process:

Permanent spots for yearly pass holders and punch cards were discussed in addition to the different application types:

New vendor application

Returning vendor application

**Agreed that all vendors have producer only grown goods for traceability

Market Manager/ Board for farmers market

Discussion ensued in favor of a Farmers Market Board or advisory/ad hoc committee consisting of community farmers, BID, DBI in addition to the Market Manager

Other Notes of Interest:

A Farmer's Market sign under our Welcome to Downtown Baraboo sign

Handwashing station NOT necessary but masks required

Most felt ok, with a vendor next to them. Covid = 7 vendors versus 15

There were concerns about being around the corner

Restroom locations – provide a list for vendors where to park and where a restroom is

Sarah made a motion to adjourn at 7:08. Second by Bekah. Motion carried

We had one email asking about the diversity of our market vendors and shoppers and what measures could be taken to increase that diversity.

Additional ideas from Sarah:

 Celebrity Chef Saturday

Every Saturday features a local Baraboo chef that prepares a dish from things purchased at our farmers market. Facebook live it

Things we should check into:

How do our vendor fees compare to Reedsburg, Dells, Portage

How to compensate/hire a market manager: Sarah to follow up with Chuck Law (UW extension)

Insurance?