

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

Sept 19, 2022 Members Present: T. Wickus, B. McDaniel, K. Thurow, T. Sefkar

Member Absent: M. Miller

Call to Order: Chairman Wickus presided over the meeting, called it to order at 8:35 A.M., and noted compliance with the Open Meeting Law.

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

Old Business: The committee identified that approximately \$4,000.00 in unspent funds from Promotions in 2022 YTD

New Business:

The committee reviewed line item expenditures for 2022 and members were tasked with identifying new marketing opportunities.

Moved by Thurow, seconded by McDaniel and unanimously carried to approve the 2023 Promotions Committee Budget:

EXPENSES PROMOTIONS	
Downton Baraboo Light Parade	\$3,000.00
Downton Baraboo Holiday Advertisng	\$2,000.00
DBI Manager Support	\$3,000.00
Devil's Lake Advertising Guide & Map	\$2,300.00
Farmer's Market	\$3,500.00
2 Broadway Banners	\$1,100.00
Image Adv Campaign	\$6,200.00
Other	\$1,000.00

Adjournment: Moved by Thurow, seconded by McDaniel and unanimously carried to adjourn at 9:30A.M. Respectfully submitted, Todd Wickus Promotions Chairperson