



AGENDA OF THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD

TUESDAY, FEBRUARY 27, 2024, 3:30 PM
Hyatt Regency or virtual via Microsoft Teams

A. Roll Call.

B. Approval of the Agenda.

1. Approval of the agenda for the Downtown Business Improvement District Board.

C. Approval of Minutes.

1. Approval of the minutes from the February 14, 2023, meeting.

D. Regular Business.

1. Consideration with possible action on the DGBI 2024 BID Board Officers.
2. Consideration with possible action on Downtown Green Bay Inc. 2023 BID Year End report.
3. BID Assessment Rate Review

E. Informational.

F. Adjournment.

- 1) **ACCESSIBILITY:** Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 2) **QUORUM:** Please take notice that a majority or quorum of the Common Council will attend this Downtown Business Improvement District Board meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 3) **REPRESENTATION:** The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Downtown Business Improvement District Board
of the City of Green Bay

MEETING DATE

February 27, 2024

PREPARED BY

AGENDA ITEM # B.1

Approval of the agenda for the Downtown Business Improvement District Board.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
**Downtown Business Improvement District Board
of the City of Green Bay**

MEETING DATE

February 27, 2024

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # C.I

Approval of the minutes from the February 14, 2023, meeting.

BACKGROUND

RECOMMENDATION

Approve as presented

FISCAL IMPACT

ATTACHMENTS

- I. 9.20.23 DGBI BID Board Meeting Minutes (1)



**Downtown Green Bay, Inc.
Business Improvement District Board Meeting
Hyatt Regency (333 Main Street) Auditorium**

Wednesday, September 20, 2023, 3:15 p.m.

Meeting Minutes

In attendance: Sue Lagerman, Jesse Wotruba, Jim DuBois, Randy Scannell, Greg Babcock, Wendy Townsend, Jeff Mirkes, Jen Metcalf, Jenny VandenLangenberg, Alissa Cotter

1. Call to Order – Jim called the meeting to order at 3:23 pm.
2. Accept and Place on File Minutes of February 15, 2023 – Sue motioned to approve minutes, Jesse seconded, motion carried.
3. Review and discuss the 2023 BID Operating Plan year end projections – Discussion on the timing of the data collection for the assessment process at the city. Wendy is working with the Finance Dept to change the timing of the city approvals for the BID Operating Plan. Alissa talked through the 2023 year-to-date information. She noted there were not any areas that had unexpected expense numbers. Alissa also pointed out that the BID budget is a small snapshot of the full organizational wide budget that she will be working on in the coming weeks to have prepared for the DGBI Board approval in December. Jenny talked through the Physical Improvement categories and explained her budgeting suggestions for 2024.

4. Review and approve the 2024 BID Operating Plan – Alissa talked through the proposed 2024 budget and operating plan and pointed out very little variance from 2023 to 2024. Jeff recommended a motion to approve the BID Operating Plan conceding to minor changes in the projected BID assessment values. Alissa added that any changes will be highlighted and shared with the BID Board, as soon as the assessment figures are confirmed with the city and the manufacturing numbers are received from the State.

5. BID Board Function – 2024 – Jen encouraged the BID Board members to utilize the time at the BID Board meetings to freely discuss their thoughts on BID related issues. She expressed gratitude for their guidance and shared how much we value their input.
 - a. BID Board Members - Jen asked any BID Board members whose term expires at the end of 2023 to consider returning for another term.

6. For the Good of the Order

7. Adjourn- Sue made a motion to adjourn the meeting, Greg seconded the motion, motion carried. Meeting adjourned at 3:55.

If you have any questions or are unable to attend, please contact Alissa Cotter at 920.437.3425 or e-mail alissa@downtowngreenbay.com.



Report to the
**Downtown Business Improvement District Board
of the City of Green Bay**

MEETING DATE

February 27, 2024

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # D.I

Consideration with possible action on the DGBI 2024 BID Board Officers.

BACKGROUND

DGBI BID Board Officers and Members
Jim DuBois, President (Board term expires 12/01/25)
Tracy Hillesheim, Vice President (Board term expires 8/01/24)
Sue Lagerman, Treasurer (Board term expires 12/01/24)
Greg Babcock, Member at Large (Board term expires 12/01/26)
Ian Griffiths, Member at Large (Board term expires 12/01/24)

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Downtown Business Improvement District Board
of the City of Green Bay

MEETING DATE

February 27, 2024

PREPARED BY

AGENDA ITEM # D.2

Consideration with possible action on Downtown Green Bay Inc. 2023 BID Year End report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Downtown Green Bay BID Year End 2023

**2023 Year End Business Improvement District Operating Plan Budget for
Downtown Green Bay**

| REVENUE | | | Approved 2023 Budget | 2023 Actual |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------|----------------------|
| | BID Assessment - DGBI | | \$ 266,066.00 | \$ 269,196.00 |
| | Total Revenue | | \$ 266,066.00 | \$ 269,196.00 |
| EXPENSES | | | | |
| Administrative | | | | |
| | Allocation toward DGBI Staffing | | \$ 110,866.00 | \$ 110,866.00 |
| Operating Expenses | | | | |
| | Office Supplies & Equipment | | \$ 2,500.00 | \$ 3,203.00 |
| | Phone/Internet | | \$ 3,200.00 | \$ 2,337.76 |
| | Dues, Fees and Subscriptions | | \$ 2,000.00 | \$ 5,775.47 |
| | Conferences/Professional Devel. | | \$ 5,000.00 | \$ 4,984.04 |
| | Insurance | | \$ 8,000.00 | \$ 8,667.25 |
| | Lease/Rental Fees | | \$ 25,000.00 | \$ 22,011.36 |
| | Total Operating Expenses | | \$ 45,700.00 | \$ 46,978.88 |
| BID Audit/Accounting Services | | | | |
| | Annual Audit | | \$ 12,000.00 | \$ 14,650.00 |
| Marketing/Printing | | | | |
| | Includes graphic design software, printed and digital promotional materials, website, social media, and promotional giveaways | | | |
| | Total Marketing allocations | | \$ 25,000.00 | \$ 20,170.62 |
| Economic Development | | | | |
| | Business recruitment and retention, networking | | \$ 10,000.00 | \$ 4,704.79 |
| Physical Improvements | | | | |
| | Holiday Wreath Lighting & Décor | | \$ 4,000.00 | \$ 2,943.63 |
| | Cleanliness - Litter, Weeds | | \$ 4,000.00 | \$ 16,690.08 |
| | Banner and Bracket Replacements | | \$ 40,000.00 | \$ 39,839.69 |
| | Public Art | | \$ 14,500.00 | \$ 6,603.20 |
| | Planters-Paid for by private contributions | | | |
| | Washington St. Tree Lights-Paid for by private contributions | | | |
| | Total Physical Improvements | | \$ 62,500.00 | \$ 66,076.60 |
| | Total Expenses | | \$ 266,066.00 | \$ 263,446.89 |



Report to the
Downtown Business Improvement District Board
of the City of Green Bay

MEETING DATE

February 27, 2024

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # D.3

BID Assessment Rate Review

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None