

**MONROE BUSINESS IMPROVEMENT DISTRICT**

**MINUTES - December 8<sup>th</sup>, 2009**

**Members present:** Bob Duxstad, Ryan Wilson, Mike Doyle, Chuck Radke, Barb Gelbach, Jean Tullett.

**Members absent:** Sherrill Kelly, Dave Riese, Jim Finley, Cherie Hughes, Kim Lee.

**Guests:** Mayor Ron Marsh.

The BID Committee met at on Tuesday December 8<sup>th</sup>, 2009 at the Green County Courthouse. President Bob Duxstad called the meeting to order at 5.30 p.m.

A motion to approve the Minutes of September 15<sup>th</sup> was made by Mike Doyle, seconded by Chuck Radke and passed by unanimous vote.

**FINANCIAL REPORT** - The Financial Report was reviewed and discussed. The balance was given as \$7,605.60. The committee found some discrepancies and these will be clarified at the next meeting. It was noted that an amount of \$1,078.00 had been taken from the BID account on Oct. 7<sup>th</sup>, 2009 and paid to Voegeli Ewald & Bartholf. This was for a legal opinion in connection with the enlargement of the BID.

The following bills were presented for payment:-

City of Monroe	\$ 1169.00	Sept./Oct. postage & newspaper Ads.
Monroe Main Street	92.95	Mailing expenses 8/28/09

A motion to approve payment was made by Mike Doyle, seconded by Chuck Radke and carried by unanimous vote.

**MAIN STREET** - Mike Doyle reported the Promotion Committee had been divided into two parts – one purely for Promotion and Events and the second part for Advertising. Advertising on two billboards is up. One billboard is located on Hwy 20 west and the second one is south of town on Hwy 69. This is for 3 months only but may be extended. The idea of a Cheese Destination Center located downtown is still being considered. The Main Street Budget for 2010 was discussed.

**BID REDISTRICTING** - The Business Improvement District was enlarged on a tie-breaking vote by Mayor Ron Marsh at the Monroe Common Council meeting held on Tuesday November 17<sup>th</sup>. The BID boundaries are now exactly the same as the Main Street boundaries.

**BID BOARD MEMBERSHIP:** The following BID Board members whose terms will be expiring at the end of 2009 have agreed to serve another 2 year term:- Bob Duxstad, Mike Doyle, Sherrill Kelly, Chuck Radke, Jean Tullett. Kim Lee will be retiring from

the Board. The name of Chris Barth was suggested to replace Kim Lee. Jim Finley is retiring from the Wisconsin Community Bank at the end of 2009 and his one year term of office will taken up by Ron Markham. A motion was made by Barb Gelbach to recommend these names be submitted to the Mayor and the City Council for approval. Motion seconded by Ryan Wilson and carried by unanimous vote. Mayor Ron Marsh will assume the position of Liaison between the BID and the City. He will be a non voting member of the BID Board.

**BID MEETINGS FOR 2010:** Bob Duxstad submitted proposed Agendas for four meetings next year.

The dates are:- February 2<sup>nd</sup>, June 8<sup>th</sup>, October 12<sup>th</sup> and December 14<sup>th</sup>, 2010.

At the February meeting BID Officers will be elected. The BID Annual Report will be approved and sent to the City. Payments to Main Street will be made quarterly as opposed to the one payment which was made this past year.

The Annual meeting will be held in October and the Budget discussed.

**TOURIST MAPS:** Barb Gelbach reported the new visitor maps have been printed and are being distributed. Almost the total cost was paid for by advertising on the back of the map. 18,000 copies were printed.

**NEXT BOARD MEETING:** February 2<sup>nd</sup>. 2010.

**ADJOURN:** A motion to adjourn was made by Chuck Radke, seconded by Mike Doyle and carried by unanimous vote.

Respectfully submitted,

Jean Tullett,  
Secretary/Treasurer