

**MONROE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
MINUTES**

**October 14<sup>th</sup>, 2008**

The BID committee met at 5.30 p.m. at the Green County Courthouse.

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

Members absent: Chuck Radke, Kim Lee, Dave Riese.

Guests: Barb Nelson, Pam Christopher, Tere Dunlap, Tom Kelly.

**CALL TO ORDER** - President Sherrill Kelly called the meeting to order at 5.30 p.m. Pam Christopher, the new Executive Director of MCCI was introduced.

**MINUTES** - Barb Nelson requested the Minutes be changed to read:-  
Main Street Promotions Committee - Sherrill Kelly reported the Promotions Committee spent \$15,000.00 in advertising downtown events and promotion of the downtown area. A motion was made by Mike Doyle to approve the Minutes as amended. Motion seconded by Jim Finley and carried by unanimous vote.

**FINANCIAL REPORT** - The balance in the BID account stands at \$7,931.93. A motion to approve the Financial Report was made by Bob Duxstad, seconded by Jim Finley and carried by unanimous vote.

**BID/MAIN STREET BOUNDARIES** - Bob Duxstad reported he will be attending the next Main Street Board meeting on Monday Nov. 10<sup>th</sup> to put the idea to the board of enlarging the BID and making it the same as the Main Street district.

**COMPREHENSIVE PLAN FOR DOWNTOWN** - Barb Nelson reported that Mahan Rykiel & Associates will be presenting the final plan to the public at 6 p.m. on Tuesday Oct. 28<sup>th</sup> at MAC.

**NATIONAL HISTORIC CHEESE CENTER** - Barb Nelson reported a steering committee has been formed and a business plan for the center received from J.D. Millburn from the Wisconsin Dept. of Commerce. An artist's rendition of how the building might look has been completed by Joe Lawniczak from Wisc. Main St.

**BANNERS** - Jean Tullett questioned whether the banners should go up again next Spring in view of the upcoming streetscape construction. It was decided the banners be installed as usual as the construction will take some time to complete.

**CULTURAL COALITION** - A "Thank You" note was received from the Cultural

Coalition thanking BID for their contribution of \$250.00 for speaker fees for the Rural Immigration Summit to be held on Friday Oct. 17<sup>th</sup>. at the Methodist Church in Monroe. Three free passes were also received.

**DOWNTOWN WEBSITE** - Cherie Hughes presented a sample of a webpage she would like to see up and running which is devoted exclusively to the downtown area. Cherie reported she has received a contribution of \$750.00 from the Visitor & Promotion Board because the website includes a link to hotels and accommodations in Monroe. Cherie requested a similar amount from BID. After much discussion a motion was made by Barb Gelbach to approve funding of \$750.00 to go towards the expense of setting up the website. Motion seconded by Jean Tullett and approved by majority vote. Ryan Wilson voted against the motion. Cherie explained this is likely to be a one-time only expense as updating the website will be paid for by contributions from local businesses.

**MAIN STREET'S PLAN FOR 2009 EVENTS.** Barb Nelson presented the Budget for Promotional Events planned for 2009. A motion was made by Mike Doyle to increase BID's contribution to Main Street by \$2,500 to an amount of \$27,500 to cover the increased costs. Motion seconded by Jim Finley and carried by unanimous vote.

**BID BUDGET FOR 2009** - The Budget for next year was discussed. A motion was made by Ryan Wilson to recommend a total tax levy of \$28,600.00. Motion seconded by Mike Doyle and carried by unanimous vote.

**BID BOARD** - The term of office of five BID Board members will expire at the end of the year. They will be contacted to determine if they will serve another term of 2 yrs.

**STREET CLOSING** -- Mike Doyle reported he has received some negative comments to all the street closings during downtown events. He recommends BID give this some extra consideration before approving street closings.

**ADJOURN** A motion to adjourn was made by Mike Doyle, seconded by Cherie Hughes and carried by unanimous vote.

Respectfully submitted,

Jean Tullett,  
Secretary/Treasurer