



## OFFICIAL NOTICE AND AGENDA

Notice is hereby given that a public meeting will be held on the date, time and location shown below. Upon attaining a quorum of members, all items listed on the agenda shown below may be considered (discussed and/or acted upon).

**Regular / Special Meeting:**      ***Business Improvement District Board Meeting***

**Date and Time:**                      ***Thursday, May 1, 2025 at 4:00 pm***

**Location:**                              ***Deerfield Village Hall, 23 West Nelson Street, Deerfield, WI 53531***

**Members:**                              *Tracy Curtis, Tessa Dunnington, Lisa Patterson,  
Stephanie Schwartz, Vacant*  
(Number of Members needed to meet quorum requirements: 3)

1. Roll Call
2. Approval of Agenda Thursday May 1, 2025
3. Minutes of the November 19, 2024 Meeting.
4. Business Improvement District Member Comments
5. New Business
  - a. Discuss/Possible action of applicants for BID Board
  - b. Update on the BID flower planters and the purchase of flowers
  - c. Review Budget for 2025
  - d. Discuss/Possible action on Specific Projects to be undertaken in 2025; per the BID Operating Plan
    - i. Creation of the Planter Beautification & Replacement Program
    - ii. Purchase at least 2 street tree planters
    - iii. Update to Façade Improvement Grants Program
    - iv. Business Promotion
    - v. Purchase of Village Street Light Banners
    - vi. Shoveling sidewalks on Main St
    - vii. Improvements to the Village Easement on Main St to Firemen's Park
  - e. Set next meeting date
6. Adjournment

Tammy Jordan  
Village Clerk  
Notice Posted: April 28, 2025

ANY PERSON WHO HAS A QUALIFYING DISABILITY AS DEFINED BY THE AMERICANS WITH DISABILITY ACT THAT REQUIRES THE MEETING OR MATERIALS TO BE IN AN ACCESSIBLE LOCATION OR FORMAT, MAY CONTACT THE VILLAGE CLERK AT (608) 764-5404 OR 23 W. NELSON ST FOR ACCOMMODATIONS. REQUESTS FOR ACCOMMODATIONS FOR MEETINGS SHOULD BE MADE AT LEAST THREE (3) BUSINESS DAYS IN ADVANCE OF THE MEETING. EVERY EFFORT WILL BE MADE TO ARRANGE ACCOMMODATIONS FOR ALL MEETINGS.

*Note: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to in this notice.*



## MINUTES OF AN OFFICIAL MEETING

**Regular / Special Meeting:** *Business Improvement District Board*

**Date and Time:** *Wednesday, November 19, 2024 at 5:00 pm*

**Location:** *Deerfield Village Hall, 23 W Nelson St., Deerfield, WI*

**Members Present:** *Tracy Curtis, Tessa Dunnington, Lisa Patterson*

**Excused:** *Amy Brice, Stephanie Schwartz*

**Others Present:** *Nathan Paoli, Director of Public Works / Interim Administrator*

1. Roll Call

***The meeting was called to order at 5:05 p.m.***

2. Approval of Agenda Tuesday November, 19 2024

***Motion by Dunnington, second by Patterson to approve the agenda. Motion carried unanimously (3 – 0).***

3. Minutes of the May 15, 2024 Meeting.

***Motion by Curtis, second by Patterson to approve the minutes of the May 15, 2024 meeting. Motion carried unanimously (3 – 0).***

4. Business Improvement District Member Comments

***Member Brice will be selling her building and stepping down from the BID Board.***

5. New Business

a. Review of BID Operating Plan, Special Assessments/2025 Budget

***Motion by Dunnington, second by Patterson to approve the BID Operating Plan, Special Assessments/2025 Budget. Motion carried unanimously (3 – 0).***

6. Adjournment

***Motion by Curtis, second by Dunnington to adjourn the Business Improvement District Board meeting at 5:51 pm. Motion carried unanimously (3 – 0).***

Respectfully Submitted:

Maggie Darr

Village Administrator/Treasurer

Business Improvement District Board

November 19, 2024

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Template Rev: Sept. 2022

## BID BUDGET - FUND 203

Revenue	2022 Actual	2023 Actual	2024 Actual as of 10/1	2024 Projected	2025 Budget	2024 v. 2025
<b>203-41110 BID Revenue</b>						
Special Assessment	\$14,154	\$14,154	\$20,983	\$29,000	\$29,000	\$14,846
<b>Total</b>	\$14,154	\$14,154	\$20,983	\$29,000	\$29,000	\$14,846
<b>202-48110 Interest on BID Investment</b>						
Interest	\$202	\$166	\$500	\$500	\$500	\$334
<b>Total Revenue</b>	<b>\$14,356</b>	<b>\$14,320</b>	<b>\$21,483</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$15,180</b>

Expenditures	2022 Actual	2023 Actual	2024 Actual as of 10/1	2024 Projected	2025 Budget	2024 v. 2025
<b>203-50000 Operating Expenses</b>						
203-50000-300 - Flowers	\$11,200	\$11,200	\$17,723	\$17,723	\$3,000	-\$8,200
203-50000-301 - Signs	0	0	0	0	\$1,000	\$1,000
203-50000-302 - Sidewalks	\$0	\$0	\$0	\$0	\$0	\$0
203-50000-303 - Flags	0	0	0	0	\$0	\$0
203-50000-304 - Administrative Fees	\$680	\$680	\$0	\$0	\$0	-\$680
203-50000-305 - Advertising	0	0	0	0	\$6,000	\$6,000
203-50000-306 - Grants	\$0	\$0	\$1,000	\$1,000	\$5,000	\$5,000
203-50000-307 -Trash Receptacles/planters	\$6,385	\$6,385	\$0	0	\$5,000	-\$1,385
203-50000-308 - Connect Communities	\$0	\$0	\$0	\$0	\$0	\$0
203-50000-309 - Street Light Poles	0	0	0	0	\$0	\$0
203-50000-310 - Snow Removal	\$0	\$0	\$1,200	\$1,200	\$5,000	\$5,000
203-50000-311 - Misc Expenses	0	0	0	0	\$4,000	\$4,000
<b>Total Expenditures</b>	<b>\$18,265</b>	<b>\$18,265</b>	<b>\$19,923</b>	<b>\$19,923</b>	<b>\$29,000</b>	<b>\$10,735</b>
<b>Revenue and Expenses Difference</b>	<b>(\$3,909)</b>	<b>(\$3,945)</b>	<b>\$1,560</b>	<b>\$9,577</b>	<b>\$500</b>	

BID Fund Balance	2022	2023	As Of 10/1/24	2023 Projected	2024	
203-31110 - Starting Balance January 1	\$19,489	\$14,741	\$12,996	\$14,556	\$24,133	
Revenues vs Expenses	(\$3,909)	(\$3,945)	\$1,560	\$9,577	\$500	
<b>Fund Balance Total</b>	<b>\$15,580</b>	<b>\$10,796</b>	<b>\$14,556</b>	<b>\$24,133</b>	<b>\$24,633</b>	
Valuation	\$11,936,200	\$12,467,100			\$12,956,800	\$489,700
Assessment	1.298571	1.2432720			2.2382070	0.994935

1. Planter Maintenance
2. Grants
3. Purchase of Street Lights Poles
4. Planter/Trash Replacement
5. Miscellaneous Future Projects TBD

#### **SPECIFIC PROJECTS TO BE UNDERTAKEN IN 2025**

1. Creation of the Planter Beautification & Replacement Program
  - a. Purchase at least 2 street tree planters
2. Update to Façade Improvement Grants Program
3. Business Promotion
4. Purchase of Village Street Light Banners
5. Shoveling sidewalks on Main St.
6. Improvements to the Village Easement on Main St. to Firemen's Park

##### *Creation of the Planter Beautification & Replacement Program*

The Planter Beautification & Replacement Program is a Business Improvement District (BID) program aimed at enhancing the visual appeal and environmental sustainability of the BID's public spaces for years to come. In seeking to revitalize and beautify various urban areas in the Village through the promotion of aesthetically pleasing and eco-friendly planters that allow and encourage pedestrian interaction in the process. The BID will purchase 2 planters minimum for replacement of existing damaged or destroyed planters as part of the program.

##### *Update to Façade Improvement Grants Program*

The BID Board will look to review and make any necessary updates to its Façade Improvement Grant Program. The review of the program should include: (funding, application, design guidelines) As part of the review process, the BID Board will hold an open house for the BID members and the general public to review any proposed changes.

### *Business Promotion*

The BID will purchase a bulletin board to be placed along the Glacial Drumlin Bike Trail that will be used in an effort to promote the businesses located in the BID. The promotional efforts would include a map that identifies each business and a way for interested parties. For those businesses that are not a retail business, the promotion would be around hiring opportunities with the business

### *Village Street Light Banners and other street yard decorations*

The BID Board will research the use of street light banners as a way to promote businesses or events offered in District. Further partnerships with the business community within the District could be explored for greater enhancements to the area while increasing awareness to the businesses located in the District.

## **FUTURE LONG-RANGE GOALS**

1. Neighborhood Plan Creation
2. Main St. Certification

## **DESCRIPTION OF PROPERTIES INCLUDED IN BUSINESS IMPROVEMENT DISTRICT**

Except as indicated below, all properties shown within the boundary of the attached BID District map (**Attachment 1**) shall be assessed as part of the BID District. This explicitly includes property exclusively used for manufacturing. The following properties are excluded from the BID District:

1. Property that is exempt from real property tax, such as public utilities and churches.
2. Real property used exclusively for residential purposes.

## **BUDGET**

Funds collected through BID assessments shall be used to pay for this Operating Plan in order to implement a sustainable business improvement district for the Village of Deerfield. Estimated income and expenditures of the BID are included in **Attachment 2**. The expenditures are for the