



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, June 15, 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 & Zoom Option

The meeting was called to order at 8:38am by Jake Bressette, seconded by Mike O'Connor.

Board Attendees: President Jake Bressette, Nat Davauer, Treasurer Mike O'Connor, Secretary Adrienne Shea, Craig Bulluck, Anne Leplae, Vice President Shannon Weber and Ned Brooks

Others present: BID Executive Director Janet Henning, and Shorewood Partners Board Member Pat Algiers and community member Anna Tiry (Anytime Fitness)

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

3. Board Applications & Recommendations from Nominations Committee – Janet confirmed with the board that five applications had been received by Mark Kivley (Kivley Investments), John Ludwig (Riley's Sandwich Co.), Cara Crafton (Crafted Hair Group), Mandi Gramoll (Gramoll Insurance Agency) and Chris Tinker (Three Lions Pub) for the three available Board positions. The Nominations Committee will review and provide recommendations to Janet by the end of the month for their top three candidates. Those recommendations will be forwarded to the Village for their approval at the July Village Board meeting. Once the Village approves the candidates, each applicant will be contacted. Ideally, the new candidates will be able to attend the July Board meeting.

4. Event Update –

a. Bike Races (Friday June 24th)

1. **Sponsorships & Volunteers** – Janet reminded the Board that we are still looking for sponsorships and volunteers for the bike races. Craig Bulluck has signed up to volunteer and Adrienne and Shannon will be working the Kids Race booths. Anjum Alden has agreed to be the volunteer coordinator for the bike races and has always been a huge supporter of the event.

b. Shorewood Feast (9/10/22)

1. **Feast Committee** – Shannon, Anne and Nat have volunteered to be involved with the Feast Committee. Nat has already started engaging with various local bands and sound/staging businesses to secure details. Shannon confirmed that North Shore Bank will be the title



sponsor of the Feast. Janet also confirmed that a grant application has been submitted to the Shorewood Foundation for additional funding.

2. **Entertainment, Food Trucks, Artisan Market** – Janet informed the board that the Artisan Market will be part of the Feast this year with their booths located on the 4200 block of Oakland. Janet has also reached out to and secured a few food trucks and will be sending out vendor applications in early July for additional exhibitors.

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

- a. **Logos** – Janet has been working with Rockfish Design Studios to provide 3 options for a new BID logo. Those three options were presented to the board and met with feedback. Main themes for a successful logo were identified as pop of colors, readable and simplified/easy to recognize. Janet requested that all constructive feedback be provided to her by June 30th to complete the next round of revisions.

6. **Update on Vacant Lot next to Blackbear Boutique** – Janet reached out to Tom who agreed to meet with members of the board at a later date to discuss the possibility of sale of the property. Janet noted that she also reached out to the Foundation to see if they would have an interest in providing funding towards the purchase. Once the board members meet with Tom, an updated will be provided.

7. **Monthly Budget Update & Audit Findings** – Janet noted that payments to the Tour of America's Dairyland have been made and sponsorships continue to come in slowly. Janet noted that Ritz Holman completed their audit for 2021 and found no significant issues with the financials. Janet will engage them again in early 2023 for 2022.

8. **Business Openings/Closings** – Janet noted that Bonobo has closed along with Falbo Bros. Pizza. No word on whether the spaces have been rented or not yet.

9. **Open Issues/Discussion** – A discussion was started about possible Networking Events later this fall. Nat noted that Shorewood has a large population of work from home individuals who might be interested in small community networking events. Pat agreed that the value in engaging these individuals is important. The board agreed to continue the discussion of additional event options for this fall.

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

Recorded by J. Henning