



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 ADVERTISING, PROMOTION & EVENTS COMMITTEE MEETING

DATE: THURSDAY, SEPTEMBER 28, 2023 TIME: 8:30 AM

LOCATION: SUN PRAIRIE HISTORICAL MUSEUM
115 E MAIN STREET
SUN PRAIRIE, WI 53590

1. CALL TO ORDER AND ROLL CALL

2. CITIZEN APPEARANCES, PUBLIC COMMENT

3. APPROVAL OF MINUTES

A. Approve Minutes from the August 31, 2023 Meeting

4. NEW BUSINESS

A. Santa Saturday on December 2 - sponsor location still available!

B. 2023 Ladies Night Out

C. 2024 Event Staffing Policy Proposal

5. OLD BUSINESS

A. 2023 Fall Beer Taste - recap

B. 2023 Fall Fun! event – Volunteers & Business Specials

C. 2023 Chocolate & Cheese Walk - Reimbursement levels & Registration location

D. Strategic Plan Goals and Strategies, as outlined in the 2023 Operation Plan

Advertising, Promotions & Events Committee:

The objective of this committee is to create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses; and to educate the public on the advantages of living, working, and playing in Downtown Sun Prairie. Initiative examples are as follows:

Goal: Market and promote downtown as a brand and a destination

A. Ensure that all programming supports this goal. Programming without a clear goal or which does not support this goal will be modified or eliminated.

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT

B. Create and add programming which utilizes and complements the redesign of Cannery Square Park while embracing the diverse voices of the community (Racial/ethnic groups, age groups including students/youth/families, neighborhoods, and a variety of economic status).

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT

C. Install branded wayfinding and welcome signs on STH 151, Main Street and other major streets promoting and identifying the historic downtown.

LEAD ORGANIZATION: BID || BID ROLE: PARTNER WITH CITY TO FUND AND IMPLEMENT

D. Use social media and city media (Radio/TV) to publicize programming for downtown

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT

E. Install a programmable electronic sign board to promote retail hours and programming

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT

F. Consider programming efforts (especially off-season) utilizing The Loft at 132 and Angell Park Pavilion (music concerts, sporting shows, etc.)

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT

G. Utilize Web/Social media and electronic signage to promote retail open hours by individual businesses

LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT

6. REFERRALS TO STAFF OR COMMITTEE REVIEW OR ACTION

7. NEXT MEETING DATE

October 25 or 26 from 8:30-10AM, Remote.

8. ADJOURNMENT

Posted: September 25, 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

Deb Krebs – Committee Chair
Joe Van Tassel

Adam Bougie
Rebecca Ketelsen

Rose Freidel
Marta Hansen

Ti Gauger
Stephanie Berge

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.