



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, April 19, 2023 8:30 A.M.

1. Call to order - In person at North Shore Bank located at 4060 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:40am by Jake Bresette, seconded by Cara Crafton.

Board Attendees: Vice President Shannon Weber, Nat Davauer, President Jake Bresette, Craig Bulluck, Treasurer Mike O'Connor, Anne LePlae, Jerolynn Bell-Skaggs, John Ludwig, Adrienne Shea, Cara Crafton, Chris Tinker, Arthur Ircink and Jay Creagh via Zoom

Others present: BID Executive Director Janet Henning and Shorewood Partners Board Member Pat Algiers

2. Approve March 2023 Minutes - Motion to approve by Mike, seconded by Craig. All in favor.

3. Monthly Budget and P&L Update – Janet provided the March budget update and March P&L noting that some of our sponsorships and BID fee assessment has been received. The most substantial invoice for the Tour of America's Dairyland was also paid recently. She also noted that we have funds that have accumulated over time. Jay questioned whether we should be investing those funds to make additional interest income. It was also mentioned that they could be used for a repeat of the façade grants or for business grants while Oakland Avenue is under construction in 2025. Motion to approve the budget report and P&L by Jake, seconded by Cara. All in favor.

4. Approval of 3rd Term for Ned Brookes - Motion to approve 3rd terms made by Anne, seconded by Arthur. All in favor.

5. Strategic Planning Proposals – Various members of the BID Board were able to attend Zoom presentations from Lindsay Schmit from Right Hand Consulting and Laura Orr from Forward Consulting. Each consultant had a different approach. The cost to hire Right Hand Consulting was substantially lower than Forward Consulting. Anne noted that a customized approach to the BID would be appreciated from whomever we select. Jay noted that Forward Consulting did a great job working with Children's Hospital of Wisconsin. Arthur noted that Lindsay had experience with a variety of Shorewood organizations and businesses and is familiar with the community. Nat spoke to the fact that most strategic plans are very similar in nature, and we could opt out of hiring a

consultant. After much discussion, a motion to hire Lindsay Schmit from Right Hand Consulting to complete the strategic planning project, seconded by Arthur. All in favor.

- a. **Strategic Planning Committee** – Janet requested that those who are interested in joining the strategic planning committee, which would be more time intensive, let her know. All comments and progress made with the committee will then be brought back to the Board on a monthly basis.

6. **Business Openings/Closings/Village Update** – Janet noted that Shorewood has a lot of self-care businesses opening soon. She also mentioned that she met with the Parks & Public Space Committee to inform them of the possibility of the 4300 N. Oakland empty lot that has been of interest to the BID. They said they would have a vested interest, should that space be purchased by the BID. Nat mentioned that he has been working with the Foundation to propose a possible reinvention of the DPW space, should DPW move to a different location. Janet noted that the 4300 N. Oakland lot has not moved forward recently and we are still pulling together financial proposal numbers for redeveloping the space.

7. Events

a. Dates for 2023:

- I. **19th Annual Shorewood Criterium Classic – 6/23/23** – Janet noted that sponsorships to date are approximately \$19,000 with two months to go until the event. Draft & Vessel will be the presenting sponsor this year, thanks to Nat. Janet was able to secure dumpsters from Waste Management as well as the Pabst Theatre, Cream City PT & Wellness and Wimmer Properties being new this year. Chris asked if we were able to secure bike racks for the event and Janet noted that WI Bike Fed has been unable to commit to moveable bike racks but is still working on it.
- II. **4th Annual Shorewood Feast & Street Festival – 9/9/23** – Discussions regarding the Feast were short, as Janet is still working to secure vendors. She is looking to secure a vendor manager and has contacted the sound and lighting company used last year who agreed to provide services for 2023. Janet will meet with Arthur to discuss dinner details.

8. Civic Partnerships/Sponsorships

- a. **Who We Are – Shorewood Moving Forward** – The request to support the viewing of the movie Who We Are came in. The organization Shorewood Moving Forward has outstanding fees of \$1,500 but is looking for any amount as sponsorship. The Board discussed and agreed that \$150 is appropriate to contribute. A motion was made by Nat and seconded by Mike. All in favor.
- b. **Shark Tank Pitch – Ice Cream Stand at Atwater Park** – The request to support the foundation shark tank pitch of \$1,250 was sent to the BID. The question of liability insurance, purchasing of supplies and staffing all were brought. Arthur noted that he will connect with the Village to address

these questions and see if there are other ways for the BID to support the individuals that applied to the shark tank event.

9. Open Issues/Discussion – The BID along with CMG Home Loans is sponsoring a BID Morning Mingle event on Thursday, May 4th at Colectivo and Janet requested that all BID Board members attend if possible.

10. Adjournment - Motion made by Jake, seconded by Arthur. All in favor at 10:22am.

Recorded by J. Henning