



## MEETING MINUTES

### Business Improvement District Board of Directors Meeting Wednesday, May 18, 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 8:44am by Jake Bressette, seconded by Mike O'Connor.

Board Attendees: President Jake Bressette, Nat Davauer, Mike O'Connor, Adrienne Shea, Craig Bulluck, Anne Leplae, Shannon Weber and Ned Brooks and Jerolynn Bell-Scaggs via Zoom

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

#### 2. Approve February Minutes - Motion to approve by Jake, seconded by Ned and Anne. All in favor.

#### 3. Nominations Committee & Board Applications – Janet noted that as BID Board terms are being renewed, there are 3 open spots (as David Price and Mary Wright are stepping off). To ensure fairness and transparency, a Nominations Committee will be formed to review applications of community interested in joining the Board. Mike O'Connor, Shannon Weber and Craig Bulluck agreed to join the Nominations Committee and review applications for recommendations to the Village Manager. Janet Henning has sent out a request to the business community with a due date of May 20, 2022. Once those applications are received, she will forward to the committee. The Board agreed that aspects such as diversity and interest in participation with the Shorewood community is important. Shannon noted that financial literacy is key and Pat Algiers noted that local business connections could benefit the BID. The BID has also confirmed that Adrienne Shea will fill the Secretary position on the current BID Board.

#### 4. Event Update –

##### a. Bike Races (Friday June 24<sup>th</sup>)

1. **Sponsorships & Volunteers** – Janet reminded the Board that we are still looking for sponsorships for the bike races but have managed to secure close to 75% of the goal to date. The race is still in need of volunteers and Gerolynn Bell-Skaggs mentioned that connecting with the high school cycling team would be beneficial.

b. **Shorewood Feast (9/10/22)** – Janet confirmed that the Shorewood Feast is on for this fall. She is working with Dan and Joe from Buttermint, along



with Trustee Arthur Ircink's help to create the dinner experience. Nat mentioned that Janet should reach out to Purple Door and Indulgence along with Flour Girl and Flame Food truck. The possibility of doing a beer pairing was discussed with the board for dinner options. Nat also mentioned that Performance Running might be willing to do a race prior to the Feast if we were interested. Janet will work towards securing more details in the next few months.

5. **Marketing & Branding** – Marketing was identified as a priority of the 2022 Operating Plan.
  - a. **Photos for Board Members** – Janet reminded the Board to sign up for headshots and complete the short questionnaire of information for updates to the BID website and social media. The plan is to post each profile throughout the next few months to allow the community to learn more about the BID Board members. Updated photos for the website will create an elevated marketing presence and greater communication regarding the commitment of the BID Board volunteers.
6. **Update on Vacant Lot next to Blackbear Boutique** – Jake confirmed that he had reached out to the owner of the vacant lot, Tom Schafer and expressed an interest in purchasing the lot. Jake also communicated this interest to the Village, which was well received. It was decided by the Board that a purchase, if possible, of this lot would allow for stimulation of the business community and greater opportunities for experiences. Nat noted that this would be similar to the Public Market which provided the 3<sup>rd</sup> Ward BID income. Anne noted that we would need a landscape architect to provide renderings of possible layouts for the green space. Nat noted that an architect could be beneficial, should a structure be built. Janet, Mike and Jake will reach out to Tom to further the project and relay information back to the Board regarding the costs. The Board unanimously motioned to move forward.
7. **Monthly Budget Update** – Janet noted that most of our costs will occur in June for the bike races and have been recently low. Income has begun to come in for sponsorships as well.
8. **Open Issues/Discussion** – None.
8. **Adjournment** - Motion made by Jake, seconded by Craig. All in favor at 10:29am.

Recorded by J. Henning