Downtown Racine Business Improvement District

Thursday, November 19th at 9:00 AM

Hotel Verdant - 500 Main Street, Racine, WI 53403

Virtual Attendance Options:

https://us06web.zoom.us/j/81849253465?pwd=LqYCRxZOelJuJKol7zDfJaMm0QNHRU.1

Meeting ID: 818 4925 3465 | **Passcode:** 201947 | **Call-in:** 301-715-8592

I. **Call to Order**
II. **Approval of Agenda**
III. **Approval of October 27th Minutes**
IV. **Public Comment**
V. **Old Business**
    a. **Website and branding**
        i. Launch, transition, CRM and advertising update
    b. **Holiday Recap**
        i. Tree, banners, wreaths and vendor coordination
        ii. Post-parade reflections
    c. **Art & Lit Fest Sponsorship**
    d. **Beautification Updates**
        i. Maintenance hiring
        ii. Lighting project update
VI. **BID Manager Update**
    a. **Operations and transition**
    b. **Procurement process**
    c. **Upcoming priorities**
VII. **Alder Update**
    a. **Metered Parking**
VIII. **Committee Updates**
    a. **Marketing**
        i. Visit Racine County ad
        ii. Branding RFP
    b. **Legal Committee**
        i. 2027 Plan
        ii. Insurance
    c. **Other committee updates**
IX. **Financial Report**
    a. **ToAD Race**
    b. **Audit**
        i. Tentative fieldwork: January 20 and January 26–27, 2027.
    c. **Budget**
        i. 2027 priorities and upcoming expenditures.
X. **Other Business**
XI. **Adjournment**