

## Baraboo BID Meeting Minutes 5/18/2022

Present:

Members: S. Fay, K. Thurow, B, T. Sefkar, A. Killgallon, T. Wickus, B. Stelling, D Marshall,

Absent:

Members:

Other:

PJ Kruschel, DBI President & Seth Taft, Downtown Baraboo Manager

President Fay called the meeting to order at 6:06PM

Approval of March 2022 minutes: Sefkar/Stelling, Carried

### **Officer/Committee**

President: Fay

Secretary: Killgallon

Treasurer:

Appearances: Wickus

Business Development:

Finance:

Parking:

Promotions:

### **Reports**

None

None

B. Stelling inquired as to any interest in the position of Treasurer.

- Baskets are up except for 5 that are waiting on liners.

None

None

None

None

President Fay touched on the responsibilities of each committee.

- Appearance Committee
  - Meets 1-2 Times a year
  - \$10,000 annual budget
    - Flowers & Decor year round
    - Garbages
    - Benches
    - Bike Racks
- Business Development
  - Previously Involved Pop-Up Shops
  - Seminars & Focus Groups
  - Classes for Business operators
  - Overall to help businesses grow
- Finance Committee
  - Minimal Meeting
  - Oversees the finances of BID
- Parking
  - Maintain/weed district parking lots
  - Added garbage cans to parking lots in past
- Promotions Committee
  - Marketing of Downtown Baraboo

- Banners, Ads, etc
- Utilizes most of annual budget

New Business:

- Vouchers
  - City of Baraboo - \$63.77
  - DBI Holiday Lights - \$271.56
  - Amy Schertz – Spring 2022 Planters - \$534.22
  - Portion of Madison Media Partners Invoice for Devil's Lake Map - \$550.00
  - Total: \$1,419.55
  - Thorow/Andy, Carried
  
- Discussion of Electrical Upgrade
  - PJ Explained need for upgrade
    - Food Trucks
    - Current System has reached the end of life
  - Hills knows equipment and installed in the past
  - While its on county grounds, they have no interest in paying for upgrade
  - Partnership between DBI & BID would expedite process
  - Hills would honor quote
  - Partnership approved by DBI Board
  - A. Killgallon inquired about electrical issues at Spring Fair, PJ confirmed that was user error
  - B. Stelling inquired about a window of opportunity to complete the project that wouldn't affect other events
  - Motion to Fund via reserves
  - Stelling, Thorow, Carried
  
- Approval of Financials
  - Killgallon/Sefkar, Carried
  
- Approval of Farmers Market Contract & Payment for compensation
  - Stelling – How to pay the compensation
    - 1<sup>st</sup> payment delayed to June
    - To be included in next month's vouchers
    - Motion to Approve – Stelling.Marshall, Carried
  
- Motion of Election of Board
  - Sefkar/Marshall, Carried
  
- Next Agenda Items
  - Bylaw Change – 5:45p to 6pm start time

Motion to Adjourn by Thurow/Marshall, carried.

Respectfully Submitted  
Andy Killgallon