

MADISON BID COMMITTEE
MINUTES
MARCH 30, 2021 10:00am – Depot

CALL TO ORDER

Meeting was called to order at 10:00am

ROLL CALL

Present were Committee Members Chaudhari, Cozad, Jorgenson, & Mork. Committee Member Patel was absent. Also in attendance was City Finance officer, Sonya Wilt and Chamber of Commerce director, Eric Hortness

APPROVE MARCH 30, 2021 AGENDA

Motion by Mork and 2nd by Jorgenson to Approve agenda, motion passed unanimously

APPROVE MINUTES: Initial Meeting for Committee (no minutes to approve)

UNFINISHED BUSINESS

1) Discussion on Event Ideas

Discussion centered on ways to bring events in. BID funds can be used to attract events. Was discussed that possibly paying for a hotel room for others when they go to conferences in other communities could be done with hopes that they can bring the event to Madison in following years.

Parameters were also put in place that funds be used for multi day events that are new to Madison OR an event that is going to be significantly increased.

NEW BUSINESS

1) Appoint Officers

Motion to appoint Cozad as President and Jorgenson as Secretary was unanimously approved. Terms for the Committee will be the following:

1 Year Term—Cozad

2 Year Term—Chaudhari & Jorgenson

3 Year Term—Mork & Patel

2) Process for requesting funds

Need to develop a process for requesting funds. A short form for a requesting entity to fill out ahead of the request and a wrap up form that can be used to track the success of the event is what the committee is looking for. Will investigate what other BID committees use

ADJOURN

Meeting was adjourned at 10:55am