

BID Board Renewal Subcommittee

DRAFT - Meeting Notes – April 16, 2009

Mary Carbine, BID Executive Director

In attendance: Lori Kay, Stacy Nemeth, Larry Lichte, John Hutchinson, Brian Mullins, Rick Petri, Susan Schmitz. BID Staff: Mary Carbine

Unable to attend: Maria Milsted, Mitch Freund (staff)

1. Approval of Minutes from March 9, 2009, meeting. Stacy Nemeth moved; Larry Lichte seconded. Minutes approved by unanimous vote.

2. Subcommittee Co-Chairs nominated: John Hutchinson and Brian Mullins. Rick Petri moved; Larry Lichte seconded. Approved by unanimous vote.

Subcommittee Co-Chairs will:

- Run subcommittee meetings & report to Board
- Co-sign renewal letter to members
- Attend/speak at annual meeting

3. Review of materials prepared by staff:

- Planning overview & schedule
- Property owner/Board contact list
- Re-cap of 2004 renewal vote
- Data including vacancy rates, business retention & recruitment, business mix, and comparative BID assessment data
- Draft renewal cover letter
- Draft BID overview
- Draft summary of BID activities and accomplishments

Subcommittee discussion and feedback:

In terms of addressing vacancy rate, it is a question of how we work together. The BID is a flexible tool to work together. If there is a problem, the BID can adapt to address it.

Advocacy is very important. Should be first on the list. It is something that property/business owners cannot do on their own.

Safety is also a big issue. Need to provide specific examples of how BID contributes to safety. Example: BID safety alerts (email). This is something police cannot/do not do on their own. Businesses know they can contact BID, and that they have contacts on the street (Ambassadors).

Construction – advocacy and communications. Another big issue/BID benefit.

Tenant perspective is very important. Property owners will consult with tenants about value of BID. There should be one version of materials geared to property owners, another geared to tenants, mail at same time.

Do businesses and property owners see direct benefits? Examples: Increasing volume of business sales, amenities in their area. It is difficult to relate to or quantify return on investment for indirect benefits.

Businesses will related to marketing and co-operative advertising as a benefit.

Comparative information on other BIDs – good to include. Provides context, as there is not another BID in Madison to compare to. Historical business mix info, not so good to include, especially as historical data may be incomplete and not comparable to current data.

Stories (e.g., specific, relatable examples) easy to remember. A good communication tool.

Property owner return on investment – “leveraging” needs to be better defined, illustrated.

4. Next Steps:

- Staff will revise materials per subcommittee recommendations
- Circulate to subcommittee
- Present for Board approval May 7
- Mailing: May
- Board member/property owner meetings: May, June
- Annual Meeting: Late June
- Vote: July

5. Next subcommittee meeting:

Wednesday, May 13, 9:45 am
Murphy Desmond offices
33 East Main St. (Block 89), Suite 500