

A meeting of the Business Improvement District (BID) Board was held at City Hall on August 13, 2026 at 5:30 P.M. Board members Duane Johnson, Andrea Hoffman, Vincent Meyer, and Julie Hanson were present. Board member Kylee Wussow was excused. The City Administrator, Allison Parker, Ron Zillmer, and Laura Lindow were also present. Chamber Director Robert Crampes attended remotely via Zoom.

1. The City Administrator called the meeting to order at 5:32 pm.
2. The City Administrator provided an update on the Type I I-94 Historic District signs. The official cost estimate from the DOT for two Type I signs came in at \$54,241.06. The Tourism Commission approved funding 50% of the cost for these two signs with room tax dollars. The estimate has been accepted and submitted to the DOT. The DOT advises the contractor will have 120 days after receiving the order to install the signs so they should be in place by the end of the year.
3. The City Administrator presented an email from Lamar Outdoor outlining renewal options for the existing I-94 billboard near Camp Douglas. There was discussion on whether or not to renew the billboard. There was consensus to schedule another BID Board meeting next month to allow time for Board members to review other sign location options before making a decision.
4. It was moved by A. Hoffman, seconded by J. Hanson to approve the purchase of holiday roping from Falls Florist & Greenhouse for downtown light poles at a cost of \$826.00. Motion carried.
5. It was moved by D. Johnson, seconded by A. Hoffman to approve up to \$1,475.00 for Downtown Trick or Treating event expenses. Motion carried.
6. It was moved by A. Hoffman, seconded by V. Meyer to approve up to \$1,840.00 for Small Business Saturday event funding. Motion carried.
7. The City Administrator advised donations for Christkindl could go directly to the Black River Area Chamber of Commerce if they are in agreement and could go through the City if the donor prefers.
8. Allison Parker and Ron Zillmer from Legacy-Trees were in attendance to present and discuss their recommendations for management of the downtown decorative trees. There was lengthy discussion on the species of trees, height, and maintenance including the application of a growth inhibitor every 3 years to maintain optimum size of the trees. Ron advised the national average life cycle in a sidewalk cutout for a flowering species such as the existing Japanese Tree Lilacs is 7 years. The current trees were planted in 2020. The flower baskets provide great color so the goal of the trees would be to provide the canopy structure that will have the least amount of obstruction of signage and zero clearance issues for vehicles and pedestrians to promote walkability of the downtown. Legacy-Trees proposal was \$300 per tree with a 5-year guarantee. This will remain an agenda item for the next meeting.
9. It was moved by A. Hoffman, seconded by D. Johnson to adjourn. Motion carried at 6:39 pm.

A. Brad Chown
City Administrator