



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, November 16, 2022 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 8:43am by Jake Bresette, seconded by Chris Tinker.

Board Attendees: Vice President Shannon Weber, Nat Davauer, Ned Brooks, President Jake Bresette, Craig Bulluck, Chris Tinker, Anne Leplae, Arthur Ircink, Kimberly Hall and Jay Creagh and Treasurer Mike O'Connor via Zoom

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

2. Approve October Minutes - Motion to approve by Nat, seconded by Craig. All in favor.

3. Monthly Budget Update – Janet provided the financials for month of October and a summation of the totals compared to budget for 2022. She noted that this year our sponsorships totals have surpassed the past 4 years and she thanked each of the Board members for their contributions.

4. New Logo Design – The BID Logo Committee finalized the logo, which is now being implemented in our marketing material, website, social media, e-newsletter and other communication. It has been received well by the community and the BID.

5. Business Openings/Closings/Village Update – Janet informed the Board that the previous 2025 Oakland Avenue Reconstruction project is now being delayed until 2026. Arthur noted that this could be a good use of the BID funds to support the businesses affected by the reconstruction project. Pat asked if the streetscape will be included in the reconstruction. Oak + Linen is now open in the old Spa Solace and Spa Solace is now sharing space with Gioia.

- a. Zoning Regulations – Arthur and Jake noted that the Zoning rules are going to be put into effect in early 2023 for businesses that are sold or spaces that change ownership. The 1st floor use is undergoing discussion at the Village level which would not allow for services (i.e. doctors, therapist or dentists) to have businesses on the 1st floor of buildings. The look of the facades will also have restrictions. Nat noted that Draft & Vessel would not meet the requirements once they take effect. All existing Shorewood businesses are grandfathered in, unless sold.**

6. Events

- a. **Winterfest – December 3rd** – Janet reminded the BID Board that Winterfest will be held on Saturday, December 3rd from 3:30 – 7pm in the Village and encouraged everyone to attend with their families. Ann mentioned emailing a graphic to the schools to get more attendance. Janet thanked Kimberly, Nat
- b. **All BID Meeting – December 1st** – Janet requested that the BID Board members attend the All-BID Meeting from 4:30 – 6:30pm on 12/1 at Buttermint. She will resend the link to register to attend.
- c. **Shenanigans Discussion** - Janet offered to reach out to the bars/restaurants to find a time to coordinate at least a discussion about planning the Shenanigans or finding a way to pull together everyone to celebrate on 1 day and market it as such. Chris noted that in previous years it was extremely cold which led to issues and that planning this event can be difficult.
- d. **Dates for 2023 –**
 - I. **19th Annual Shorewood Criterium Classic – 6/23/23** – Janet has reached out to Wimmer Properties regarding the progress of the construction on Oakland which will impact the race route. Janet will work with ToAD to find a solution that works for everyone.
 - II. **4th Annual Shorewood Feast & Street Festival – 9/9/23**
 - III. **Shorewood Winterfest – 12/2/23**

7. **Open Issues/Discussion** – Nat informed the Board of the Urban Spaceship event that was recently held which discussed the 794 planning and possible removal/change of the highway. Nat also mentioned an event called Park(ing) Day in which people repurpose curbside parking spaces into public parks and social spaces. This could be a possible BID event in the future. Janet mentioned that the Homelessness in Milwaukee County presentation drew about 40 people in person and another 12 on Zoom. She will be putting together a resource and contact sheet to be distributed via email to the businesses.

8. **Adjournment** - Motion made by Nat, seconded by Arthur. All in favor at 10:27am.

Recorded by J. Henning