



MEETING MINUTES

**Business Improvement District Board of Directors Meeting
Wednesday, May 15th, 2024 - 8:30 A.M.**

1. Call to order - In person at Three Lions Pub located at 4515 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:32am by Jake Bresette, seconded by Craig Bulluck.

Board Attendees: Treasurer Mike O'Connor, President Jake Bresette, Ned Brookes, Cara Crafton, Nikki Enea, Craig Bulluck, Anne LePlae, Secretary Adrienne Shea, Casey Murdoch, Sue Froelich and Nat Davauer and Vice President Shannon Weber via Zoom.

Others present: BID Executive Director Janet Henning, Owner of Structural Elements Jacki Creighton, Dr. Sarah Axtell and Heather Mansfield from the Shorewood Longevity Project, Posh Collective Co-owner Sarah Spencer, Karen Dean from the Shorewood Partners and Director of Planning and Development of the Village of Shorewood Bart Griepentrog.

- 2. Bart Griepentrog – Village of Shorewood, Director of Planning & Development– Building Exception** – Bart presented a decision tree to the Board in regard to the request from Phyllis Brostoff and the property at 4485 N. Oakland. Bart explained that should the amendment be passed; it would be changed for the entire zoning code. The decision tree included modifications that could be included in the amendment.
- 3. Dr. Sarah Axtell and Heather Mansfield, The Shorewood Longevity Project** – Sarah and Heather spoke about the new initiative started in Shorewood, the Shorewood Longevity Project. This project is working to get local businesses involved with the community to strive towards a long and health lifestyle. Sarah and Heather engaged the Board with information on participation and where access to the project can be found with a powerpoint presentation.
- 4. AWelcome New Board Members – Casey Murdoch (Shorewest) and Sue Froelich (Posh Collective)** – Both Sue and Casey introduced themselves and their background in the Shorewood community.
- 5. Approve April 2024 Minutes** - Motion to approve by Mike, seconded by Ned. All in favor.
- 6. 2024 Budget and April P&L Update** – Janet provided the 2024 April P&L showing expenses and income. She noted that the BID is starting to receive some of the sponsorship funds for the Criterium and Feast which helps offset the expense. We also received payment from a new affiliate member, New Moon Therapy who is a local business run out of their home. This past month, the BID also paid their two year subscription to GoDaddy for the website renewal. Motion to approve by Mike, seconded by Cara. All in favor.

7. **Investment Funds** – Janet noted that the balance in our checking account has grown and posed the question to the Board if the excess money, \$100,000, should be transferred to the Edward Jones Money Market account. Motion to approve by Mike, seconded by Anne. All in favor.

8. **Business Openings/Closings/Village Update** – Janet noted that Wonderland bookstore will be opening in the Home Again space. As mentioned earlier, New Moon Therapy has joined the BID as well. Move More Yoga has moved in where the old Happy Little Stars was. Jersey Mike’s is moving into the old William Ho’s and Tran Financial has moved in above School of Rock.

9. **Events**
 - a. **20th Annual Shorewood Criterium Classic** – Janet is still in need of volunteers for the bike races. All logistics are in place and she is still working on getting more sponsorships as well.
 - b. **Shops Open – May 9th** – Advertisements have been placed for Shops Open with OnMilwaukee, the Village Managers Memo, our BID newsletter and a press release has gone out to the Milwaukee community. Just as an update, no business is allowed to post the yard signs in the parkway, only on private property (in windows or other grass areas owned by the business). We are looking forward to a great event!

10. **Committee Sign Up** –
 - a. **Marketing & Events Committee**
 - b. **Governance Committee**
 - c. **Economic Development Committee**
 - d. **2026 Oakland Avenue Reconstruction Committee** – Janet will be sending out assignments along with priorities to focus on for each committee in the next few weeks. Please watch for the email.

11. **Open Issues/Discussion** – None.

12. **Adjournment** - Motion made by Ned, seconded by Jake. All in favor at 10:17 am.

Recorded by J. Henning