



## **Downtown Racine Business Improvement District #1**

**Wednesday, Sept 9 at 9am | Hotel Verdant**

**Zoom Option: Zoom.com**

**Meeting ID: 89317290233 | Passcode: 549526**

**Call in: 312-626-6799**

- I. **Call to Order**- Amanda Paffrath, Chair, 9:06 am
- II. **Approval of Agenda** - Amanda Paffrath, Chair, Chris motions, Godfrey seconds, all approve
- III. **Approval of Aug 18 Minutes** - Amanda Paffrath, Chair, Godfrey motions, Chris seconds, all approve
- IV. **Public Comment – one citizen made public comment**
- V. **Old Business**
  - a. Operating plan changes submitted to City- now finalized – Amanda spoke at City Council and Finance and Personnel meetings. The plan was approved, no concerns. Amanda will reach out to mayor about the increase in the size of the BID board. Godfrey asks about getting rid of the bylaws as they are still contradictory to the operating agreement. The recommendation is to have by-laws but revise them to reflect our current organization.
  - b. Flagpole application – Amanda recommends we table it until the new manager. Amanda motions, Godfrey seconds. All approve, none opposed.
  - c. Marketing –
    - i. Update from Jen at Klario. They have started the project at Marci's on main. Phase 2 now looks different – in terms of scope and how much budget there is.
    - ii. Website – WebWI – team that's been around for 25 years. Proposal of 2 different options. \$2,999 can be done yet this month, launch 3-6 weeks after they get the content. Priority build - design and launch – 2 weeks after all the content – merchant portal and onboarding for new bid manager. Pros – easy hand-off and longevity \$4,999. Jen will check on whether there's additional hosting fees. Monthly option to add in different tools. Godfrey motions to go with expedited website build, Chris seconds. All agree, none opposed.
    - iii. Videographer: Perhaps we slow down here, to get more local contacts. Reach out to other local videographers.
    - iv. Marketing subcommittee is created: Heather, Ebony, Angela – includes marketing and branding. Amanda motions, Heather seconds. All approve

- d. Other old business / none

**VI. Alder Update-** Malik Frazier – ready for the budget approval process

**VII. Committee Updates**

a. Legal/Financial

- i. Legal – Amanda talked to several other BIDs around the state – recommending that we create a non-stock corporation with governing by-laws that works with the operating plan. We can do this ourselves with some support from an attorney. Non-profit status would require specific by-laws which includes a broader community impact. When we consider the by-laws, we should consider the language and tenets to support a non-profit.

- 1. Chris motions to work with the attorney to set up this structure, Godfrey seconds and adds that we have documents from other BIDs to help us set up the structure. Amanda points out that we took care of a lot of the issues when we adjusted the Operating Agreement and bylaws. Amanda amends the motion to include that the budget is not to exceed \$1000. Godfrey seconds amendment. All agree, none oppose.

- ii. We have a PO Box – 1440.

- iii. Financial – Godfrey goes through the proposed budget

- 1. Amanda suggests adding a line for the capital reserves, showing that we still have a balanced budget.

b. Request for Proposal – BID Management

- i. Post on indeed, post to the City, send to RCEDC and RAMAC. Workforce Development Center. Racine County Visitors Bureau. Application deadline on the job posting.
  - 1. Phone screenings – Video screenings, subcommittee interview, and then as many committee members as possible do Zoom.
  - 2. Chris motions to move forward with plan as presented, Amanda seconds, all approve.

c. Transition

- i. Storage of equipment

- ii. Visitor Center

- 1. The Visitor Center is a \$20,000 line item in the proposed bid/drc relationship that Kelly shared; it has not been included in the proposed budget from the BID.

2. Godfrey – suggests we bring in Mark from Visit Racine County and/or other organizations, to have a discussion about how to be visitor friendly generally in the downtown
3. Amanda – there could be other ways to engage visitors, we could be more creative.

iii. Final Transfer checklist

**VIII. Financial Report – Michael Godfrey, Treasurer**

**a. Review August Financials**

**i. Underbudget on most things**

**b. 2027 Budget**

**i. 2027 budget plan – Heather motions to approve, Chris seconds**

1. Godfrey makes an amendment to move the loss of \$60,000 from being a negative number, to reflecting the take from capital improvement – Amanda seconds, all approve

**ii. Kelly updates on the written notification to property owners mailing – it will be printed for \$79 via the econoprint – there are about 200 people on the list.**

**iii. City presentation Sept 23, 5:30pm City Hall room 303 and Zoom – Godfrey will present, Amanda and Chris will attend – Chris may also present**

**IX. Other Business**

**a. Next meeting date – Sept 30, 5:30pm**

**b. Angela met with Marcus from the Johnson Foundation – he share an invitation to Wingspread this winter**

**X. Adjournment: Amanda Motions, Ebony Seconds 11:16 -**