



**OFFICE OF THE CITY CLERK**

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**Public Notice of the City of Sun Prairie**, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting will be held:

**BID RECRUITMENT RETENTION & POLICY COMMITTEE**

**DATE:** THURSDAY, MARCH 30, 2023      **TIME:** 8:30 AM

**LOCATION:** REMOTE

Please use the below instructions to participate and watch the meeting remotely. The vast majority of meetings air and stream live through the Sun Prairie Media Center. In the case of simultaneously scheduled meetings, some meetings may only be available to stream on demand later at [sunprairiemediacenter.com](http://sunprairiemediacenter.com) or on the Sun Prairie Media Center app.

**1. WRITTEN COMMENTS:** You can send comments on agenda items to [cburke@cityofsunprairie.com](mailto:cburke@cityofsunprairie.com)

**2. WATCH THE MEETING:** You can watch the meeting in several ways:

- Television: Watch on Roku, Amazon Fire TV, Apple TV, channel 983 on Charter, or channels 13 or 1013 on TDS.
- Online: Stream at [sunprairiemediacenter.com](http://sunprairiemediacenter.com) or on the Sun Prairie Media Center app.
- Webinar:

<https://us02web.zoom.us/j/89514164501?pwd=YzVmS0g0bElieE5VbUI3OHRwRmxHZz09>

1. **CALL TO ORDER AND ROLL CALL**

2. **CITIZEN APPEARANCES, PUBLIC COMMENT**

3. **APPROVAL OF MINUTES**

A. Approve February 21, 2023 Meeting Minutes

4. **NEW BUSINESS**

A. Discussion with Sun Prairie Ice Arena

B. Recommendation from Schmitz Consulting: 2024 Sponsorship Policy, Budget Process, Schedule - Susan Schmitz, Mark Clear

5. **OLD BUSINESS**

- A. Retail Shops: Open and Consistent Hours - Recurring Agenda Item
- B. New Downtown Business Update - Recurring Agenda Item
- C. BID Socials - Recurring Agenda Item April 11, 4:30-6:30PM at FMBC&K; July 11, 7:30-9AM at Sun Prairie Flowers; Q4 social TBD
- D. Community Outreach - Recurring Agenda Item
- E. General Downtown Updates - Recurring Agenda Item
- F. BID Annual Service Award - Recurring Agenda Item

G. Strategic Plan Goals and Strategies, as outlined in the 2023 Operation Plan Business **Recruitment, Retention, & Policy Committee:**

The objective of this committee is to create collaborative opportunities for new and existing Downtown Sun Prairie Businesses to learn, grow, and develop and to advocate for development that exemplifies innovation projects that enhance the work, live, play environment of Downtown Sun Prairie.

The Business Recruitment, Retention, & Policy Committee formed three (3) Subcommittees in 2017, including: retail guild, restaurant and bar owners network, specialty services businesses. The Subcommittees serve as sector specific work groups and meet on an as-needed basis. While not formal Committees, these work groups exist to make formal requests of the Business Recruitment and Retention committee, if necessary.

**Goal: Ensure the BID has the structure and resources needed to fulfill its mission and vision**

A. Reform the BID budget and staffing process to be strategic, intentional, and outcome-driven rather than revenue-driven. Utilize a tool such as outcome-based budgeting to build a budget and staffing plan based on the operating plan for the year, (as opposed to determining the operating plan based on what the budget will allow and what staff resources are available). The assessment rate should then be determined based on the expected cost to perform the operating plan, less non-assessment revenue as developed in Strategy B below.

This strategy will require additional work by the board (potentially an ad hoc budget reform subcommittee) and likely 2 to 3 budget cycles to fully implement.

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT, WITH EXPERT ASSISTANCE AS APPROPRIATE

B. Diversify BID revenue sources by increasing the district’s portfolio of revenue-generating events, sponsorships, grants, and other sources. This strategy may require additional resources and expertise not currently available within the current staffing structure. Pursue opportunities to partner with the City or a non-profit for grant-writing resources. Encourage the City to utilize TIF District 14 for public infrastructure and improvements,

cash grants, professional services, and other activities which will improve downtown and the BID, as described in and consistent with the TIF District’s project plan.

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT, WITH EXPERT ASSISTANCE AS APPROPRIATE

C. Formalize an agreement (contract or MOU) between the BID and the City regarding staff, resources, maintenance responsibilities, and other appropriate topics to ensure clarity. Consider utilizing legal counsel for review as needed.

LEAD ORGANIZATION: BID || BID ROLE: NEGOTIATE AND SIGN WITH CITY

**Goal: Facilitate ongoing cooperative relationships among BID members and with other organizations to move projects/ideas forward**

A. Partner with the City, Tourism Commission, and the Sun Prairie Historical Museum to promote the Downtown Historic District as a destination for visitors and residents.

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, FUND

B. Enhance the partnership with the Tourism Commission and Destination Madison. Review research, if any, on visitor trends in Downtown (origin, length of stay, trip goals, activities, spending). Contract for this research if it does not exist within Destination Madison.

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, FUND

C. Develop positive relationships among the BID members in order to create a unified voice that can focus on moving the BID work forward.

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS

D. Work with BID members to create a “wish list” of business categories for the BID. The BID can be proactive about seeking out the types of businesses that will enhance the BID and the downtown experience. This will be valuable when building more mixed-use housing projects in the downtown (with first floor retail space).

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS

E. Use vacant first floor spaces for pop-up shops and displays from local artists and Historical Museum

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS

F. Look beyond the BID borders for partnerships (ice arena, library, children’s museum). Consider formal or informal BID membership (or other category as appropriate) for non-profits or businesses not within the BID boundary. Consider expanding BID to incorporate new businesses/community assets such as Sun Prairie Ice Arena.

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS

**Goal: Work with the city to ensure that downtown continues to grow and redevelop in ways that support the BID’s vision**

A. Advocate for a city historic preservation ordinance to codify the value of historic properties, identify previously unregistered properties with historic value, and ensure their preservation within local guidelines. The existence of an ordinance is potentially valuable to owners of historic properties seeking tax credits or other benefits for restoration and preservation work.

LEAD ORGANIZATION: CITY, HISTORICAL SOCIETY || BID ROLE: ADVOCACY

B. Partner with developers, elected officials, and City Planning to ensure that the BID is part of redevelopment discussions early in the process. As needed, form an ad-hoc steering committee to interface with specific redevelopment projects.

LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY

C. Research unmet retail needs to encourage developers and potential retailers to work together to create a healthy, complementary, and vibrant mix of businesses that is attractive to Sun Prairie residents and visitors.

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, RESEARCH

D. As the downtown population grows, work with city staff to study demographics, commuting & shopping patterns, and other effects of new residents

LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY

E. Utilize the street right-of-way for public use for dining, shopping, and programming

LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY

F. Embrace the STH 19 vehicle traffic by utilizing signage and other infrastructure to encourage stop-ins.

LEAD ORGANIZATION: BID, CITY || BID ROLE: ADVOCATE, CREATE AND IMPLEMENT

**6. REFERRALS TO STAFF OR COMMITTEE REVIEW OR ACTION**

**7. NEXT MEETING DATE**

A. April 18, 19, or 20. Remote, 8:30AM

**8. ADJOURNMENT**

Posted: March 28, 2023

Posted: Sun Prairie City Hall  
300 East Main Street

Sun Prairie Public Library  
1350 Linnerud Drive

Sun Prairie Utilities  
125 West Main Street

Members

Dan Callies

Adam Bougie

Gary Praznik – Committee Chair

Nicole Fulton

Bill Howe

Deb Krebs

Jeff Gauger

*NOTE: Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the City Clerk’s Office, 300 East Main Street, Sun Prairie WI 53590 (608) 837-2511*

*NOTE: It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.*