



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, March 15, 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 8:39am by Jake Bresette, seconded by Mike O'Connor.

Board Attendees: Vice President Shannon Weber, Nat Davauer, Ned Brooks, President Jake Bresette, Craig Bulluck, Treasurer Mike O'Connor, Anne LePlae, and Jerolynn Bell-Skaggs via Zoom

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

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

3. Monthly Budget Update – Janet provided January and February budget updates noting that none of our sponsorships or BID fee assessment income has come in yet. Motion to approve by Ned, seconded by Mike. All in favor.

4. Approval of 3rd Term for Arthur Ircink, Anne LePlae and Adrienne Shea - Motion to approve 3rd terms for all of the above made by Jake, seconded by Nat. All in favor.

5. Strategic Planning Proposals – An RFP was sent out to approximately 10 consulting firms. Anne with Alliance had also completed a similar RFP which was helpful in coordinating/completing ours. Three firms replied with proposals which were reviewed by Board members prior to the meeting. Discussion regarding the fees and the possibility of a short presentation from each firm was requested by Craig. Janet noted that she would contact 2 of the 3 firms for a brief presentation to the Board prior to the next meeting.

6. Business Openings/Closings/Village Update –Janet noted that a Chase Bank will be opening in the old PNC bank and Happy Little Stars will be taking the spot where the Covid testing center was.

- a. Janet confirmed that after discussion with the Village Board and Community and Business Relations Committee, the special event fee will be increased to \$1,500 and re-evaluated on an annual basis by the Village. This was approved by the Village Board.

7. Events

a. Dates for 2023:

- I. **19th Annual Shorewood Criterium Classic – 6/23/23 –**
Shorewood merchants have begun reaching out to commit to sponsorships for the race. The BID still does not have a presenting/title sponsor for the event, but still hopes to be able to receive sponsorships to cover the costs. Volunteers are always needed as Janet noted. Mike said he would contact the biking club to see if they can assist. Janet will continue working with Shannon and Adrienne to plan the kids roll and will reach out to Tink to coordinate for the Kensington Street Block Party. Janet asked for Board volunteers to participate in the Criterium Committee and noted they can contact her after the meeting.
- II. **4th Annual Shorewood Feast & Street Festival – 9/9/23 –** Janet also requested volunteers for the Feast Committee and noted that she has at least 6 committed food trucks for the event. Mike mentioned that she should connect with Kona Ice.

8. Civic Partnerships/Sponsorships

- a. **Farmer's Market Sponsorship –** Janet wanted to confirm that June 18th and August 27th work for the BID to participate with a tent at the Farmers Market. Shannon said that North Shore Bank would be interested again, and Craig mentioned he might as well.
- b. **Shorewood Little League Sponsorship –** Janet requested that the BID sponsor the Shorewood Little League again this year at the \$250 level. Our banner would hang at all of the game and it an easy way for the BID to get their brand out to the community as well as support a local organization. Motion to approve by Shannon, seconded by Ned. All in favor.
- c. **Shorewood Shenanigans Shuttle Sponsorship –** The Shorewood Shenanigans had a great event the previous weekend and the shuttle provided by the Brat House was helpful in shuttling patrons around Shorewood. The cost of the shuttle was \$600 which was requested as a sponsorship. The Board confirmed that since multiple Shorewood merchants were involved in the Shenanigans, this is a great way to support the business community. Motion to approve by Nat, seconded by Jake. All in favor.

9. **Internship –** Janet requested permission from the Board to employ a summer marketing/events intern. She noted that she will be applying for a grant from the Shorewood Foundation to cover most of the costs if possible. The Board agreed this would be a good addition for the summer. Motion to approve by Jake, seconded by Mike. All in favor.

10. **Lighthouse Art Space -** Janet informed the Board that she has been coordinating with Mandel Group, Shorewood Artists Guild and Sid Grinker Restoration to activate the space to showcase Art located on the corner of the Lighthouse parking garage. She will keep the Board updated on the progress.

11. Holiday Lights – Temporary vs. Permanent - Janet followed up on the request to keep the holiday lights up year-round from the Village and noted that the Village would prefer to leave them up just for the holiday/winter season. Mike noted that the impact was impressive this year and the community took notice. Should we pursue that further, a more permanent light installation would be required. The Board agreed to continue with the 4 month installation for 2023.

12. Open Issues/Discussion – Nat informed the Board that he has been in discussions to bring back the Surf Atwater event in connection with expanding the services and asking the BID if that should be a BID event. Jake and Nat discussed the possibility of the event and logistics. Nat also noted that at the Shorewood Foundation Shark Tank event, a pitch was made for Lifeguards and an Ice Cream stand at Atwater. Janet will follow up with the Foundation to see if/how the BID can be involved. Nat also informed the Board that DPW is actively reviewing options for a new site. Should their current site open up, that could be an option for a business with benefit to the community. The DPW site move will be discussed at the Village Board meeting in April. Mike mentioned to the Board that he is collaborating with Pat to put together an event at the end of May/early June called Fresh 40 for artists at the HUB Building. Janet noted she will work to promote the event through the BID.

13. Adjournment - Motion made by Jake, seconded by Jerolynn. All in favor at 10:04am.

Recorded by J. Henning