



Downtown Racine Business Improvement District #1

Thursday, July 30 at 5:30pm | Hotel Verdant

Zoom Option: Zoom.com

Meeting ID: 879 9804 3284 | Passcode: 176930

**Attendees: Dimple Navratil, Denis Navratil, Joey LeGath,
Jeff Coe, Yolanda Coleman, Jeff Hintz, Austin Schultz,
Autumn Latimore, Bianca Jiminez, Julia DeNamur Bishop,
Lorna Revere, Rob Osborne**

- I. **Call to Order**- Amanda Paffrath, Chair, 5:37
- II. **Approval of Agenda** - Amanda Paffrath, Chair, Chris motions, Ebony seconds, All agree, none opposed.
- III. **Approval of July 16 Minutes** - Amanda Paffrath, Chair, Chris moves to approve, Ebony seconds, all approve, none opposed
- IV. **Public Comment**
 - a. 5 members of the public stand for comment
 - b. Public comment ends 5:53
- V. **Outdoor Lighting** – proposal
serviceminder.com/service/proposal/details/430e3c9b8a36498a81a525e09f6f4b13
 - a. Kelly describes the options Rich of Outdoor Lighting Perspectives quoted:
 - i. 1) Quote for \$8500 to light six trees in Crosswalk park; 2) Quote for \$28,000 Monument Sq – highlights monument, trees, the flowerpot, large square commercial lighting; 3) Quote for \$18000 includes Rotary Park
 - ii. Rich could do a night lighting show. Unfortunately, city restrictions and distances in crosswalk park limit what can be done.
 - iii. Lighting can be public lighting and/or lighting up private property.
 - iv. Amanda motions to do the night-time lighting show, Godfrey seconds. All agree. Kelly will get 2 availabilities and look for a quorum to show up.
 - v. Heather requests we get a second quote / more options and an understanding of what we can do with lighting from a safety perspective, and lighting up private property, potentially with a grant for businesses.
- VI. Klario Consulting Report/Marketing
 - i. Video/Photos Updates in re: Noble Chair and Marci's on Main
 1. Amanda provides background

2. Discussion: finding balance in being unbiased with the impact of which businesses are highlighted.
 3. Kelly suggests an application for the next round of featured businesses, with parameters like the grant (retail/hospitality/open hours).
 4. The Board will consider an application process for future featured businesses, which would include a commitment by featured business to promote on social
 5. This round, we will encourage businesses with strong followings share out.
 6. Decision to move forward with pilot and stop slowing process down.
- ii. 2027 Visit Racine County Guide Ad (2-page spread \$4,000)
 1. Kelly held off this year because they wouldn't budge on the price
 2. If we commit early for next year, then a 2-page spread would cost 4k. Kelly suggests being more editorial. The cost would need to come out of the 2026 budget.
 3. Circulation is about 30k people
 4. Godfrey motions, Amanda seconds – do it editorial style. None opposed, motion passes.
- b. Review of Priorities & Recommendations: pages 10 &11 of marketing report
 - i. Amanda motions to move forward, Heather seconds all agree, none opposed
 - ii. DISCUSSION:
 1. Kelly shared quotes for website refresh – 2500, 5k. But an audit of the site will be necessary first.
 2. Godfrey – How will these steps affect the budget?
 3. Amanda asks what putting the welcome process to use look like? Is that Katie's role? Kelly says they have a good process and have been working hard with city development. The new process will roll out in the next week or two. Interviewed 12 businesses.
 4. Chris suggests a buddy system for new businesses – Kelly says they already do this, but people don't take advantage of it.
 5. Amanda suggests we get a more consistent way of adding new businesses into the spreadsheet along with a more consistent process welcoming new businesses into downtown. There are businesses missing. Amanda was approached by a business who had a bad experience, felt like outsiders at the awards ceremony.
 6. Angela suggests we send more people to WWBIC as another step.
 7. Kelly says she is launching a button on the City of Racine website
 8. Kelly thinks we do a really good job of getting the new businesses.
 - a. Jeff Hintz will look into more automatic process options.
 9. Kelly suggests discussing the welcome process next meeting.

VII. Old Business

- a. Operating plan changes submitted to City
 - i. Heather will re-send with a cc to Malik and Amanda
- b. Update on new business guide & results of UWM capstone project
 - i. Until Aug 7 to make any changes, waiting for some health issues, then will share the resource guide and website.
- c. Other old business
 - i. Godfrey – discussion 2 meetings ago about signs and stickers on Sixth

- Street. Kelly will work take the stickers up.
- ii. Content on the back of the wayfinding signs. Godfrey will get some drafts from historians for the text.

VIII. Alder Update- Malik Frazier

- a. **N/A**

IX. Financial Report – Michael Godfrey, Treasurer

- a. 2027 Budget
 - i. Meeting more often than once a month, so there are no new numbers.
 - ii. Procedure for the 2027 budget: Talk with Kathleen, do mock budget, present at board meeting early September to review. Set a date to meet with all property owners. Presentation of budget open to public early October. Send to City Dev, then finance committee, then BID will present to finance committee, receive comments, edits and questions, prior to mayoral review. Full council meeting mid-November.
- b. BID/DRC Partnership
 - i. Amanda recommends we get multiple bids for management of the BID; we need a request for proposal (RFP).
 - ii. Motion to defer topic to next meeting /after survey so we can consider survey input – motion Godfrey, Amanda seconded, all agree
 - iii. The DRC exec committee wants to meet with the BID. Date TBD.

X. Goal Setting & Timeline

- a. Survey to BID & business owners
 - i. Amanda motions to survey the business owners through multiple channels to reach the most; Chris seconds. All agreed.
 - ii. Angela recommends including a breakdown of difference between DRC and BID in the email.
 - iii. [public] Austin suggests a separate email for survey ASAP.

XI. Other Business

- a. Next meeting date: 18th of August, 5:30 at Hotel Verdant

XII. Adjournment

- a. Amanda motion, Heather seconds – all agree 7:38