



Downtown Racine Business Improvement District #1

Tuesday, Aug 18 at 5:30pm | Hotel Verdant

Zoom Option: Zoom.com

Meeting ID: 810 8009 8852 | Passcode: 495254

Attendees: Amanda Paffrath, Ebony Cunningham, Angela Downs, Chris Hefel, Michael Godfrey, Heather Novotny, Alder Malik Frazier, Kelly Krusé, members of the public

- I. **Call to Order**- Amanda Paffrath, Chair, 5:33
- II. **Approval of Agenda** - Amanda Paffrath, Chair
 - a. Heather motions to move the BID/DRC Partnership to the beginning of the meeting, Amanda seconds, all approved. Heather motions to move survey results up, Angela amends to move survey results before BID/DRC Partnership. Ebony motions to approve agenda as amended with survey results first, BID/DRC partnership second, Chris seconds, all approve.
- III. **Approval of July 30 Minutes** - Amanda Paffrath, Chair
 - a. Chris moves to approve minutes, Angela seconds, all approve, none opposed
- IV. **Public Comment**, 5:36
 - a. 2 members of the public provide comment
- V. **Survey Results**
 - a. Heather presents the survey results, posted here:
https://drive.google.com/file/d/1tBizab_iJcdnG6aF2yrbbr0qDFmHxjiO/view
- VI. **BID / DRC Relationship**
 - a. Amanda shared the DRC's letter to the BID, which requested a dissolution by September 30, 2026.
 - b. Amanda refers to the RFP process she brought up last meeting, so there can be an open process for the role of BID management
 - c. Amanda motions that we end the contract on Sept 30, 2026. Chris seconds. Godfrey abstains, all others approve
 - d. The board defines Subcommittees:
 - i. Fiscal receivership and legal structure of the BID: Amanda, Chris, Godfrey
 - ii. Transition team with DRC – discussion about the objectives – what will DRC want to work on vs the BID, Access and ownership of email lists, social meetings, historical records. – Angela, Ebony, Chris, with a possible addition of 3 members from the DRC
 - iii. Budget subcommittee – Chair, Treasurer, Secretary
 - iv. BID manager RFP: Full subcommittee to create the RFP and find the BID manager – Angela, Heather, Ebony

- v. More subcommittees will be added as necessary
- vi. Amanda motions to adopt these four subcommittees, Godfrey seconds. All agree, none opposed.

VII. Klario Consulting Report/Marketing

- a. Pilot project update (photo/video)
 - i. Recommended to be paused for now until we have / Amanda removes the motion to pause
 - ii. Heather motions to move forward, Chris seconds, all in favor, none opposed
 - 1. Amanda will meet with Jen directly
- b. Phase 2 proposal/scope - to be informed by the board's 8/18 decisions

VIII. **Old Business**

- a. Operating plan changes submitted to City- should be finalized by Sept 8
 - i. Finance and personnel committee meeting Monday, August 24th, 5:30, room 307. Revised operating agreement and discussion of budget.
 - ii. The termination of the contract with the DRC should be brought up at that meeting on Monday, August 24th and Common council meeting September 1st.
 - iii. Amanda also mentioned to post things on Legistar – working with attorney Letteney.
- b. Lighting presentation (postponed) – next time we'll come up with a date for the lighting show. Angela will research other lighting vendors.
- c. Other old business
 - i. Amanda – Kelly mentioned providing an application process for utilizing the flag brackets that BID paid to have installed. Will be ready for the next meeting.
 - ii. Amanda – the \$2000 business enhancement grant was used quickly. Could Kellie provide the application for the business enhancement grant? We could do this in preparation to develop an application for some BID improvements via our capital reserves.

IX. **Alder Update-** Malik Frazier

- a. **Parking:** Met with the mayor to discuss parking. Public works has a meeting Tuesday, August 25 about the transition to the new parking system. Budget discussions will be key. During the stakeholder meeting on September 23, we'll hopefully be able to have these discussions. Eliminating parking meters altogether is not a discussion the City will have. System transition had already been discussed as of last year's budget.
 - i. **Amanda** – could we provide a discount for business/property owners for using the ramps/lots, for example? Potentially the BID could subsidize to keep cost down and incentivize parking elsewhere to keep spots open for customers.
- b. **Small Business Support:** Mt Pleasant has a dedicated person to support businesses. Malik asked Tara if her office would have the capacity to supply that

service. She shared a job description for that liaison. This position used to be part of the Dept of City Development, but they were never replaced. Now they are asking for BID funding.

- c. **Meeting minutes:** According to Tara, city clerk, there is no need to put the minutes in Legistar until there is a new BID manager – but Tara’s office would train a new BID manager. In the meantime, we can house the minutes on the new website.

X. Financial Report – Michael Godfrey, Treasurer

- a. **Review July Financials:** Motioned by Chris, Second by Amanda, all approve
- b. 2027 Budget
 - i. Timeline to city for budget submission is Friday, Sept 25 – can have the public meeting that week and will mail one week prior using a mailing list from the city assessor’s office. Can reach out via email and social media. Kelly has mailing labels if we want to do postcards or a letter. Amanda notes that we would like to do a postcard that also includes a request for alternate ways to contact them. Meeting with property owners: Wednesday, September 23rd, 5:30, community meeting at City Hall, with Zoom option. **Heather will provide Kelly with a link / QR code by Wednesday, August 26. Mailing goes out no later than September 2nd.**
 - 1. Malik will confirm when they have their agendas for the committees.
 - ii. Written notification to property owners must be received 1 week before public presentation
- c. BID/DRC Partnership
 - i. DRC executive committee letter requesting dissolution of contract with BID

XI. Other Business

- a. Next meeting date: Wednesday the 9th at 9am. Public facing budget presentation September 23rd.
- b. Subcommittees will meet individually to determine dates.

XII. Adjournment: Amanda motions, Godfrey seconds 8:26