

**BARABOO BUSINESS IMPROVEMENT DISTRICT**  
**\*\*AMENDED\*\* BOARD OF DIRECTORS MEETING AGENDA**

**Date and Time:** **Wednesday, August 17, 2022 at 6:00 P.M.**  
**Location:** **\*\*Civic Center, 124 2<sup>nd</sup> St., Room 12/14 Baraboo\*\***  
**Others Noticed:** S. Fay, A. Killgallon, B. Stelling, T. Wickus, M. Miller, K. Thurow, Tracey Sefkar, Brenden McDaniel, Deirdre Marshall  
**Others Noticed** Casey 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 of July 20, 2022.
5. Adoption of Agenda.

**REPORTS OF OFFICERS and COMMITTEES**

1. President
2. Secretary
3. Treasurer
4. Appearance Committee
5. Business Development Committee
6. Finance Committee
7. Parking Committee
8. Promotions Committee

**OLD BUSINESS** - None

**NEW BUSINESS**

- Presentations by:
  - \* DBI – PJ
  - \* Chamber – George
  - \* DBI – Lacey
- Approval of financials
- Approval of Vouchers

**NEXT AGENDA ITEMS AND MEMBER COMMENTS**

**CORRESPONDENCE & ANNOUNCEMENTS**

**NEXT MEETING** – September 21, 2022 at 6:00 PM

**ADJOURNMENT**

Sarah Fay, Chairperson

***Board Members are asked to notify the President or Vice President at least 24 hours before the meeting if they will not be able to attend.***

Agenda prepared by S. Fay  
**AMENDED** Agenda posted by D. Griggel on 8/16/2022

**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 Brenda Zeman, phone # 355-2700, ext. 7311, 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**

## Enhanced Marketing Proposal to BID

Downtown Baraboo Inc. (DBI) would like to formally request additional funds to bolster our proposed enhanced marketing strategy for the remainder of 2022. This initiative is multi-staged that will effectively attract visitors on a broader and more diverse scale. Our first stage is focused primarily on curating content that will be utilized in various areas. Content creation is essential in expanding our marketing into other areas, including advertisement in the forms of billboards, radio and streaming commercials, website, and more. Content creation will be ultimately generated through different facets: Influencers, professional photographers and videographers, and the general public (user generated content).

Creating new content for DBI will require the purchase of additional labor, equipment, and applications. Basic equipment includes standard camera (DLSR Canon goes for approximately \$600) and tripod for camera mount (approximately \$50). Basic applications for content editing and creation includes Adobe Cloud - \$85/month). Extra labor includes additional individual(s) to help with control of the camera, recording, and use of people while filming as well as photographing.

### ***a. Equipment and Applications - \$1,670***

Having professional equipment and applications to record photographs and videos is essential. This will establish high-quality content that can be utilized in many different forms of advertising. This includes use on the website, billboards, videos, brochures, magazines, maps, etc. Furthermore, the creation of high-quality material with the right equipment will ensure our content is more alluring to the viewer. The breakdown for content creation is as follows: Influencer and user generated marketing, supported by creation of advertisement content through billboard, radio commercial promotion, and brochure distribution.

### ***b. Influencer Marketing - \$6,000***

Influencer marketing has the capability to reach broader demographics through influencer's particular focus of created content. The constant growth of social media usage through platforms including Facebook, Instagram, Snapchat, and TikTok will provide new ideas to explore the Baraboo area that influencers promote with content from their perspectives. Additionally, influencers come from different regions and backgrounds, and inviting them to spend time exploring the downtown Baraboo businesses, attractions, and services will help establish content in eccentric ways based on their focus. Some examples follow:

Examples for influencer marketing:

- **Outdoor Recreation Enthusiasts:** Baraboo continues to draw in countless fans of outdoor recreation. The Ice Age National Scenic Trail,

which consequently runs through downtown Baraboo, has received a handful of individuals with large followers on social media. Coree Aussem-Woltering, professional enduring runner athlete, completed the entire Ice Age Trail, totaling 1,200 miles in less than 22 days. He took time in the downtown Baraboo/Devil's Lake areas to do Facebook/Instagram live updates and talk about his time in the area.

Consequently, in 2021, Emily Ford became the first woman to complete a full thru-hike of the Ice Age Trail during the winter season. Her accomplishment has captivated thousands to the point she has a revered documentary being shown at various film festivals. Mass publications including Outside Magazine have promoted her accomplishments. During her trek, Emily provided updates on social media channels and also addressed her time in the Baraboo area.

- **Travel content creators:** Traditionally during recessions, mid level and affluent travelers look for more local areas to spend their vacation dollars. A travel social media influencer with a focus on Midwest or United States travel has the potential to capture consumers that would normally fly to Florida during the summer, but this year are looking for a drive-to, rather than a fly-to destination.
- **Foodie Groups:** Some of the largest influencers are those on the hunt for the most delicious foods on a local scene. Most recently, fast-growing social media influencer the Wisconsin Cheese Queen, has come to Baraboo to visit an assortment of restaurants and bars to taste cheese curds. This material is seen by over 5,000 followers on all social media channels.

## **II. Billboards (May & October) - \$4,000**

Billboards have long been a traditional, and yet successful, avenue to promote Baraboo on a seasonal basis. We look to continue utilizing this source of advertising to continue enticing people in garnering interest in coming to Baraboo. A recent discussion with Lamar Advertising proposes a four-week advertisement campaign for five locations at approximately \$3,750.

## **III. Radio (Public & Local) - \$5,000**

Utilizing the local radio station will be advantageous in advertising our upcoming events. The use of MAX FM radio will have distribution to the Wisconsin Dells area, and as far south as Waunakee. This proposal to attract local residents to general events as needed as well as promoting Downtown Baraboo will greatly serve in the future forecast for showcasing the significance of our community.

## **IV. Brochure Distribution - \$2,500**

The DBI Maps continue to be an important tool in showcasing the businesses and services within the downtown Baraboo area. It also serves to promote associate members who are not situated within the traditional downtown setting.

**Total Content Creation/Enhanced Marketing Investment - \$19,170**

# DOG WASTE DEPOT

12316 World Trade Dr. #102  
San Diego, CA 92128  
TEL: 800-678-1612  
www.DogWasteDepot.com

# Invoice 5 of 35

Date	Invoice #
8/4/2022	498899

Bill To
Baraboo Parks Dept Accts Payable 124 2nd Street Room 17 Baraboo, WI 53913

Ship To
Baraboo Parks Dept Office 124 2nd Street Room 17 Baraboo, WI 53913

**PLEASE MAKE ALL CHECKS PAYABLE TO: "DOG WASTE DEPOT"**

ORDER#:	Rep	Ship Date	Via	Terms	PO#:	3RD Party Payment C...
BDWD-168933	DWD	8/4/2022	FEDEX	Net 30		

Quantity	Item Code	Description	Price Each	Amount
1	DEPOT-001-30	Dog Waste Roll Bag 30 roll case (6000 bags)	216.87	216.87T
				216.87
		FedEx Package 1 Tracking #: 276382461825		

<b>REMIT PAYMENT TO:</b> Dog Waste Depot 12316 World Trade Drive #102 San Diego, CA 92128  FED ID# 27-4523962	<b>Subtotal</b>	\$216.87
	<b>Sales Tax (0.0%)</b>	\$0.00
	<b>Total</b>	\$216.87
	<b>Payments</b>	\$0.00
	<b>Balance Due</b>	\$216.87

## BID Fund 390

## Balance Sheets

July 31, 2022 and December 31, 2021

<b>Assets:</b>	<b>July 31, 2022</b>	<b>December 31, 2021</b>
<b>Current Assets:</b>		
Cash	\$ 103,416.57	\$ 71,959.02
BID Assessment Receivable	9,433.25	-
Accounts Receivable	-	-
Due from Tax Roll	9,464.21	9,464.21
<b>Total Current Assets</b>	<u>122,314.03</u>	<u>81,423.23</u>
<b>Total Assets</b>	<u>\$ 122,314.03</u>	<u>\$ 81,423.23</u>
<b>Liabilities and Fund Equity:</b>		
<b>Liabilities:</b>		
Accounts Payable	\$ -	\$ 1,398.06
Due to General Fund	-	78.74
<b>Total Liabilities</b>	<u>-</u>	<u>1,476.80</u>
<b>Fund Equity:</b>		
Fund Balance	77,992.22	72,885.41
Designated-Pocket Park	1,954.21	1,954.21
Net Revenues/(Expenditures)	42,367.60	5,106.81
<b>Total Fund Equity</b>	<u>122,314.03</u>	<u>79,946.43</u>
<b>Total Liabilities and Fund Equity</b>	<u>\$ 122,314.03</u>	<u>\$ 81,423.23</u>

## BID Fund 390

Income Statement with Comparison to Budget  
For The Seven Months Ending July 31, 2022

Revenues:	Current Month	Year to Date	Budget	Percentage of Budget
BID Assessment	\$ -	\$ 46,900.00	\$ 46,900.00	100.00
Contrib Baraboo Public Arts	-	-	-	-
Donations and Contributions	336.00	3,536.20	3,500.00	101.03
Transfer from General Fund	-	-	-	-
Fund Balance Applied	-	-	-	-
<b>Total Revenues</b>	<b>\$ 336.00</b>	<b>\$ 50,436.20</b>	<b>\$ 50,400.00</b>	<b>100.07</b>
<b>Expenditures:</b>				
<b>BID - Economic Development</b>				
Facilities Improvements	\$ -	\$ -	\$ -	-
Facility Improvements	-	-	-	-
<b>Total BID - Economic Development</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>BID - Transfer to Debt Service</b>				
Cost Reallocation	\$ -	\$ -	\$ -	-
<b>Total BID - Transfer to Debt Service</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>BID - Transfer to Capital Projects</b>				
Cost Reallocation	\$ -	\$ -	\$ -	-
<b>Total BID - Transfer to Capital Projects</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>BID - Community Development - BID</b>				
Publishing	\$ -	\$ -	\$ -	-
Prof Services - Auditing	1,700.00	1,700.00	2,000.00	85.00
	-	-	-	-
Accounting Services	-	-	1,700.00	-
Parking Lot Development	-	-	1,500.00	-
Appearances/Banners	1,860.00	2,815.78	19,000.00	14.82
Promotions	500.00	3,489.05	22,100.00	15.79
Business Development	-	-	3,250.00	-
Office Supplies	-	63.77	200.00	31.89
Operating Supplies	-	-	-	-
Insurance	-	-	650.00	-
<b>Total BID - Community Development - BID</b>	<b>\$ 4,060.00</b>	<b>\$ 8,068.60</b>	<b>\$ 50,400.00</b>	<b>16.01</b>
<b>Total Expenditures</b>	<b>\$ 4,060.00</b>	<b>\$ 8,068.60</b>	<b>\$ 50,400.00</b>	<b>16.01</b>
<b>Net Revenues/(Expenditures)</b>	<b>\$ (3,724.00)</b>	<b>\$ 42,367.60</b>	<b>\$ -</b>	

**City of Baraboo**  
**BID - Pocket Park Fund 392**  
**Balance Sheets**  
**July 31, 2022 and December 31, 2021**

<b>Assets:</b>	<b>July 31, 2022</b>	<b>December 31, 2021</b>
<b>Current Assets:</b>		
Cash	\$ -	\$ -
<b>Total Current Assets</b>	-	-
<b>Total Assets</b>	\$ -	\$ -
<b>Liabilities and Fund Equity:</b>		
<b>Liabilities:</b>		
Accounts Payable	\$ -	\$ -
<b>Total Liabilities</b>	-	-
<b>Fund Equity:</b>		
Fund Balance	-	1,949.89
Net Revenues/(Expenditures)	-	(1,949.89)
<b>Total Fund Equity</b>	-	-
<b>Total Liabilities and Fund Equity</b>	\$ -	\$ -

City of Baraboo  
 BID - Pocket Park Fund 392  
 Income Statement with Comparison to Budget  
 For The Seven Months Ending July 31, 2022

Revenues:	Current Month	Year to Date	Budget	Percentage of Budget
Interest on Investments	\$ -	\$ -	\$ -	-
Donations and Contributions	-	-	-	-
Transfer from BID	-	-	-	-
Fund Balance Applied	-	-	-	-
<b>Total Revenues</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Expenditures:</b>				
<b>BID - Pocket Park - Community Development - BID</b>				
Operating Expense	\$ -	\$ -	\$ -	-
Land or Land Improvements	-	-	-	-
Facilities Improvements	-	-	-	-
<b>Total BID - Pocket Park - Community Dev</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Net Revenues/(Expenditures)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>

## BID Fund 390

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<b>Expenditures:</b>				
<b>BID - Economic Development</b>				
Facilities Improvements	\$ -	\$ -	\$ -	-
Facility Improvements	-	-	-	-
<b>Total BID - Economic Development</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>BID - Transfer to Debt Service</b>				
Cost Reallocation	\$ -	\$ -	\$ -	-
<b>Total BID - Transfer to Debt Service</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>BID - Transfer to Capital Projects</b>				
Cost Reallocation	\$ -	\$ -	\$ -	-
<b>Total BID - Transfer to Capital Projects</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>BID - Community Development - BID</b>				
Publishing	\$ -	\$ -	\$ -	-
Prof Services - Auditing	1,700.00	1,700.00	2,000.00	85.00
	-	-	-	-
Accounting Services	-	-	1,700.00	-
Parking Lot Development	-	-	1,500.00	-
Appearances/Banners	1,860.00	2,815.78	19,000.00	14.82
Promotions	500.00	3,489.05	22,100.00	15.79
Business Development	-	-	3,250.00	-
Office Supplies	-	63.77	200.00	31.89
Operating Supplies	-	-	-	-
Insurance	-	-	650.00	-
<b>Total BID - Community Development - BID</b>	<b>\$ 4,060.00</b>	<b>\$ 8,068.60</b>	<b>\$ 50,400.00</b>	<b>16.01</b>
<b>Total Expenditures</b>	<b>\$ 4,060.00</b>	<b>\$ 8,068.60</b>	<b>\$ 50,400.00</b>	<b>16.01</b>
<b>Net Revenues/(Expenditures)</b>	<b>\$ (3,724.00)</b>	<b>\$ 42,367.60</b>	<b>\$ -</b>	

City of Baraboo  
 BID - Pocket Park Fund 392  
 Balance Sheets  
 July 31, 2022 and December 31, 2021

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<b>Current Assets:</b>		
Cash	\$ -	\$ -
<b>Total Current Assets</b>	-	-
<b>Total Assets</b>	\$ -	\$ -
<b>Liabilities and Fund Equity:</b>		
<b>Liabilities:</b>		
Accounts Payable	\$ -	\$ -
<b>Total Liabilities</b>	-	-
<b>Fund Equity:</b>		
Fund Balance	-	1,949.89
Net Revenues/(Expenditures)	-	(1,949.89)
<b>Total Fund Equity</b>	-	-
<b>Total Liabilities and Fund Equity</b>	\$ -	\$ -

City of Baraboo  
 BID - Pocket Park Fund 392  
 Income Statement with Comparison to Budget  
 For The Seven Months Ending July 31, 2022

Revenues:	Current Month	Year to Date	Budget	Percentage of Budget
Interest on Investments	\$ -	\$ -	\$ -	-
Donations and Contributions	-	-	-	-
Transfer from BID	-	-	-	-
Fund Balance Applied	-	-	-	-
<b>Total Revenues</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Expenditures:</b>				
<b>BID - Pocket Park - Community Development - BID</b>				
Operating Expense	\$ -	\$ -	\$ -	-
Land or Land Improvements	-	-	-	-
Facilities Improvements	-	-	-	-
<b>Total BID - Pocket Park - Community Dev</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Net Revenues/(Expenditures)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Publishing			06/30/2022 (06/22) Balance	390-69-56700-210-000			.00
YTD Encumbrance		.00 YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Prof Services - Auditing			06/30/2022 (06/22) Balance	390-69-56700-214-000			.00
05/26/2022	AP	1026	CLIFTONLARSONALLEN LLP **VendorNo: 3903 **Inv. No: 3294991BID **Desc: BID-AUDIT 2021 **Inv. Date: 5/26/2022 **PO No:		1,700.00		
YTD Encumbrance		.00 YTD Actual	1,700.00 Total	1,700.00 YTD Budget	2,000.00 Unexpended	300.00	
Accounting Services			06/30/2022 (06/22) Balance	390-69-56700-219-000			.00
YTD Encumbrance		.00 YTD Actual	.00 Total	.00 YTD Budget	1,700.00 Unexpended	1,700.00	
Parking Lot Development			06/30/2022 (06/22) Balance	390-69-56700-300-970			.00
YTD Encumbrance		.00 YTD Actual	.00 Total	.00 YTD Budget	1,500.00 Unexpended	1,500.00	
Appearances/Banners			06/30/2022 (06/22) Balance	390-69-56700-300-971			955.78
06/06/2022	AP	928	LANDSCAPE TECHNIQUES LLC **VendorNo: 1437 **Inv. No: 25357 **Desc: BID-SPRING 2022 HANGING BASKETS **Inv. Date: 6/6/2022 **PO No:		1,860.00		
YTD Encumbrance		.00 YTD Actual	2,815.78 Total	2,815.78 YTD Budget	19,000.00 Unexpended	16,184.22	
Promotions			06/30/2022 (06/22) Balance	390-69-56700-300-972			2,989.05
05/30/2022	AP	1033	PETIT, KATE **VendorNo: 4046 **Inv. No: MAY2022 **Desc: BID-FARMERS MARKET MANAGER MAY 2022 **Inv. Date: 5/30/2022 **PO No:		500.00		
YTD Encumbrance		.00 YTD Actual	3,489.05 Total	3,489.05 YTD Budget	22,100.00 Unexpended	18,610.95	
Business Development			06/30/2022 (06/22) Balance	390-69-56700-300-973			.00
YTD Encumbrance		.00 YTD Actual	.00 Total	.00 YTD Budget	3,250.00 Unexpended	3,250.00	
Office Supplies			06/30/2022 (06/22) Balance	390-69-56700-310-000			63.77
YTD Encumbrance		.00 YTD Actual	63.77 Total	63.77 YTD Budget	200.00 Unexpended	136.23	
Operating Supplies			06/30/2022 (06/22) Balance	390-69-56700-340-000			.00
YTD Encumbrance		.00 YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Insurance			06/30/2022 (06/22) Balance	390-69-56700-510-000			.00
YTD Encumbrance		.00 YTD Actual	.00 Total	.00 YTD Budget	650.00 Unexpended	650.00	
Number of Transactions: 3 Number of Accounts: 10					Debit	Credit	Proof
Total BID:					4,060.00	.00	4,060.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Operating Expense			06/30/2022 (06/22) Balance	392-69-56700-300-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Land or Land Improvements			06/30/2022 (06/22) Balance	392-69-56700-821-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Facilities Improvements			06/30/2022 (06/22) Balance	392-69-56700-861-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	
Transfer to BID			06/30/2022 (06/22) Balance	392-69-59200-900-000			.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00	

Number of Transactions: 0 Number of Accounts: 4

Total BID - Pocket Park:

Number of Transactions: 3 Number of Accounts: 14

Grand Totals:

Debit	Credit	Proof
.00	.00	.00
4,060.00	.00	4,060.00