



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, October 16, 2024, 8:30 A.M.

1. Call to order - In person at Brat House located at 4022 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:39am by Mike O'Connor, seconded by Ned Brookes.

Board Attendees: Treasurer Mike O'Connor, Ned Brookes, Casey Murdoch, Nikki Enea, Craig Bulluck, Elise Wabiszewski, Anne LePlae, Sue Froelich and Vice President Shannon Weber and Chris Tinker via Zoom.

Others present: BID Executive Director Janet Henning, and Karen Dean from the Shorewood Partners.

2. Approve September 2024 Minutes - Motion to approve by Craig, seconded by Ned. All in favor.

3. 2024 Budget Update & 2025 Operating Plan and Budget – Janet noted that we are on track to meet our budget and exceed it with sponsorship dollars for 2024. Aside from staff, a large expense is the Shorewood Today. Sue mentioned a breakdown of the cost would be good to see. Janet noted she would send it after the meeting. A motion to approve was made by Craig and seconded by Mike. All in favor. The BID Board is required to present their operating plan and budget to the Village of Shorewood for approval. Janet drafted a 2025 budget based on the fee assessment which the BID will receive in 2025. No questions were noted. Motion to approve by Mike, seconded by Ned. All in favor.

4. Business Openings/Closings/Village Update – Wonderland Bookshop opened in the old Home Again as well as Jersey Mike's in the old William Ho's.

5. Events

- a. **5th Annual Shorewood Feast Recap – Janet noted that although we didn't have any new sponsors this year, we had a great increase in vendors. We had over 90 vendors apply with only 70 spots available. Expenses went up but so did income for the event. Anne suggested increasing our marketing budget for the event on Facebook and also looking into UWM as a option for radio ads.**
- b. **Winterfest – 12/7 – Janet went out to bid for the holiday lights as David Frank increase the expense drastically from 2024. KEI came back with a competitive bid. Janet suggests we go with KEI this year. A motion was made by Mike and seconded by Casey. All in favor.**
- c. **Winter BID Holiday Party – The BID Board decided to have the holiday party at Harry's and on December 10th as most Board members were able to attend that day.**

6. Committee Break Out / Committee Updates – Each committee met for the remainder of the meeting and will bring their discussion points back in November.

7. Adjournment - Motion made by Craig, seconded by Mike. All in favor at 10:23am.

Recorded by J. Henning