



## MEETING MINUTES

### Business Improvement District Board of Directors Meeting Wednesday, September 21, 2022 8:30 A.M.

**1. Call to order - In person at North Shore Bank located at 4417 N. Oakland Avenue, 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, Arthur Ircink, Ned Brooks, Treasurer Mike O'Connor, President Jake Bresette, Craig Bulluck, Secretary Adrienne Shea, Anne Leplae and Jerolynn Bell-Skaggs

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

**2. Approve June Minutes** - Motion to approve by Jake, seconded by Mike. All in favor.

**3. Monthly Budget Update & Feast Financials/Recap/Feedback** – Janet provided the financials for month of August as well as a recap of the Feast financials. She noted that this year had more vendors, more sponsorships and dinner ticket sales (due to an increase in the ticket prices). We had 5 new Feast sponsors and were able to decrease our costs. Overall, our income was able to cover our expenses with room to spare. Janet noted that by the end of November we should have a good idea of where we stand as far as our P&L for 2022. She also noted that she is putting together the budget for 2023 and will review the past few years as suggested by Craig Bulluck.

**4. Business Openings/Closings/Village Update** – Janet informed the Board that she is working with the Village on securing a date and location for a community wide presentation focusing on how to assist people in need. Once more details are determined, she will communicate those with the board.

**5. Events**

- a. Feast Recap** – Janet opened up the forum to feedback on the Feast. Nat noted that to address confusion of what the Feast is going forward it would help to clarify with either a reference to Street Festival and Dinner. Anne mentioned a tag line might be helpful as well. Shannon noted that UPS was unhappy that the street closure doesn't allow their customers easy access to their store. Janet said she would reach out to help find some solutions. Mike said that additional signage to bus routes and businesses still open should be addressed and looked at for next year. Arthur mentioned that we need to have additional security measures in place for



road closure barricades and that more cars should be placed to secure the streets. Arthur also noted that we were in shortage of volunteers this year and hiring staff for the dinner or for clean up should be included in our budget and planning in 2023. It was also noted that a wine list along with the menu should be printed along with additional speakers to ensure the dinner attendees could hear the details of the food and wine. Janet noted each of these suggestions and will work towards including them for 2023.

- b. Winterfest** – Janet asked the Board for volunteers for the Winterfest Committee which already has Cara and Shannon. Janet is continuing to work on securing the streetlamp lighting with David Frank. She will have DPW turn on the electricity on a date TBD so each Board member can give input on the proposed LEDs lights. Once the lamppost is wrapped with the LED lights, Janet will email the Board to let them know.
- 6. Open Issues/Discussion** – Arthur wanted the Board to consider the idea of supporting the initiative to install parking meters which was brought to the Village Board as an income possibility. Jake said that by enforcing the 2 hour limit and ticketing cars parking illegally might alleviate the need for parking meters. Janet inquired as to why the Village was not a proponent of the initiative themselves. Nat noted that parking meters are common in Milwaukee and the surrounding neighborhoods.
- 7. Adjournment** - Motion made by Nat, seconded by Arthur. All in favor at 10:22am.

Recorded by J. Henning