



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, April 17th, 2024 - 8:30 A.M.

1. Call to order - In person at Three Lions Pub located at 4515 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:42am by Jake Bresette, seconded by Nat Davauer.

Board Attendees: Treasurer Mike O'Connor, Elise Wabiszewski, President Jake Bresette, Ned Brookes, Cara Crafton, Nikki Enea, Craig Bulluck, Anne LePlae, Adrienne Shea, Chris Tinker and Nat Davauer and Vice President Shannon Weber via Zoom.

Others present: BID Executive Director Janet Henning, Shorewood resident Phyllis Brostoff, Erin Povak from Sweet Water and Kae Donlevy from the Shorewood Waters Project

2. Phyllis Brostoff – Owner of Stowell and Associations – Building Exception
– Community resident and property owner Phyllis Brostoff engaged the Board regarding her request to support an Amendment to the Village Zoning code.

3. Sweet Water / Shorewood Waters Project – Erin, Kae and Liz presented information to the Board regarding appropriate disposal of harmful substances that might drain into public waters. They were looking for feedback on their marketing literature and engagement from the business owners. The project and the organization focus on keeping the waters, lakes, and rivers in Milwaukee clean.

4. Approve February 2024 Minutes (no March meeting) - Motion to approve by Mike, seconded by Craig. All in favor.

5. 2024 Budget and January P&L Update – Janet provided the 2024 February and March P&L showing expenses and income. She noted that the BID has received most of their fee assessment for the year but will receive the rest as the Village does. Our largest expense in March was the Criterium fees, all paid at once. Expenses for the 2024 events will start rolling in. Motion to approve by Jake, seconded by Mike. All in favor.

6. Business Openings/Closings/Village Update – Janet noted that Midlife Midwife and Forward Healthy Lifestyles all businesses opened or opening in Shorewood. Home Again will be moving along with Silver Lining Soaps will be closing.

7. Events

- a. **Shops Open Shorewood – May 9th, ongoing** – Janet reminded the Board of the Shops Open event series and noted she will be delivering the rack cards and yard signs to participating businesses in the next week.
- b. **Criterion – Friday, June 21st** – Janet has submitted the special event permit to the Village for approval and is still soliciting volunteers and sponsors for this year's event.

8. Committee Sign Up –

- a. **Marketing & Events Committee**
- b. **Governance Committee**
- c. **Economic Development Committee**
- d. **2026 Oakland Avenue Reconstruction Committee –**

Janet will be sending out assignments along with priorities to focus on for each committee in the next few weeks. Please watch for the email.

9. **Open Board Seat Applications** – The Board reviewed the applications submitted to the Bid for the open Board seats. Sue Froelich, Casey Murdoch and Sarah Spencer all applied. The Board decided that having one representative from Posh Collective and one from Shorewest would be beneficial. The Board selected Sue Froelich (after discussion with Sarah Spencer) and Casey Murdoch to join. Motion was made by Craig, seconded by Cara. All in favor.

10. **Board Renewals – Mike O'Connor and Nat Davauer – 3rd Term** – Both Nat and Mike agreed to stay on the Board for a 3rd term. Motion was made by Jake, seconded by Ned. All in favor.

11. **Marketing Assistant Application** – The Board reviewed the two applications submitted for the position, Mckinnon Murray and Sarah Deneve. The Board requested that Janet contact each of them to identify which would be best for the position and left the decision up to her. Motion was made by Jake, seconded by Nat. All in favor.

12. **Civic Participation** – The Shorewood SEED is requesting sponsorship from the BID in the amount of \$250 for an ad placed in the Gala program. Motion to approve by Jake, seconded by Anne. All in favor. The discussion was held in regards to the Shorewood Farmer's Market sponsorship. The decision was made to take this year off and reevaluate the sponsorship in 2025. Motion was made by Ned, seconded by Elise. All in favor.

13. **Open Issues/Discussion** – Janet reminded everyone of the 2026 Oakland Avenue Reconstruction Q&A session being held the following morning, again, at Three Lions Pub for those who want more information.

14. **Adjournment** - Motion made by Jake, seconded by Mike. All in favor at 10:23 am.