

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

**Date and Time:** Tuesday, March 8, 2022 at 8:30 AM  
**Location:** Just Imagine, 120 4<sup>th</sup> Avenue, Baraboo  
**BID Members Noticed:** T. Wickus, B. Stelling, S. Fay, S. Bruncker, 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 September 14, 2021 and February 10, 2022
5. Adopt Agenda.

**OLD BUSINESS** - None

**NEW BUSINESS**

- Review WDH Print Ad proposal
- Approve 2022 Farmer's Market Manager contract

**COMMITTEE CHAIR AND MEMBER COMMENTS**

**ANNOUNCEMENTS**

**ADJOURNMENT**

Todd Wickus, Chairperson

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***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. Griggel on 02/11/2022

**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

September 14, 2021 Members Present: T. Wickus, , S. Bruncker, B. Stelling S. Fay, B. McDaniel

Members Absent:

Call to Order: Chairman Wickus presided over the meeting, called it to order at 8:34 A.M., and noted compliance with the Open Meeting Law.

Minutes: Minutes from April 15<sup>th</sup>, May 27<sup>th</sup> & September 29<sup>th</sup> Moved by, Stelling seconded by McDaniel, and unanimously carried to approve the minutes with edits to the April 15<sup>th</sup> minutes.

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

New Business: None

Old Business:

A quick review of the 2021 committee expenses and balance was done. There is about \$7,000.00 remaining in the Image advertising account.

The Farmers' Market income was reviewed and was approximately \$3,400.00 so far this year.

Moved by, Fay seconded by McDaniel, and unanimously carried to approve the 2022 Promotions committee budget as listed below.

<b>EXPENSES PROMOTIONS</b>		
Downtown Baraboo Light Parade	\$3,000.00	
Downtown Baraboo Holiday Advertising	\$2,000.00	
DBI Manager Support	\$3,000.00	
Devil's Lake Advertising	\$1,500.00	
Farmer's Market	\$3,500.00	
Image Adv Campaign	\$8,100.00	
<b>PROMOTIONS TOTAL</b>		<b>\$21,100.00</b>

Adjournment: Moved by Stelling, seconded by McDaniel and unanimously carried to adjourn at 9:25 A.M.

Respectfully submitted, Todd Wickus Promotions Chairperson

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

Feb 10, 2022 Members Present: T. Wickus, B. Stelling, S. Fay, S. Brunker

Member Absent: B. McDaniel

Call to Order: Chairman Wickus presided over the meeting, called it to order at 8:38 A.M., and noted compliance with the Open Meeting Law.

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

Old Business: The committee identified that approximately \$8,000.00 in unused funds from Promotions in 2021 went into the reserve fund

New Business:

Moved by Stelling seconded by Fay, and unanimously carried to place an ad in the 2022 Devils Lake Guide Book Price:\$1,250.00 & Devils Lake Map price: \$550.00 plus design fees for both.

Reviewed Southwest map ad proposal: committee requested more information

Moved by Stelling seconded by Fay, and unanimously carried to create a contract offer for the Farmers' Market Manager Position to Kate Petitt in the amount of \$1,500.00

The committee members will gather ideas for marketing in 2022

Adjournment: Moved by Stelling, seconded by Fay and unanimously carried to adjourn at 9:25 A.M.  
Respectfully submitted, Todd Wickus Promotions Chairperson