



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, October 19th, 2022 8:30 A.M.

1. Call to order - In person at Crafted Salon MKE located at 2317 E. Capitol Drive, Shorewood, WI & Zoom Option

The meeting was called to order at 8:43am by Jake Bresette, seconded by Craig Bulluck.

Board Attendees: Vice President Shannon Weber, Nat Davauer, Ned Brooks, Treasurer Mike O'Connor, President Jake Bresette, Craig Bulluck, Secretary Adrienne Shea, Anne Leplae, Cara Crafton, Jerolynn Bell-Skaggs and Jay Creagh and Kimberly Hall via Zoom

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

2. Jenna Kashou, Author of Milwaukee Scavenger – Jenna spoke about how her book will be coming out later this month which has several stops around Milwaukee, some of which are in Shorewood and encourages anyone with a family or an interest to purchase it.

3. Approve September Minutes - Motion to approve by Mike, seconded by Ned and Cara. All in favor.

4. Monthly Budget Update – Janet provided the financials for month of September as well as an update on the winter lights proposal. She noted that the BID Operating Plan (which includes the budget) for 2023 has been approved by the Village Board as well as the Holiday Décor Proposal. She encouraged the Board to start brainstorming on how our financial savings could be used in the next few years. A mention of another façade grant or the possibility of supporting the businesses that will be affected during the 2025 Oakland Avenue construction are options. Janet also noted that in 2023, the BID should undergo a Strategic Planning session to review and identify the BIDs goals going forward.

5. Business Openings/Closings/Village Update – Janet mentioned that Home Again, Pizza N Curry, Oak + Linen, Thrive Fitness, Manhattan's Mens Grooming, Hive Orthodontics and Spa Solace had either opened or moved locations. C-Viche has a tentative opening date of mid-November. Mike O'Connor noted that the parking lot of the Hub is now open as well.

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.

- 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. Homelessness in Milwaukee County Presentation – November 1st** – Janet reminded the Board that speakers from Milwaukee County Housing Services will be presenting at the Police Department to discuss and provide resources regarding housing insecure individuals in the Shorewood community.
 - d. Shenanigans** – Janet opened the discussion regarding the BID organizing the Shenanigans in 2023. Nat mentioned that each bar/restaurant could provide their own specials – all advertised by the BID – but the name Shenanigans should be avoided to eliminate confusion from the patrons. Shannon mentioned that in the past the BID had done a passport book and shuttles. There was a question regarding having food trucks for the event. The Board will discuss further at the November meeting.
- 7. Open Issues/Discussion** – Nat questioned the availability and use of the Wells Fargo building on Capitol. As it stands, only a drive through ATM machine, it is a valuable property and could be used for another type of business. Janet noted that the Shorewood BID now has a new logo thanks to the Logo Committee of Adrienne Shea, Nat Davauer, Jake Bressette and Arthur Ircink. The new logo will be deployed on marketing material as well as in the next edition of the Shorewood Today magazine.
- 8. Adjournment** - Motion made by Jake, seconded by Anne. All in favor at 10:13am.

Recorded by J. Henning