

BUSINESS IMPROVEMENT DISTRICT

MINUTES - May 12th, 2009.

Members present: Bob Duxstad, Sherrill Kelly, Ryan Wilson, Mike Doyle, Dave Riese, Cherie Hughes, Barb Gelbach, Jim Finley, Jean Tullett.

Members absent: Chuck Radke, Kim Lee.

Guests: Mayor Ron Marsh, Barb Nelson, Pam Christopher, Tom Kelly, Cara Carper, Rich Grahn, Tere Dunlap.

The BID committee met at 5.30 p.m. at the Green County Courthouse. President Bob Duxstad called the meeting to order. A motion to approve the Minutes of April 22nd. was made by Ryan Wilson, seconded by Sherrill Kelly and carried by unanimous vote.

MAIN STREET: Barb Nelson reported the Wisconsin Downtown Action Council will be visiting Monroe on Friday May 22nd at Amcore Bank Community Room for discussion on Strategies for Streetscaping. The financing has been approved for the new streetscape and construction will start very soon.

Ryan Wilson reported the Main Street Board will be holding a 6 month Budget Review at their June meeting. The subject of "branding" and how the city should market its tourism assets in a logo or brand will also be discussed.

BANNERS: It was decided the red snowflake banner should be taken down and one of the blue downtown banners put up on the Calendar Events Sign. The banner space was offered to Turner Hall, Monroe Arts Center and Monroe Theatre Guild and they may jointly design and put up a new banner at a later date.

STRATEGIC PLANNING SESSION: Cara Carper was thanked for facilitating the session and her report was reviewed. A motion was made by Ryan Wilson to adopt the change to the mission statement as suggested by President Bob Duxstad to read as follows:-

"The District plans to achieve its objectives by establishing an assessment to fund the Monroe Main Street Program which coordinates the efforts to develop, manage and promote the District."

Further, the BID Board will meet 4 times a year to accomplish this mission.

Motion seconded by Jim Finley and carried by unanimous vote.

Bob Duxstad appointed Jim Finley, Sherrill Kelly, Cherie Hughes and himself to

a special committee to determine how District residents' input will be obtained (e.g., via a public meeting/hearing) and also how the District residents will be notified of any changes and/or actions of BID.

Bob Duxstad will meet with the Main Street Board to discuss the transfer of all BID's special projects over to Main Street.

Further discussion was held regarding the potential / desirability of identical boards being appointed to both BID and Main Street, but no action was taken. Bob Duxstad suggested that this be discussed at a later date to resolve that issue raised at the planning discussion on April 22, 2009, and mentioned in Main Street's Downtown Master Plan.

The BID Board will continue with the process to expand the BID boundary to be identical with the Main Street boundary.

MONROE CITY LOGO: A motion was made by Dave Riese recommending BID adopt the use of the Monroe City Logo with modifications. Motion seconded by Ryan Wilson and carried by unanimous vote. Bob Duxstad will contact the City to obtain the appropriate graphic.

DOWNTOWN WEBSITE: Sherrill Kelly introduced Richard Grahn who is a website designer. Sherrill would like to see a website specifically for downtown and has secured the domain name [www.downtownmonroewisconsin](http://www.downtownmonroewisconsin.com). Richard was asked to develop a plan with approximate costing to present to the Main Street Board. If more funding is required, Main Street could request this from BID.

NEXT MEETING: Tuesday July 7th, 2009, at 5.30 p.m. Green County Courthouse.

ADJOURN: A motion to adjourn was made by Jim Finley, seconded by Barb Gelbach and carried by unanimous vote.

Respectfully submitted,

Jean Tullett,
Secretary/Treasurer