



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, February 21st, 2024 - 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 8:38am by Jake Bresette, seconded by Mike O'Connor.

Board Attendees: Treasurer Mike O'Connor, Elise Wabiszewski, President Jake Bresette, Ned Brookes, Vice President Shannon Weber, Cara Crafton, Jerolynn Bell-Skaggs, Craig Bulluck, Nikki Enea, Anne LePlae, Chris Tinker and Nat Davauer

Others present: BID Executive Director Janet Henning and Shorewood Partners Board Member Karen Dean

2. Approve January 2024 Minutes - Motion to approve by Mike, seconded by Craig. All in favor.

3. 2024 Budget and January P&L Update – Janet provided the 2024 January P&L showing expenses and income. She noted that the Meetings and Networking expense was from the BID Holiday party. The BID also received a credit for bank expenses from 2023. Winterfest cost a total of around \$380, a minimal cost for a great event. Expenses for the 2024 events will start rolling in. Motion to approve by Jake, seconded by Nat. All in favor.

4. Business Openings/Closings/Village Update – Janet noted that Love Café, Stone House Collective, Asian Garden Restaurant, Forward Healthy Lifestyles, Move More Yoga, Serenity Health, Chase Bank, Emerge Counseling, Made for This Counseling, Sage Legal Group and Andrea Burkholder Pilates all are businesses opened or opening in Shorewood. Happy Little Stars has closed, and the old Kensington Liquor is still vacant along with William Ho's.

- a. 2026 Oakland Avenue Reconstruction Project – Janet is partnering with Leeann from DPW to schedule a series of Q&A sessions regarding the 2026 Oakland Avenue reconstruction affecting all of the businesses from Capitol Drive to Glendale. An initial presentation will be scheduled for April.**

5. New BID Board Members Welcome – Nikki Enea & Elise Wabiszewski – Nikki spoke about herself and her tenure at The Brat House Shorewood along with her familiarity with the Shorewood community. Elise spoke about herself and her business at Oak Leaf Veterinary Clinic which recently opened on Wilson Drive.

6. Events

- a. Criterium – Friday, June 21st – Janet is working to send out details on volunteer sign ups and sponsorship opportunities. She appreciates the**

businesses that have already committed to sponsorships. The race route this year will mimic last year with the start/finish line being moved back to Lake Bluff and Oakland Avenue.

7. Committee Sign Up –

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

Janet asks that everyone email her their committee preference and committees will be assigned by the following meeting.

8. Audit Contract with Ritz Holman – An annual financial review is completed for the BID, typically by Ritz Holman. Motion to engage Ritz Holman for the 2023 BID Financial Review approved by Mike, seconded by Anne. All in favor.

9. Civic Participation – The Shorewood Little League is requesting sponsorship from the BID in the amount of \$300. Motion to approve by Mike, seconded by Jake. All in favor. The discussion was held in regards to the Shorewood Shenanigans being held of March 16th. Last year the BID contributed \$600 towards securing shuttles to run between the bars for the event. A motion to contribute \$600 again for 2024 was made by Nat, seconded by Jake. Janet also noted that she met with Vincent from the Shorewood 12 which will be on the BID's radar in September with an effort to engage additional businesses this year. The Fresh 40 is coming up on April 12th as well, along with the Men's Club Easter Egg Hunt.

10. Open Issues/Discussion – None.

11. Adjournment - Motion made by Jake, seconded by Mike. All in favor at 9:47am.

Recorded by J. Henning