



Downtown Racine Business Improvement District #1

Wednesday, June 17 at 5:30pm | Hotel Verdant

In attendance: Amanda Paffrath, Chris Hefel, Ebony Cunningham, Michael Godfrey, Angela Junaid, Heather Novotny, Kelly Kruse

Guest: Yolanda Coleman

**Zoom Option: Zoom.com
Meeting ID: 833 7724 1204 | Passcode: 897871**

- I. **Call to Order** – 5:30 PM- Amanda Paffrath, Chair
- II. **Approval of Agenda** - Amanda Paffrath, Chair
 - a. motioned by Chris, second by Angela 535
- III. **Approval of May Minutes** - Amanda Paffrath, Chair
 - a. motions by Chris, second by Angela 535
- IV. **Old Business**
 - a. Operating plan changes submitted to City
 - i. changes suggested by City Attorney include adjustments to create more consistency versus the version that had been approved last year
 - ii. Amanda asked Kelly about the Budget and Operating plan Timeline: Kathleen or City Assessor sends numbers by the beginning of August which kicks off the budget process. Board would meet with Kelly and have a specific budget meeting end of August / beginning of September with finance committee. At the 3rd week of September would be a special board meeting to cover the budget before it goes to city council. Then there would be a meeting with property owners over Zoom (or in person) by early October. Kelly will send out a postcard at the end of September for the invite (2 weeks prior to the meeting), and a summary after the meeting, along with recording. Kathleen would like everything finished by end of October. The BID budget is part of the budget process for the whole city.
 - iii. Amanda makes a motion to submit the operating budget with the edits from the city atty. Chris seconds, All agree.
 - b. Any other discussions on old business
 - i. Flag poles were received and in process of going up.
 - ii. Kelly could create an application for organizations to use the flag poles; including the guidelines. A COI should be necessary, and an approval process
 - iii. Anna Clementi has stated that DPW will be putting up the flags
- V. **Unlocking Capital Grant Update**

- a. \$25,000 has been approved for 12 businesses. \$45,000 left for predevelopment funding
 - i. Managed by RCEDC and DRC approves, RCEDC does a second review (including tax)
- b. RCEDC/City of Racine grant update
 - i. hoping 200k forgivable loan will be available by end of June, and 200k revolving loan fund at 2-3% interest rate will be coming soon. These are specific to downtown only businesses, 32 hours per week, retail or restaurant. Priority to businesses that will open a second location, but no hard stipulation. Must be first floor.

VI. Alder Update- Malik Frazier

- a. No update this month

VII. BID Manager's Report – Kelly Kruse

- a. Business development update
 - i. 11 businesses open, only 2 close
- b. Public Art
 - i. There are postcards for each piece, and people who win the scavenger hunt will get one for free. Otherwise they'll be for sale. Scavenger hunt is ongoing and it's on the website and in the office. They've had tons of people coming through.
 - ii. Root City will make t-shirts

VIII. Marketing

- a. Photo/Video
 - i. Amanda suggests we move forward, but with a process to decide which businesses we could feature. Ebony requests we have a drawing to determine the businesses, giving all new businesses an equal chance to be picked.
 - ii. Based on the random selection, Chris makes a motion for the two sample cases to be Noble Chair and Marci's on main, with a backup of Hye Ground for our first photo/video project using Varitay Studios. Angela seconds, all agree. Amanda abstains for conflict of interest, motion passes
 - iii. In the future, let's create a process to post opportunities for job. Some ideas to prioritize downtown businesses. Revisit between November and January.
- b. Giant Map for Farmers Market
 - i. Available since the second farmers' market
 - ii. DRC committed to purchasing a second map for Sam Johnson Parkway, including Tulip Tavern with their food truck

IX. Lighting up Downtown

- a. Outdoor Lighting Perspectives are lighting experts are working on figuring out the lighting restrictions from the city of Racine, structure is per sq ft.
- b. Amanda mentions lighting up some of the trees and pathway lighting, lighting between buildings
- c. Kelly will invite the vendor to the next meeting for more nuance

X. Merchant Support and Advocacy

- a. Amanda wonders if we, as the BID, can be more engaged in supporting and advocating for businesses when faced with adversity.

- b. Kelly mentions a DRC Business Support Committee, tomorrow at 10AM at Dimple's. Kelly states that it's organically based, built with people who reach out and state that they want to be more involved.
- c. Kelly is on top of getting the information together for the businesses after working with UW-Milwaukee students, in getting together a merchant resource guide.
- d. Angela points out that it falls under the goals of the BID, then we should certainly be advocates
- e. Godfrey sees the BID as more overarching organization advocating for issues that affect the greater district, but not for just individual situations.

XI. Financial Report – Michael Godfrey, Treasurer

- a. Review of May 2026 Financials
 - i. Review of May 2026 financials. We are moving along, as we should be. Kelly mentions a slight uptick in marketing around the cost of Klario and the sandwich board signs by the Farmer's Market
 - ii. Motion to receive by Amanda, second by Heather. All approve.

XII. Goal Setting & Timeline

- a. If we get the Operating Agreement changes to Atty Scott Letney by end of August, then it could get approved in time
- b. In the next meeting we will discuss where the annual BID meeting will be.

XIII. Other Business / Public Comment

- a. Create a more exciting First Friday – a walking Christkindlmarkt
- b. Joe and Cliff got an award through city of Racine police dept by de-escalating a dangerous situation on monument square.
- c. Next meeting date: Wed., July 8th at 5:30

XIV. Adjournment

- a. Motion to adjourn by Amanda at 7:37, Chris seconds, all agree