

BID Board Renewal Subcommittee

Meeting Notes – March 9, 2009

Mary Carbine, BID Executive Director

In attendance: Lori Kay, Stacy Nemeth, Maria Milsted, Larry Lichte, John Hutchinson, Brian Mullins, Susan Schmitz. BID Staff: Mary Carbine, Mitch Freund

Unable to attend: Rick Petri

Subcmte did not name a chair at this meeting.

1. Benchmarks of BID Success (property owner perspective)

Property owner will consult with business tenants; their perspective influential.

Property Values – gather data pre-BID, post-BID (1989, 1999, 2009)

Spaces filled vs. vacancies – look for historical data

Business Marketing Piece (property owner business recruitment)

Advocacy achievements – can note impact of advocacy

-Construction

-Alcohol Density Plan

-Parking

-Halloween

-Safety (ReachOut)

Business tenant satisfaction

-Marketing & Public Relations – coop advertising, public relations #'s

-Physical environment (plantings, decorations)

-Ambassador Program – Business enhanced by this program. Feet on the street, marketing, someone for businesses to go to. Feedback to the city. They make a difference to office workers, shoppers, keep customers happy. Welcome new businesses, attract tenants, keep customers happy.

Effective Partnerships (UW, GMCVB, etc.)

Communication – BID Update, useful information every week

2. Process

- One-on-one meetings, Board members with property owners, will be important. Should take place after materials, talking points, assembled. (see attached for initial assignments).
- Materials, info to assemble:

a) Data. Presentation of factual data about downtown business district

Property values (historical comparison)

Vacancies

Business Mix

Business longevity

Safety stats

[For subcommittee information – previous renewal vote percentages]

b) Benchmarks. Information about what BID has accomplished. “But fors.” What would disappear if there was no more BID. How does BID leverage more \$ into district and add value? What are new programs initiated – show BID is not static.

c) Comparison to other BIDs:

Size of BID
Assessment
Budget
Size of municipality

Madison BID is not a large or high-assessment BID; show value-added given small budget.

d) Testimonials – Good to obtain. Board members. GSSBA? King Street – why did they want to join. Savoir Faire (returning business?) Chuck Bauer. Also, think about potential letter to the editor.

e) Future Initiatives – What will BID do in next 5 years?

Nighttime Economy, DHC
Peace Park Visitor Center

- Survey – Larry Lichte suggested survey of BID member businesses, their views, do BID programs provide value?

- Timing

-Annual Meeting in mid-June. Do not need public meeting other than Annual Meeting.
-Ballot mailing date – July
-Return, counting – in August (good for Clerks Office; will meet later in April to confirm)

- Vote itself:

Ballot Delivery confirmation receipt- to BID office
Ballot – return to City Clerk’s office
Clerk staff – will count, calculate, after voting period has ended
Can do reminder letter midway, to those whose ballots not received by Clerk