



AGENDA OF THE OLDE MAIN BUSINESS IMPROVEMENT DISTRICT BOARD

TUESDAY, FEBRUARY 27, 2024, 5:15 PM
Hyatt Regency or virtual via Microsoft Teams

A. Roll Call.

B. Approval of the Agenda.

1. Approval of the agenda for OMBI District Board for February 19, 2024.

C. Approval of Minutes.

1. Approval of the OMSI BID minutes from 9.20.23.

D. Regular Business.

1. Consideration with possible action on the OMSI BID Board composition for 2024.
2. Consideration with possible action on the OMSI BID year-end reports for 2023.
3. Consideration with possible action on the OMSI BID assessment rate review

E. Informational.

1. District Initiative Input

F. Public Hearings.

G. 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 Olde Main 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
**Olde Main 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 OMBI District Board for February 19, 2024.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
**Olde Main 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 OMSI BID minutes from 9.20.23.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. 9.20.23 OMSI BID Board Minutes



Olde Main Street

Business Improvement District Board

Wednesday, September 20, 2023

5:00 pm

The Hyatt Regency (333 Main Street) Auditorium

Meeting Minutes

In attendance: Ryan Kuehn, Jim Wochinske, Pat Stoa, Joan Johnson, Tiona Petroske, Jen Metcalf, Jeff Mirkes, Jenny VandenLangenberg, Alissa Cotter

1. Call to Order – Tiona called the meeting to order at 5:15 pm
2. Accept and Place on File Minutes of February 15, 2023 – Ryan made a motion to place the February meeting minutes on file. Jim seconded the motion, the 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. Pat brought up the \$3000 cap per property, asking how long the caps had been in place. Jeff continued the discussion with historical information from when the BID was created 25

years ago stating that the \$3000 cap was put in place when the BID started. Pat suggested looking at increasing the assessment cap to the percentage of inflation. Alissa mentioned that without the caps BID Revenue would be \$14,982 higher. Pat clarified he was suggesting raising the cap, not removing it all together. Tiona asked what the cap was in the Downtown District, Jeff answered that the Downtown BID does not have capped assessment values. Additional discussion on the cap subject will be revisited at the February BID Board meeting.

5. Olde Main Street banners and pole décor – Jenny started the discussion with information about the plan for the banners in OMS and asked the group if they would like to talk through a re-branding option. The group declined a re-branding, as they liked the current image. The group suggested bringing up the discussion for 2025. Jenny then talked about the planters and the service to the planters. The service has increased in cost and Jenny asked the group about increasing the sponsorship cost per planter to \$250 from \$225. The group agreed the increase was appropriate.
6. 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.
7. For the Good of the Order
8. Adjourn- Ryan made a motion to adjourn the meeting, Pat seconded the motion, the motion carried.

A quorum is critical so please call Alissa Cotter at (920) 437-3425 or email alissa@downtowngreenbay.com if you are unable to attend.



Report to the
**Olde Main 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 OMSI BID Board composition for 2024.

BACKGROUND

Slate of Officers and Members-3-year terms
President, Tiona Petrouske (Term expires 12/1/2026)
Ryan Kuehn, Vice President (Term expires 12/1/26)
Joan Johnson, Secretary (Term expires 1/1/25)
Patrick Stoa, Treasurer (Term expires 12/1/26)
Jim Wochinske (Term expires 1/1/25)
Paul Kosmoski (Term expires 1/1/26)

RECOMMENDATION

Approval as presented

FISCAL IMPACT

ATTACHMENTS

None



Report to the
**Olde Main Business Improvement District Board
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MEETING DATE

February 27, 2024

PREPARED BY

AGENDA ITEM # D.2

Consideration with possible action on the OMSI BID year-end reports for 2023.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Olde Main 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
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MEETING DATE

February 27, 2024

PREPARED BY

AGENDA ITEM # D.3

Consideration with possible action on the OMSI BID assessment rate review

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Olde Main Business Improvement District Board
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MEETING DATE

February 27, 2024

PREPARED BY

AGENDA ITEM # E.1

District Initiative Input

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None