



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, August 17, 2022 8:30 A.M.

1. Call to order - In person at Draft & Vessel located at 4417 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:42am by Shannon Weber, seconded by Adrienne Shea.

Board Attendees: Vice President Shannon Weber, Nat Davauer, Arthur Ircink, Ned Brooks, Treasurer Mike O'Connor, John Ludwig, Secretary Adrienne Shea, Chris Tinker, Anne Leplae and Cara Crafton and Kimberly Hall via Zoom

Others present: BID Executive Director Janet Henning and Village Trustee Melissa Baldauff

2. Approve July Minutes - Motion to approve by Mike, seconded by Arthur. All in favor.

3. Monthly Budget Update & Feast Financials – Janet provided the P&L for July and noted that we are continuing to receive delayed sponsorships from the Shorewood Criterium in addition to the Feast sponsorship from North Shore Bank. We paid out our annual fee to the Village for our partnership with Shorewood Today last month as well. As for the Feast, most of the income received comes from sponsorships and harvest dinner ticket sales. That income in turns pays for the expenses required to put on the Feast as a whole. Our tickets to the Harvest Dinner sold out within 24 hours of going public, which is faster than in 2021. The ticket prices increased minimally to cover the increased cost of chefs this year. Multiple Board members mentioned that spending \$50 on Facebook marketing might be an expense worthwhile. Janet agreed.

4. Marketing & Branding

- a. Logo Selection** – As our logo selection had stalled, Janet outlined the options for the Board as to a path moving forward. Option 1 was to select from the proposed graphics already provided and option 2 was to pay the contracted designer the remaining balance and find a new designer to complete new options. Arthur moved for option 1 and the Board unanimously agreed. Arthur suggested creation of a Logo committee. Adrienne and Nat both agreed to join. Janet will schedule a meeting after the Feast for the Logo committee to narrow down the selections and bring them back to the Board for a vote.

5. Business Openings/Closings/Village Update – Janet informed the Board that a new business Pizza N Curry will be moving into the old Falbo Bros. location.



Along with that, is Manhattan Men's Grooming next to Alliance D'France and Hive Orthodontics going in next to Orange Theory. There has been no update on the old Bonobo, Hiya Taco, PNC and C-Viche yet.

6. Event Update –

a. Shorewood Feast (9/10/22)

i. Entertainment, Food Trucks & Harvest Dinner – Janet thanks each of the Board members, especially the Feast Committee for their participation and involvement in the Feast planning. Janet noted that all bands have been booked, we are still seeking additional food trucks and the Harvest Dinner sold out within 24 hours of going public. Arthur mentioned that the 3rd Ward is also hosting a 150 person public dinner with local chefs and charging \$175 per ticket.

b. Winterfest – Janet mentioned that Winterfest will be held on December 3, 2022 and will have additional street décor for this year. Janet is still waiting on a proposal from David Frank as to the cost of lighting each lamppost for the holiday season. Once she receives the quote, a Holiday Décor Committee will be formed.

7. Open Issues/Discussion – No open issues were discussed.

8. Adjournment - Motion made by Mike, seconded by Nat. All in favor at 9:42am.

Recorded by J. Henning