

BARABOO BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING AGENDA

Date and Time: **Wednesday, September 22, 2021 5:45 P.M.**
Location: City Hall, **Council Chambers**, 101 South Blvd., Baraboo
Others Noticed: S. Fay, A. Adams, B. Stelling, T. Wickus, K. Thurow, Tiffany Sloan, Samantha Ramsey Bruner, Mike Yount, Brenden McDaniel
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 August 18, 2021.
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

- BID Board person of interest

NEW BUSINESS

- Approval of Vouchers
- Make and approve Budget 2022

NEXT AGENDA ITEMS AND MEMBER COMMENTS

CORRESPONDENCE & ANNOUNCEMENTS

NEXT MEETING – October 20, 2021 at 5:45 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 Agenda posted by D. Griggel on 09/14/2021

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

Baraboo BID Meeting Minutes
8/18/2021

Present:

Members: A. Adams, K. Thurow, B. McDaniel, S. Ramsey Bruncker, T. Sloan, B. Stelling,
T. Wickus

Additional: None

Absent:

Members: M. Yount, S. Fay

VP T. Wickus called the meeting to order at 5:48 PM

Roll Call

Approval of July 2021 minutes: Thurow/McDaniel, Carried

Adoption of Agenda: Adams/McDaniel, Carried

Officer/Committee:

Report

President:

None

Secretary:

None

Treasurer:

Request that voucher requests be sent to treasurer in addition to City
Needs to meet; Discussing possibility of greens in baskets rather
than garlands wrapped around poles

Appearances:

Business Development:

Meeting proposed for 8/25; Suggestion to include DBI manager

Finance:

None

Parking:

Post on FB about weeding a parking lot, so weeds will be re-sprayed

Promotions:

Needs to meet; Farmer's market fees collected: ~\$3300; Weekly
featured vendor on social media; Random giveaway for check-ins

Old Business:

- None

New Business:

- Approval of Financials
 - Motion to approve: Ramsey-Bruncker/McDaniel
 - Carried
- Approval of Vouchers
 - Willie Deppe
 - \$3510.00
 - Total: \$3510.00
 - Motion to approve: Stelling/McDaniel
 - Carried
- Discussion of date for group & individual photos
 - Tabled for next meeting
- Discussion of soft launch of BID Facebook page- what should be included
 - Tabled for next meeting
- Discussion of new garbage bins

- Possible grant for recycling?
- New bins with recycling adjoining
- Have businesses pay for advertising on the side of them?
- Needs more discussion by appearances committee
- Discussion of garbage bin overflow issue
 - Issues have not been addressed with suspected business
 - Request may be necessary for a reminder from the City about the garbage overflow and that businesses must take care of their own garbage
- Discussion of parking issue with long term parking
 - Need to request longer time for parking
 - Wants temporary parking signs removed
 - What about a day pass from businesses?
 - Petition the city for changed parking times?
 - BID should send someone to the city's parking committee
- Upcoming September Budget meeting
 - Prepare budgets for next board meeting

Member Comments:

- T. Wickus no longer on the board of DBI
- New office location for DBI downtown
- DBI signed contract with Vector Ink for a new website for November
- Board members missing meetings should be addressed
- Discussion of farmer's market; member of public
 - Vendors may live far from Baraboo
 - More information may be found at baraboofarmersmarket.com
 - Who verifies grower produce? Market manager
 - Done at the time of application and every few years thereafter
 - Allegation that grower is not growing the flowers being sold at the market
 - Farmer's market manager will be requested to investigate flower stand

Next Meeting Items:

- Discussion of date for group & individual photos
- Discussion of soft launch of BID Facebook page- what should be included
- Discussion of new garbage bins
- Discussion of who will seek parking redress
- Request for adding bench along 3rd Street
- Discussion of farmer's market rules, adding craft sellers

Motion to adjourn at 7:02 PM by Sloan/Stelling, carried.

Respectfully Submitted,
 Andrew Adams
 Secretary

2021 BID BUDGET FINAL

REVENUE

Assessment \$46,900.00
Farmer's Market \$1,000.00
TOTAL REVENUE \$47,900.00

EXPENSES PROMOTIONS

Downtown Baraboo Light Parade	\$3,000.00
Downton Baraboo Holiday Advertisng	\$2,000.00
Advertising DBI Event Coordinate Support	\$3,000.00
Devil's Lake Advertising	\$1,500.00
Farmer's Market	\$2,000.00
Image Adv Campaign	\$8,100.00
PROMOTIONS TOTAL	\$19,600.00

PARKING LOT DEVELOPMENT

Parking lot reserve	0
Landscape and Maintenance	\$1,500.00
PARKING LOT TOTAL	\$1,500.00

ADMINISTRATIVE

Supplies	\$200.00
Insurance	\$650.00
Professional Services (audit)	\$2,000.00
Accounting Services Operating	\$1,700.00
Expenses	\$0.00
ADMINISTRATIVE TOTAL	\$4,550.00

APPEARANCE/BANNERS

Hanging Flower Baskets	\$9,000.00
Spring	\$800.00
Winter	\$975.00
Summer	\$725.00
Fall Décor	\$700.00
Flags	\$300.00
Pole Décor	\$3,500.00
Install Labor	\$1,000.00
Other	\$2,000.00
APPEARANCE/BANNERS TOTAL	\$19,000.00

BUSINESS DEVELOPMENT \$3,250.00

BUSINESS DEVELOPMENT TOTAL \$3,250.00

TOTAL EXPENSES \$47,900.00

City of Baraboo
 BID Fund 390
 Balance Sheets
 August 31, 2021 and December 31, 2020

Assets:	August 31, 2021	December 31, 2020
Current Assets:		
Cash	\$ 90,398.38	\$ 77,031.04
BID Assessment Receivable	9,616.63	-
Accounts Receivable	-	-
Due from Tax Roll	-	5,083.45
Total Current Assets	100,015.01	82,114.49
Total Assets	\$ 100,015.01	\$ 82,114.49
 Liabilities and Fund Equity:		
Liabilities:		
Accounts Payable	\$ -	\$ 6,984.51
Due to General Fund	-	290.36
Total Liabilities	-	7,274.87
 Fund Equity:		
Fund Balance	74,839.62	73,396.71
Designated-Project contrib	-	-
Net Revenues/(Expenditures)	25,175.39	1,442.91
Total Fund Equity	100,015.01	74,839.62
Total Liabilities and Fund Equity	\$ 100,015.01	\$ 82,114.49

City of Baraboo
 BID Fund 390
 Income Statement with Comparison to Budget
 For The Eight Months Ending August 31, 2021

Revenues:	Current Month	Year to Date	Budget	Percentage of Budget
BID Assessment	\$ -	\$ 46,899.99	\$ 46,900.00	100.00
Contrib Baraboo Public Arts	-	-	-	-
Donations and Contributions	360.00	3,346.00	1,000.00	334.60
Transfer from General Fund	-	-	-	-
Fund Balance Applied	-	-	12,000.00	-
Total Revenues	\$ 360.00	\$ 50,245.99	\$ 59,900.00	83.88
Expenditures:				
BID - Economic Development				
Facilities Improvements	\$ -	\$ -	\$ -	-
Facility Improvements	-	-	-	-
Total BID - Economic Development	\$ -	\$ -	\$ -	-
BID - Transfer to Debt Service				
Cost Reallocation	\$ -	\$ -	\$ -	-
Total BID - Transfer to Debt Service	\$ -	\$ -	\$ -	-
BID - Transfer to Capital Projects				
Cost Reallocation	\$ -	\$ -	\$ -	-
Total BID - Transfer to Capital Projects	\$ -	\$ -	\$ -	-
BID - Community Development - BID				
Publishing	\$ -	\$ -	\$ -	-
Professional Services	-	1,600.00	2,000.00	80.00
Accounting Services	-	-	1,700.00	-
Parking Lot Development	-	750.00	1,500.00	50.00
Appearances/Banners	3,510.00	5,938.20	19,000.00	31.25
Promotions	-	16,782.40	31,600.00	53.11
Business Development	-	-	3,250.00	-
Office Supplies	-	-	200.00	-
Operating Supplies	-	-	-	-
Insurance	-	-	650.00	-
Total BID - Community Development - BID	\$ 3,510.00	\$ 25,070.60	\$ 59,900.00	41.85
Total Expenditures	\$ 3,510.00	\$ 25,070.60	\$ 59,900.00	41.85
Net Revenues/(Expenditures)	\$ (3,150.00)	\$ 25,175.39	\$ -	

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Professional Services			01/01/2021 (00/21) Balance	390-69-56700-215-000			.00
05/28/2021	AP	829	CLIFTONLARSONALLEN LLP **Inv. No: 2895411 **Desc: BID-2020 AUDIT SERVICES		1,600.00		
			06/30/2021 (06/21) Period Totals and Balance		1,600.00 *	.00 *	1,600.00
			08/31/2021 (08/21) Period Totals and Balance		.00 *	.00 *	1,600.00
YTD Encumbrance		.00 YTD Actual	1,600.00 Total	1,600.00 YTD Budget	2,000.00 Unexpended	400.00	
Parking Lot Development			01/01/2021 (00/21) Balance	390-69-56700-300-970			.00
06/30/2021	AP	1051	WILLIAMS LAWN CARE LLC **Inv. No: 2405 **Desc: BID-WEED SPRAYING PARKING LOTS 1ST APPLICATION		750.00		
			07/31/2021 (07/21) Period Totals and Balance		750.00 *	.00 *	750.00
			08/31/2021 (08/21) Period Totals and Balance		.00 *	.00 *	750.00
YTD Encumbrance		.00 YTD Actual	750.00 Total	750.00 YTD Budget	1,500.00 Unexpended	750.00	
Appearances/Banners			01/01/2021 (00/21) Balance	390-69-56700-300-971			.00
03/26/2021	AP	637	STELLING, BEKAH **Inv. No: 152923 **Desc: BID-KINSMAN HANGING BASKETS, CHAINS & RAIN GEL		961.50		
05/11/2021	CR	4002745	HANGING BASKETS - RED SHED GARDEN Description: HANGING BASKETS - RED SHED GARDEN & GIFTS			70.00-	
05/26/2021	AP	459	BARABOO PUBLIC ARTS ASSN **Inv. No: 05262021 **Desc: BID-DONATION FOR PAYMENT FOR MORGAN MCARTHUR SLEIGH PAINTING		150.00		
05/26/2021	AP	747	SCHERTZ, AMY **Inv. No: SPRING 2021 **Desc: BID-SPRING PLANTERS 2021		730.06		
			05/31/2021 (05/21) Period Totals and Balance		1,841.56 *	70.00- *	1,771.56
06/23/2021	AP	819	SCHERTZ, AMY **Inv. No: SPRING2021 **Desc: BID-SPRING PLANTERS FOR AROUND SQUARE		656.64		
			06/30/2021 (06/21) Period Totals and Balance		656.64 *	.00 *	2,428.20
08/04/2021	AP	888	DEPPE, WILLIAM **Inv. No: 156 **Desc: BID-FLOWER WATERING MAY-JULY, 2021		3,510.00		
			08/31/2021 (08/21) Period Totals and Balance		3,510.00 *	.00 *	5,938.20
YTD Encumbrance		.00 YTD Actual	5,938.20 Total	5,938.20 YTD Budget	19,000.00 Unexpended	13,061.80	
Promotions			01/01/2021 (00/21) Balance	390-69-56700-300-972			.00
02/12/2021	AP	640	ORTNER-BLAKE, LORRAINE **Inv. No: 1084 **Desc: BID-MAP DESIGN AD		158.40		
			02/28/2021 (02/21) Period Totals and Balance		158.40 *	.00 *	158.40
03/14/2021	AP	508	DILLMAN, NANCY **Inv. No: 03142021 **Desc: BID-RENEWAL OF WORDFENCE LICENSE 1 YEAR		99.00		
03/25/2021	AP	464	CAPITAL NEWSPAPERS **Inv. No: 38004-1 **Desc: BID-DEVIL'S LAKE PARK GUIDE		1,000.00		
04/16/2021	AP	463	CAPITAL NEWSPAPERS **Inv. No: 37316-1 **Desc: BID-DEVIL'S LAKE MAP		525.00		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
			05/31/2021 (05/21) Period Totals and Balance		1,624.00 *	.00 *	1,782.40
06/04/2021	AP	569	DOWNTOWN BARABOO INC.		15,000.00		
			**Inv. No: 7274 **Desc: BID-2021 DBI EVENTS-MANAGER SUPPORT				
			06/30/2021 (06/21) Period Totals and Balance		15,000.00 *	.00 *	16,782.40
			08/31/2021 (08/21) Period Totals and Balance		.00 *	.00 *	16,782.40
YTD Encumbrance	.00	YTD Actual	16,782.40 Total	16,782.40 YTD Budget	31,600.00 Unexpended	14,817.60	

Number of Transactions: 13	Number of Accounts: 4	Debit	Credit	Proof
Total BID:		25,140.60	70.00-	25,070.60
Number of Transactions: 13	Number of Accounts: 4	Debit	Credit	Proof
Grand Totals:		25,140.60	70.00-	25,070.60

Report Criteria:

- Actual Amounts
- Accounts With Balances Or Activity
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Print Bold Totals
- Include Invoice Number and Description Comments
- Print Transactions In Date Order
- Include FUNDS: 390
- Page and Total by FUND
- Exclude ACCOUNTS: All
- Exclude REVENUES: All
- All Segments Tested for Total Breaks

City of Baraboo
 BID - Pocket Park Fund 392
 Balance Sheets
 August 31, 2021 and December 31, 2020

Assets:	August 31, 2021	December 31, 2020
Current Assets:		
Cash	\$ 1,949.89	\$ 1,949.89
Total Current Assets	1,949.89	1,949.89
Total Assets	\$ 1,949.89	\$ 1,949.89
Liabilities and Fund Equity:		
Liabilities:		
Accounts Payable	\$ -	\$ -
Total Liabilities	-	-
Fund Equity:		
Fund Balance	1,949.89	1,945.29
Net Revenues/(Expenditures)	-	4.60
Total Fund Equity	1,949.89	1,949.89
Total Liabilities and Fund Equity	\$ 1,949.89	\$ 1,949.89

City of Baraboo
 BID - Pocket Park Fund 392
 Income Statement with Comparison to Budget
 For The Eight Months Ending August 31, 2021

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