



**MEETING MINUTES**  
**Business Improvement District Board of Directors Meeting**  
**Wednesday, February 16th, 2022 8:30 A.M.**

1. **Call to order - In person at North Shore Bank Conference Room located at 4060 N. Oakland Avenue, Shorewood, WI - No Zoom Application-**

The meeting was called to order at 8:46am by Jake Bressette

Board Attendees: President Jake Bressette, Nat Davauer, Craig Bulluck, Jerolynn Bell-Scaggs and Shannon Weber

Others present: BID Executive Director Janet Henning, and Shorewood Partners Board Members Stephanie Sherman and Pat Algiers

2. **Approve January Minutes** - Motion to approve by Jake, seconded by Nat. All in favor. Adrienne Shea voted to approve the minutes via email.
3. **Board Officers** - Janet Henning, as the new BID Director wanted to confirm the appointed officers and members of the Shorewood BID and the Shorewood Partners. A list was circulated at the meeting and members were able to update their contact information. It was noted that Jake Bressette is the BID President, Shannon Weber is Vice President and Mike O'Connor is the Treasurer. The BID is still looking to fill the Secretary position. It was noted that Arthur Ircink is the Partners President and there are no other positions filled for the Partners. Kenya Owens no longer works for North Shore Bank and is no longer a member of the Partners Board. Discussion was had with all members present around member involvement, Board terms and limits to renewals.
4. **Event Update –**
  - a. **Shorewood Shenanigans** - After the BID stepped out of the planning for the 2022 Shorewood Shenanigans, the establishments had each planned their own events. Nat had mentioned that Three Lions had requested a special event permit to close a portion of Oakland Avenue on Saturday, March 12<sup>th</sup> from 11am – 8pm. Adriana from Camp reached out to Janet to confirm that Camp, Brat House, Hubbard Park Lodge and Draft and Vessel will also be hosting various specials and in-bar events on Thursday, March 17<sup>th</sup>. The BID is continuing to promote and support the establishments as much as possible. With Three Lions being the only establishment to use the Shorewood Shenanigans theme and file for a special events permit, Janet mentioned that discussion should be had at future planning meetings regarding 2023 and a fair way to market to the



public the events for St. Patrick's Day without forcing unnecessary competition between the establishments.

- b. **Bike Races** - Janet informed the Board that the Shorewood Bike Races hosted by Tour of America's Dairyland is scheduled for Friday, June 24th. Janet also mentioned that Steph Salvia, the previous BID Executive Director had sent a proposal, as requested, to be contracted out to plan the bike races with Janet following closely along as a year of overlap for training purposes. The Board voted and unanimously agreed to contract with Steph. Anne LePlae and Adrienne Shea voted to contract with Steph via email.
- c. **Shorewood Feast** - Janet had met with Arthur Ircink and determined that Saturday, September 10, 2022 would be the best date to host the Feast. Again, it will include activities during the day, vendors, food trucks, artisans, possibly kid's games and a ticketed dinner with local chefs in the evening. Craig brought up the point of ensuring accessibility of the Feast to all members of the community. It was agreed that the option to purchase tickets to the dinner part of the event would be broadcast equally to the Shorewood community.

5. **Marketing & Branding** – Marketing was identified as a priority of the 2022 Operating Plan.

- a. **New Logo** - Janet proposed the creation of a new logo for the Shorewood BID. The present Board members reviewed other local BID logos for comparison. Janet stressed the importance of attraction and retention of businesses and elevating the BID's work in the community. Jake had suggested that inclusion of the Shorewood High School colors in the new logo. Pat noted that creatives in the community could be a good resource. Nat noted that Shorewood is "1 square mile" which could be a part of the logo. The present members agreed it was a good investment of time and energy to pursue a new logo. Janet will keep the Board updated of the progress and will communicate once the process has begun to receive feedback.
- b. **Photos for Website of Board Members** - Janet proposed that Sam, our photographer, who has been previously contracted, take photos of each Board member in their place of business to improve the look and feel of the BID website. This also allows for recognition of Board members in the community. The present members agreed.
- c. **Street Pole Banner/Holiday Lights/Decor/Beautification** - Janet informed the Board that she had met with Leeann Butschlick from DPW and Chris Kujawa from KEI to start working on holiday decor for 2022. Nat had mentioned that it might be a good idea to wrap the posts as they have done in Whitefish Bay. Jake mentioned that we could possibly use Mike's building for some of the decor/lighting if possible.
- d. **Farmer's Market** - Janet informed the Board that our annual donation to the Shorewood Farmers Market allowed for 2 weekend spots of our choosing where we can select businesses to have a booth at the



market. Shannon suggested that we could have the business sit at the booth with the BID or we could block into time chunks where each business could use the space.

- e. **Advertising** - Janet noted that she would like to use part of our marketing budget for print advertising later in the year, possibly for the Small Shops Saturday edition in Milwaukee Magazine.
6. **March/April e-Newsletter** - Instead of creating an entire e-Newsletter dedicated to the Shorewood non-profits, the Board agreed that a section would be added to our monthly e-newsletter to include one non-profit each month. Craig asked if we have a list of non-profits and Janet responded by stating that her goal is to create an accurate list of all for-profit and nonprofit organizations/businesses in Shorewood and maintain that list. Jake mentioned that we could possibly have an intern do some of that work.
7. **Rezoning Working Committee** - Jake mentioned that he and Arthur were filling the 2 allotted positions on the Village of Shorewood Rezoning Working Committee and if anyone else is interested to let him know.
8. **Monthly Budget Update** - Janet noted that a contribution was made to the Shorewood Little League and the BID's annual dues to Visit Milwaukee were paid this past month. A 2021 P&L Comparison to Budget was also presented and reviewed. The BID has an excess of funds carried over from 2021 as confirmed by Shannon. Craig brought up the possibility of using those in the future for grants.
9. **Adjournment** - Motion made by Jake, seconded by Nat. All in favor at 10:21am.

Recorded by J. Henning