

## **Business Improvement District Board Minutes**

**Noon, Tuesday, January 21, 2020**

**Grace Church 109 East 6th Street 2nd Floor**

Board Present:, Howard Krasne, Kevin Main, JJ Bixby,

Roxie Kracl, Jerry Johnson and Tom Coday

Absent Glen Ellis, Richard Register, Bill Parks and Vince O'Connor

Guests: Cortney Schafer, Barb Christensen, Shannon Mullen and Tyler Ficken

1. Meeting was called to order by Chairman Coday. It was noted that a copy of the Open Public Meeting Act was posted available in the room.
2. A notice of Resignation of Bob Missel from the BID board was read.
3. Nomination for Chairman and Secretary where opened. Bixby nominated Tom Coday for President and BillParks for Secretary. There were no other nominations. A roll call vote was held with all members in attendance voted yes. Coday and Parks are elected.
4. Motion was made to approve the minutes of the November 19, 2019 meeting by Kracl Seconded by Krasne. Motion carried by unanimous roll call vote. (There was no BID meeting in December 2019.)
5. Comments from the public. None
6. There was much discussion of Schafer's survey of downtown business view of the need of a downtown park verses parking availability. Overall it could be stated that there was support for a park, but the loss of parking should be limited.
7. Jim Siffring was in attendance to explain the services that his company provided for the greenspace during 2019. He had no records of days or hours that his workers performed maintenance. It was obvious that his crews had put in new mulch during the season, but he stated that due to the unusually rainy 2019 we had weeds did appear quicker and they grew faster than normal He stated that he wished someone would have told him about the need for weeds to be dealt with. A motion was made by Kracl and seconded by Main to pay the bill previously submitted by Siffring. The motion carried by unanimous roll call vote. A motion was paid by Main and seconded by Johnson for Mainstreet to pay Siffring immediately due to the age of the bill with Mainstreet being reimbursed by the BID. The motion carried by unanimous roll call vote.
8. Committee Reports

Financial Committee – The city sent out a notice to all of the delinquent payers of the BID assessment.

Maintenance – No report

Marketing – Krasne reported that a Facebook ad was run promoting a video themed around the holidays in downtown Fremont costing \$150. The ad generated 209 likes to the page, with several others that came organically. We are now up to 2,109 followers of the page. This is up from 1,892 on 11/19/19. A YouTube Ad generated 19,728 impressions with 8,397 completed views. Some discussion was made to try and market to some of the annual visitors to the state lakes in Fremont.

Future Projects: The green space ideas previously discussed was mentioned as a future projects committee idea.

Design/Christmas Decorations: No report

9. MainStreet report: Schafer reported that the Cannonball Fundraiser is set for April 25, 2020.
10. Chairman Coday noted the next meeting was set for February 18, 2020 at the same time and location.
11. A motion to adjourn was made by Main and seconded by Krasne. The motion carried by unanimous roll call vote.

Respectfully submitted by  
J.J. Bixby, Acting Secretary.