



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, January 18, 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 Craig Bulluck.

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

Others present: BID Executive Director Janet Henning and Shorewood Partners Board Member Pat Algiers and Trustee Melissa Baldauff via Zoom

2. Approve December Minutes - Motion to approve by Craig, seconded by Ned. All in favor.

3. Monthly Budget Update – Janet provided the annual budget update for 2022. Janet noted that our income was just slightly lower than expenses (exclusive of the sponsorships). The BID's largest expense (outside of events) was the holiday décor for this year. Multiple members of the Board asked if it was possible to keep the holiday lights on the lampposts up all year round. Janet noted that she would ask the Village and DPW if that is a possibility. The thought would be to do a one-year trial and see how it goes. It would save the BID \$6,000 - \$10,000 in installation and removal costs annually. Craig asked by the May sponsorship amount had decreased and Janet noted that we had 2 outstanding sponsorships that had not paid and in closing out the books, they were removed. Should those sponsorships come in in 2023, they will be additional sponsorship income.

a. Approval of Audit Engagement – Motion to approve the 2022 Audit by Ritz Holman was made by Jake, seconded by Anne. All in favor.

4. Business Openings/Closings/Village Update – Janet noted that a Soap shop will be opening in the old Ms. Redd's Boutique, that the old Pech Property building had been purchased and will be leased out and that a few new therapy services had moved into the Hub. Mike noted that there is still business space available. Ned asked what the plan was for the Mobil station on Capitol and if a convenient store would be added. No plan has been communicated to the BID. Janet noted that we are still waiting to hear from Village Manager Rebecca on the 2022 special event costs incurred by the DPW and Police Departments. Once we are able to see the previous costs, a plan will be put together to propose an increase in the fees going forward to the Community and Business Relations Committee.

5. Events

- a. **Shenanigans Meeting – Wednesday, Jan. 25th – 10am @ Draft & Vessel** – The meeting has been scheduled with the bars and restaurants in Shorewood in an attempt to coordinate a marketing message to draw people to Shorewood for St. Patrick's Day. Chris noted that Three Lions would plan to celebrate on the Saturday prior, being March 11th.
- b. **Dates for 2023:**
 - I. **19th Annual Shorewood Criterium Classic – 6/23/23** – The BID is in need of volunteers. Anne mentioned that Janet could contact Kohl's and MATC as a possibility. Mike contacted the Shorewood Mountain biking team and Ned contacted a Shorewood school contact for possibilities. In the 2022 recap, the option of food trucks was presented by Cara. It was discussed by the Board that food trucks would take away from the existing restaurant business, however a targeting marketing focus to informing attendees of what restaurant options are available that day would be beneficial. Cara mentioned that a list of open restaurants with kid option could be good. Jake mentioned doing a link or QR code to ordering online. John mentioned that Riley's has a kid's menu and can be ordered online for pick up. Chris mentioned that it would be great to get bike racks and set them up at the Kensington Street Block Party. Janet agreed and will work on that. Pat mentioned that picnic tables would also be a good addition. Janet also noted that the start/finish line will be moved to the parking lot at 4450 N. Oakland and the direction of the race will go clockwise for this year only, due to the Wimmer Property construction. This was recently approved at the Village Meeting on January 17th. Adrienne and Shannon noted that we will have to work on the details for the kids race.
 - II. **4th Annual Shorewood Feast & Street Festival – 9/9/23** – Janet noted that again, the BID will need sponsorship and volunteers. She also noted that she wanted to engage Riverworks to do garbage pick up for that day. Further details will be discussed at later BID meetings.
 - III. **Shorewood Winterfest – 12/2/23** – Janet just reminded everyone of the date.
- c. **Farmer's Market Sponsorship** – Janet proposed that the BID sponsor at the same level as last year, \$1,000 which allows for 2 market spots. Arthur encouraged the BID to take advantage of the opportunity and felt there were additional ways that the BID could be activated at the market. He also thanks the BID for the continued sponsorship. Motion to approve \$1,000 sponsorship made by Jake, seconded by Nat. All in favor.
- d. **Scoop the Poop Sponsorship** – Janet mentioned that the Scoop the Poop program through the Village has a new sponsorship of the Shorewood Animal Hospital, but in the future could be a possibility for the BID to sponsor.

6. Open Issues/Discussion – Cara mentioned that she is planning to host a “Get to know the School Board” night at Craft Salon MKE this spring and would love to collaborate with any other businesses interested. She will keep us updated on the date. Janet also had forwarded the BID a Strategic Planning proposal from Right Hand Consultants for review. Anne noted that Alliance d’Francais is also going through the process and has done a RFP and received funding from the Non-Profit Management organization. Janet will investigate the funding and RFP aspect. Pat noted that as part of our goals and objectives, we should focus on improving our business clusters.

7. Adjournment - Motion made by Jake, seconded by Ned. All in favor at 10:07am.

Recorded by J. Henning