



# **AGENDA OF THE OLDE MAIN BUSINESS IMPROVEMENT DISTRICT BOARD**

**TUESDAY, FEBRUARY 25, 2025, 5:15 PM**  
**Hyatt Regency - 333 Main Street**

**A. Roll Call.**

**B. Approval of the Agenda.**

1. Approval of the agenda for the February 25, 2025 meeting.

**C. Approval of Minutes.**

1. Approval of the minutes from the September 25, 2024 meeting.

**D. Regular Business.**

1. Consideration with possible action on the OMSI BID Board composition for 2025.
2. Consideration with possible action on the OMSI BID year-end financial report for 2024.

**E. Informational.**

1. District Initiative Input.
2. For the Good of the Order.

**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 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 25, 2025

**PREPARED BY**

**AGENDA ITEM # B.1**

Approval of the agenda for the February 25, 2025 meeting.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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

**MEETING DATE**

February 25, 2025

**PREPARED BY**

**AGENDA ITEM # C.I**

Approval of the minutes from the September 25, 2024 meeting.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. 9.25.24 OMSI BID Board Meeting Minutes



## **Olde Main Street Business Improvement District Board**

### **MEETING NOTICE Wednesday, September 25, 2024, 8:30 am Macco Financial 1138 Main Street**

In attendance: Pat Stoa, Tiona Petroske, Jim Wochinske, Wendy Townsend, Jeff Mirkes, Joan Johnson, Jen Metcalf, Paul Kosmoski, Ryan Kuehn

1. Call to Order – Tiona called the meeting to order at 8:32am
2. Accept and Place on file Minutes from February 27, 2024 BID Board meeting Jim made a motion to approve and place the minutes from 2/27/24 on file. Ryan seconded the motion, the motion carried.
3. Review and discuss the 2024 BID Operating Plan year end projections – Alissa discussed the 2024-year end projections along with the 2025 proposed budget with the group. There was discussion on public art with the group suggesting historical references in potential murals. There was brief discussion on identifying markers in the medians on Main Street to indicate they are cared for by Olde Main Street in partnership with the Plant People. Wendy is going to check on the legality of including signage in the medians.
4. Review and approve the 2025 BID Operating Plan - Alissa reviewed the 2025 Operating Plan with the group, touching on the Proposed Activities section. Alissa noted that much of the legal language in the plan is boiler plate, however, Jeff and Jen discussed at great length the actions and activities OMS coordinates and re-configured the section to include specific 2025 Initiatives in each area. Paul asked if the BID assessment conversation was going to be revisited in 2025 as it had been discussed at the February BID Meeting. He suggested including language in the operating plan that indicated more research and discussion would take place. Alissa noted that there is some language in the operating plan to indicate there would be a district wide initiative to communicate with owners and managers. The board shared they would like to see more direct language to detail evaluating the

assessment rate process. Alissa will include this in the operating plan proposed activities section. Pat would like to see a historical view of the BID assessments over the last 20 years. Ryan added that if there were a BID rate increase, to not cite inflation as the primary cause of the increase. Everyone is experiencing inflation; it should be tied to initiatives or special projects. Pat made a motion to approve the operating plan on the condition of the additional language being added to the proposed activities section. Ryan seconded the motion, the motion passed.

5. BID Board Terms – Alissa shared that Jim W’s term expires on 1/5/25 and asked if he would be willing to remain on the BID board. Jim agreed to remain on the BID board. There was a question of when Joan’s term expires, Alissa added her term doesn’t expire until 1/1/2026.
6. For the Good of the Order – Jeff thanked the Olde Main Street BID Board for their guidance in creating an impact on the district. Jeff also shared our gratitude with Pat for allowing the Olde Main Street BID Board to meet in the Macco Financial Group Conference room.
7. Adjourn – Tiona adjourned the meeting at 9:51am.

***A quorum is critical so please call Alissa Cotter at (920) 437-3425 or email [alissa@downtowngreenbay.com](mailto: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 25, 2025

## PREPARED BY

Rebecca Finco, Staff

## AGENDA ITEM # D.I

Consideration with possible action on the OMSI BID Board composition for 2025.

## BACKGROUND

Slate of Officers and members - 3 year terms

- Tiona Petrouske, President (Term expires 12/1/2026)
- Patrick Stoa, Vice President (Term expires 12/1/2026)
- Ryan Kuehn, Treasurer (Term expires 12/1/2026)
- Joan Johnson, Secretary (Term expires 12/1/2026)
- JIm Wochinski (Term expires 1/1/2028)
- Paul Koskmoski (Term expires 1/1/2026)

## RECOMMENDATION

Approve the slate of officers and members for 2025.

## FISCAL IMPACT

## ATTACHMENTS

None



Report to the  
Olde Main Business Improvement District Board  
of the City of Green Bay

**MEETING DATE**

February 25, 2025

**PREPARED BY**

Rebecca Finco, Staff

**AGENDA ITEM # D.2**

Consideration with possible action on the OMSI BID year-end financial report for 2024.

**BACKGROUND**

**RECOMMENDATION**

Approve the OMSI BID year-end financial report for 2024 as presented.

**FISCAL IMPACT**

**ATTACHMENTS**

- I. OMS BID Year End 2024 Budget 2025

**Approved 2025 Budget and 2024 Year End Business Improvement District Operating Plan Budget for  
Olde Main St.**

<b>REVENUE</b>		<b>2025 Proposed Budget</b>	<b>Approved 2024 Budget</b>	<b>2024 Year End</b>
	BID Assessment - Olde Main Street	\$66,983.00	\$67,345.00	\$62,123.00
	<b>Total Revenue</b>	<b>\$66,983.00</b>	<b>\$67,345.00</b>	<b>\$62,123.00</b>
<b>EXPENSES</b>				
Administrative				
	<b>Allocation toward DGBI Staffing</b>	<b>\$34,233.00</b>	<b>\$36,670.00</b>	<b>\$42,636.02</b>
Operating Expenses				
	Office Supplies & Equipment	\$500.00	\$800.00	\$738.65
	Phone/Internet	\$900.00	\$1,000.00	\$881.21
	Conferences/Professional Devel.	\$1,500.00	\$2,000.00	\$863.88
	Office Rent/Lease	\$9,000.00	\$7,000.00	\$8,213.38
	Dues and Subscriptions	\$1,050.00	\$1,375.00	\$1,072.70
	<b>Total Operating Expenses</b>	<b>\$12,950.00</b>	<b>\$12,175.00</b>	<b>\$11,769.82</b>
Marketing/Printing				
	Includes graphic design software, printed and digital promotional materials, website, social media, and promotional giveaways			
	<b>Total Marketing allocations</b>	<b>\$4,300.00</b>	<b>\$3,500.00</b>	<b>\$3,500.00</b>
Economic Development				
	<b>Business recruitment and retention, networking</b>	<b>\$2,000.00</b>	<b>\$2,000.00</b>	<b>\$2,000.00</b>
Physical Improvements				
	Streetscape-Planters & Medians including new mulch (majority of the cost is paid by sponsorships)	\$6,000.00	\$3,500.00	\$3,500.00
	Cleanliness	\$2,500.00	\$2,000.00	\$2,000.00
	Banners & Holiday Décor	\$2,000.00	\$4,000.00	\$1,257.52
	Public Art	\$2,000.00	\$2,000.00	\$0.00
	Three Corners Flags	\$1,000.00	\$1,500.00	\$350.00
	<b>Total Physical Improvements</b>	<b>\$13,500.00</b>	<b>\$13,000.00</b>	<b>\$7,107.52</b>
	<b>Total Expenses</b>	<b>\$66,983.00</b>	<b>\$67,345.00</b>	<b>\$67,013.36</b>



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**MEETING DATE**

February 25, 2025

**PREPARED BY**

Rebecca Finco, Staff

**AGENDA ITEM # E.1**

District Initiative Input.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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**MEETING DATE**

February 25, 2025

**PREPARED BY**

Rebecca Finco, Staff

**AGENDA ITEM # E.2**

For the Good of the Order.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None