



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: *Wednesday, October 4, 2023 at 6:30 pm*

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

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

1. Roll Call
2. Announcements
 - a. The next regularly scheduled meeting is November 8, 2023
3. Minutes of the September 6, 2023 Meeting.
4. Business Improvement District Member Comments
5. New Business
 - a. Discussion on the 2024 Deerfield Business Improvement District Operating Plan Budget
 - b. Discussion on assessments needed for the 2024 Deerfield Business Improvement District Operating Plan
6. Adjournment

Todd Willis

Administrator/Treasurer

Notice Posted: September 29, 2023 at 12 pm

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 4 N. MAIN 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: *Monday September 6, 2023 at 5:30 pm*

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

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

Others Present: *Todd Willis, Village Administrator/Treasurer*

1. Roll Call

Mr. Willis noted a quorum present and called the Business Improvement District Board to order at 5:30pm.

2. Announcements

- a. The next regularly scheduled meeting is October 4, 2023 at 5:30pm

3. Minutes of the August 7, 2023 Meeting.

Motion by Member Patterson, second by Member Curtis to approve the minutes of the August 7, 2023 Business Improvement District Board meeting. Motion carried 4 – 0 unanimously.

4. Business Improvement District Member Comments

The BID Board members discussed the need to fill the vacant spot on the Board. Member Curtis stated that Greg from the Ice Cream Shop would consider if the meetings were to be held on a Monday. Member Dunnington stated that Mr. Willis could reach out to Stephanie Shultz from Truckstar. Member Patterson stated Mr. Willis should reach out to Troy (Deerfield Tire & Auto), Cal (Couillard Solar Foundation), new owners of the Aplin building.

5. New Business

- a. Discussion on Village Comprehensive Plan Update and Community Survey

Mr. Willis gave the Board an update on the Comprehensive Plan Update and stated that the Community Survey had about 250 respondents as of Friday. The Plan Commission would be receiving the first draft of some chapters at its next meeting, and review of survey results. Member Brice asked how the Comprehensive Plan update related to the BID? Mr. Willis explained that the Comprehensive Plan relates to all aspect of the Village for future planning. Specifically, for the BID it would be a guiding document for decisions around business and growth that should be seen within the BID District.

- b. Discussion on the 2024 Deerfield Business Improvement District Operating Plan

Mr. Willis went over the draft Operating Plan for the BID, and the changes recommended by the Village Attorney related to specific items based on the guidelines for BID districts in the

state statues. The Board discussed the specific projects to be undertaken in 2024 in the draft plan. Opportunities were discussed by the members on how to handle business promotion, specifically if street light banners were a good use of funds and appropriate for the BID, since business promotion was a primary function of the Deerfield Chamber of Commerce. Mr. Willis explained it was something that he had seen done in other BID's and that even though the Chamber focuses on business promotion, the BID should also be focusing on it for those businesses located in the district. He added that it was not important if the promotion happen through the banners on street lights, just that the BID was doing something that was beneficial to the entire membership of the district. Member Curtis said she would be in favor of a bulletin board located in Drumlin Park along the bike trail with a map of the businesses in the district, and for those that were not retail establishments other promotion to them would be identified. An example would be a QR code for Truckstar and MPI that took you to their respective employment opportunities webpage. Members Patterson and Brice felt that if the BID was going to be doing planter replacements and beautification, some focus should be on a partnership with the Village on the sidewalk easements by the American Family Insurance building and the Flannel Frontier. Mr. Willis stated that he would add that to the description areas for that project item. Member Patterson asked that adding hanging baskets on the streetlights be added as a project for 2024. Mr. Willis stated he would make these changes to the Operating Plan. The Board also discussed as part of the Operating Plan how to bring back the snow shoveling along Main St. during winter. Mr. Willis stated that he would work with the Public Works department on getting a plan for them to remove snowfall that was less than 3" and the BID could cover the costs to have a company remove snowfall greater than 3". Mr. Willis stated at the next meeting the BID Board would be looking to approve the Operating Plan once it had finalized the budget. Following the approval by the Board, it would have to have a Public Hearing in front of the Village Board and be approved by the Village Board in order to be adopted.

c. Discussion on Planter Beautification and Replacement Program

Mr. Willis reviewed the Planter Beautification & Replacement Program for the district. Mr. Willis provided the Board with the location of all the planters in the BID and created an inventory that will be associated with the program. He also provided some specifications and pricing for new planters for further discussion. Member Patterson asked Mr. Willis to work backwards in order to get an understanding of what the program was trying to accomplish. Mr. Willis explained that the program was trying to accomplish the beautification of Main St. in an effort to create a space that would be inviting to prospective businesses to the district and those that visit the existing businesses. The lack of flowers this year was discussed, and that the current planters should be utilized. Mr. Willis stated that he agreed there should be flowers planted in the planters in 2024, but that he did not think it was appropriate for the entire budget of the BID to be only the flowers. He added that by purchasing some new planters it would create new opportunities to incorporate street trees that were removed due to the previous construction of Main Street. Mr. Willis thought that there was also a savings opportunity to incorporate some wildflowers in some planters that require less maintenance and cost to the district. The BID Board discussed using any street trees placed in the new planters for lights in the winter as an added element. Mr. Willis was asked to reach out to Bill Holland to get a quote for the planters so the Board could determine a budget at its next meeting. The Board also discussed purchasing 4 new Shrubtub Square planters from Streetlife in its 2024 operating budget.

d. Discussion on Bulletin Board at park along Glacial Drumlin Trail.

Mr. Willis went over 2 separate quotes he received for bulletin boards that he has seen used previously. Both models were similar, and were weather proof so that the materials placed inside would be protected. The Board thought both options would be fine, and selected the model from Uline for purchase.

Motion by Member Curtis, seconded by Member Patterson to purchase a bulletin board as presented from Uline to be placed along the Glacial Drumlin trail for BID District business promotional items. Motion carried 4 – 0 unanimously.

- e. Discussion on Banners for Main St. streetlights for business promotion.
Tabled until October
- f. Discussion on assessments needed for the 2024 Deerfield Business Improvement District Operating Plan.
Tabled until October

6. Adjournment

Motion by Member Patterson, second by Member Curtis to adjourn the Business Improvement District Board meeting at 7:14 pm. Motion carried 4 – 0 unanimously.

Respectfully Submitted:

Todd Willis

Village Administrator/Treasurer

BID BUDGET - FUND 203

Revenue	2021 Actual	2022 Actual	2023 Budget	2023 Projected	2024 Budget	2023 v. 2024
203-41110 BID Revenue						
Special Assessment	\$15,500	\$14,154	\$0	\$0	\$0	-\$15,500
Total	\$15,500	\$14,154	\$0	\$0	\$0	-\$14,154
202-48110 Interest on Cable Investment						
Interest	\$13	\$202	\$166	\$0	\$0	-\$202
Total Revenue	\$15,513	\$14,357	\$166	\$0	\$0	-\$14,357

Expenditures	2021 Actual	2022	2023 Actual as of 10/1	2023 Projected	2024 Budget	2022 v. 2023
203-50000 Operating Expenses						
203-50000-300 - Flowers	\$11,200	\$11,200	\$0	\$0	\$0	-\$11,200
203-50000-301 - Signs	0	0	880	0	0	0
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	\$1,500	\$680	\$0	\$0	\$0	-\$680
203-50000-305 - Advertising	0	0	0	0	0	0
203-50000-306 - Grants	\$844	\$0	\$0	\$0	\$0	\$0
203-50000-307 - Trash Receptacles/planters	0	6384.64	0	0	0	-6384.64
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	\$0	\$0	\$0	\$0
203-50000-311 - Misc Expenses	0	0	0	0	0	0
Total Expenditures	\$13,544	\$18,265	\$880	\$0	\$0	-\$18,265
Revenue and Expenses Difference	\$1,969	(\$3,908)	(\$714)	\$0	\$0	

BID Fund Balance	2021	2022	As Of 6/1/22	2023 Projected	2024	
203-31110 - Starting Balance January 1	\$17,520	\$19,489	\$15,581	\$19,489	\$19,489	
Revenues vs Expenses	\$1,969	(\$3,908)	(\$714)	\$0	\$0	
Fund Balance Total	\$19,489	\$15,581	\$14,867	\$19,489	\$19,489	
Valuation	\$11,936,200	\$12,467,100			\$12,438,100	(\$29,000)
Assessment	1.298571	1.2432720			1.2461710	0.002899

Avenue Pole Banners

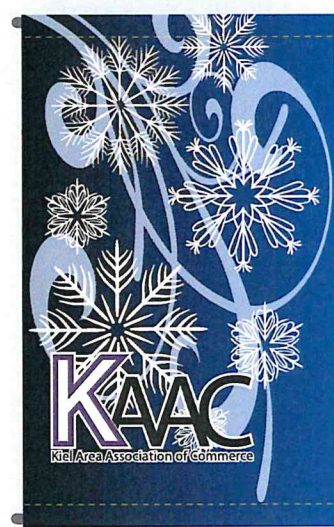
**Promote & Decorate Your City,
Business, Or Campus With Avenue Banners
From M.A.S. Industries!**

BANNER FEATURES:

- 18oz. Heavy Duty Vinyl
- Sizes - 24"x 60" & 18"x 40" vertical or custom sizes can be quoted
- Multi color digitally printed 2 sides
- 4" reinforced rod pockets sewn top & bottom, hemmed sides
- 4 grommets

Hardware Available At Additional Cost

- Cast aluminum base will not rust. Fits square, round, or multi-sided poles.
- Fiberglass arms for strength and reduction of wind load on the banner
- Stainless steel bands for easy installation!
- Up to 12" diameter poles
- Additional Hardware Available - Please ask your sales representative.



EXAMPLE:
Multi color digital banner
on white heavy duty vinyl
with single mount hardware.

SPECIAL OFFER
36"x 96" Banner @ \$75.00
-Includes Basic Artwork Assistance-



EXAMPLE:
Multi color digital banner
on white heavy duty vinyl
with double mount hardware &
nylon ties through grommets.

EXAMPLE:
Multi color digital banner
on white heavy duty vinyl
with double mount hardware.

AVENUE BANNER STANDARD PRICING

Qty.	24"x 60" Heavy Duty Vinyl Multi Color Digital/2 Sides - Same Image Both Sides -	18"x 40" Heavy Duty Vinyl Multi Color Digital/2 Sides - Same Image Both Sides -
10	\$51.00	\$39.01
20	\$40.98	\$29.01
30	\$38.04	\$26.01
40	\$36.43	\$23.50
50	\$35.46	\$22.73

Hardware not included in pricing.

* Pricing for custom sizes and colors available upon request.



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