



City of Madison

Meeting Agenda – FINAL

City of Madison
Madison, WI 53703
www.cityofmadison.com

Madison Central Business Improvement District (BID) Board of Directors

October 2, 2014

Noon-1:30 pm

122 W. Washington Ave.
1st Floor Conference Rm.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

Madison Central Business Improvement District (BID): (608) 512-1340

Approx. Time

1. **Call to Order** — Greg Frank, Chair (12 noon)
2. **Approval of Minutes** from Sep. 4, 2014 meeting (12:01 pm)
3. **Disclosures and Recusals** — (12:02 pm)
Members of the body should make any required disclosures or recusals under the City's Ethics Code
4. **Public Comment** (3 min. per speaker) (12:03 pm)
5. **Chair's Report** – Greg Frank (12:05 pm)
6. **Halloween Freakfest Overview** — (12:10 pm)
Charlie Goldstone (Frank Productions); Madison Police, Parks
7. **Nominations** – Greg Frank (12:30 pm)
8. **Quarterly Budget update** – Stacy Nemeth (12:35 pm)

Approx. Time**8. BID Staff Reports**

(12:40 pm)

- a) Tim Jenquin, BID Programming Coordinator
 - Ambassadors/Visitor Center
 - Welcome Programs
 - Business Turnover

- b) Mary Carbine, BID Executive Director
 - Marketing & Events
 - BID Operating Plan update
 - Sign Ordinance Letter update

(12:45 pm)

9. DMI Update – Mary Carbine

(12:55 pm)

10. GSSBA Update – John Hutchinson (GSSBA Board)

(1:00 pm)

11. City of Madison Update

(1:05 pm)

- Matt Mikolajewski, Office of Business Resources
- Ald. Mike Verveer, 4th District

12. New Business, Announcements

(1:15 pm)

13. Closed Session per Wis. Stat. Sec. 19.85 – Greg Frank

(1:20 pm)

14. (Resume Open Session) Adjournment

(1:30 pm)

NEXT MEETING: **Thurs., Nov. 6, 2014, noon-1:30pm**
 - 2015 Budget Planning

If you need an interpreter, materials in alternate formats or other accommodations, please contact the Madison Central BID office at 608-512-1340 or mcarbine@visitdowntownmadison.com. Please do so at least three business days prior to the meeting so that proper arrangements can be made.

BID 2014 Budget								
Sep. 23, 2014								
	SUMMARY	Forecast	Avail. Funds					
	Starting Balance	\$25,777	\$25,777					
	Deposits/Revenues	\$356,128	\$334,899					
	Fund Total	\$381,905	\$360,676					
	Expenses to date	\$243,560	\$243,560					
	Fund Balance	\$138,345	\$117,116					
	Encumbrances	\$118,523	\$118,523					
	Unencumbered Bal	\$19,822						
REVENUES, FUNDS								
Code	City Category	Description	2014 Original	Revised Forecast Mar	Revised Forecast June	Revised Forecast Sep	Avail Funds	Notes
72190	Special Assessment	Income from tax assessment	\$266,130	\$266,130	\$266,130	\$266,130	\$266,130	
78110	Interest on Investment	"Trust Interest"	\$750	\$750	\$750	\$750	\$549	
78579	BID Downtown Map	Map Ad Revenue - Cash	\$58,845	\$60,145	\$60,145	\$60,145	\$60,145	100% collections
78581	BID Parking	Co op Ad Revenue from City Parking	\$4,500	\$4,500	\$4,500	\$4,500		Confirmed for 2014
78510	Corporate Sponsorships	Various sponsorships	\$8,000	\$8,000	\$8,000	\$6,825	\$2,325	\$6,825 confirmed to date (2014)
		Univ. of Wisconsin	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	
78590	BID Gift Certificate account	Withdrawal to cover admin costs, materials	\$5,000	\$5,000	\$5,000	\$5,000		
78890	Other	Misc revenue						
		GSSBA reimburse			\$528	\$528		Maxwell ad buy pass-through
		GSSBA event partnership	\$6,500	\$6,500	\$6,500	\$6,500		Confirmed for 2014
		DT Rotary (planter)	\$750	\$750	\$750	\$750	\$750	
		Cash Revenue Subtotal	\$355,475	\$356,775	\$357,303	\$356,128	\$334,899	
79999	Reserves Applied	Carryover from previous FY	\$18,000	\$25,777	\$25,777	\$25,777	\$25,777	
		Revenues/Funds	\$373,475	\$382,552	\$383,080	\$381,905	\$360,676	
	Trade/In Kind Value				\$1,495	\$1,495		Cash value map ad trades

BID 2014 Budget										
19-Sep-14										
EXPENSE SUMMARY										
<u>Code</u>	<u>City Category</u>	<u>Description</u>	<u>Encum. Subtotal</u>	<u>Exp. Subtotal</u>	<u>Unencum Balance</u>	<u>Original Budget</u>	<u>Revised Forecast Mar</u>	<u>Revised Forecast June</u>	<u>Revised Forecast Sep</u>	<u>Notes</u>
54702	Audit Fees	City Audit fees	\$2,015			\$2,015	\$2,015	\$2,015	\$2,015	
56330	Comptroller Fees	Comptroller Fees	\$1,612			\$1,612	\$1,612	\$1,612	\$1,612	
54715	Admin, Management	BID-DMI Contract: Staff Salaries, Benefits, Payroll Taxes, Rent, Admin Overhead	\$37,689	\$113,068	\$0	\$149,809	\$150,757	\$150,757	\$150,757	
54986	Parking	Staff parking	\$780	\$2,340	\$0	\$3,120	\$3,120	\$3,120	\$3,120	
54914	Map and Guide	Design and Printing		\$27,838		\$28,000	\$28,000	\$27,838	\$27,838	
		Credit card fees (ad sales)		\$247	\$53	\$250	\$300	\$300	\$300	
		Sales Materials ('15 map)			\$475	\$450	\$475	\$475	\$475	
54916	Map Distribution	Delivery to Hotels, etc.		\$1,950	-\$200	\$1,800	\$1,500	\$1,750	\$1,750	
54918	Holiday Trolley	Holiday, Event Trolley	\$5,100			\$5,100	\$5,100	\$5,100	\$5,100	
54935	Marketing to Locals	Marketing to Dane County	\$35,798	\$12,066	\$3,503	\$50,000	\$55,380	\$51,883	\$51,367	Includes encumbrances for \$550 FSD and \$3,200 digital outdoor for HolidayOpen House.
54936	Marketing to Students	Marketing to UW Students	\$0	\$913	\$0	\$750	\$600	\$850	\$913	
54937	Conferences / Training	Conferences/training	\$0	\$279	\$0	\$2,100	\$2,100	\$2,100	\$279	
54938	Ambassador Payroll	Part time/seasonal	\$17,295	\$20,705		\$38,000	\$38,000	\$38,000	\$38,000	
54939	Ambassador Payroll Taxes	Part time/seasonal	\$2,180	\$2,314		\$4,494	\$4,494	\$4,494	\$4,494	
54944	Planter Program	Annual Contract	\$13,560	\$27,115	\$0	\$41,500	\$40,675	\$40,675	\$40,675	
54947	Stationery	Stationery		\$257	\$243	\$500	\$500	\$500	\$500	
54948	Winter Lights	Holiday Lighting/Decorations Program			\$250	\$250	\$250	\$250	\$250	

54949	Ambassador supplies	Supplies, cell phones, shirts, Churchill Bldng. space/storage	\$345	\$2,367	\$788	\$4,000	\$3,500	\$3,500	\$3,500	
54955	Gift Certificates	Printing of certificates, envelopes, sleeves		\$2,788	\$712	\$4,000	\$3,500	\$3,500	\$3,500	
54956	Marketing to Visitors	Marketing outside Dane County	\$0	\$15,355	\$0	\$15,100	\$15,330	\$15,355	\$15,355	
54958	BID website, software	Hosting, website, software, online store, listserve	\$1,150	\$8,200	\$0	\$4,000	\$4,500	\$8,250	\$9,350	Moved \$ from mktng to locals
54959	Charitable Donations		\$1,000	\$0		\$1,000	\$1,000	\$1,000	\$1,000	
55140	Postage, Shipping	Postage/Shipping		\$2,572	\$1,628	\$4,000	\$4,200	\$4,200	\$4,200	
55899	Miscellaneous	Supplies, misc expenses	\$0	\$1,345	\$755	\$2,600	\$2,100	\$2,100	\$2,100	
54901	Property/Business Owner Outreach	ReAuth expenses		\$1,840	\$2,660	\$4,000	\$4,500	\$4,500	\$4,500	
54909	Business Recruitment, Retention	Business marketing, recruitment				\$0	\$0	\$0	\$0	
57999	Reserves Generated	Other/Contingency			\$8,956	\$5,025	\$9,044	\$8,956	\$8,956	
			<u>Enc.</u> <u>Subtotal</u>	<u>Exp.</u> <u>Subtotal</u>	<u>Unencum</u> <u>Balance</u>	<u>Original</u> <u>Budget</u>	<u>Revised</u> <u>Forecast</u> <u>Mar</u>	<u>Revised</u> <u>Forecast</u> <u>June</u>	<u>Revised</u> <u>Forecast</u> <u>June</u>	<u>Notes</u>
		TOTAL	\$118,523	\$243,560	\$19,822	\$373,475	\$382,552	\$383,080	\$381,905	