

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