



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, September 18, 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 8:37am by Jake Bresette, seconded by Craig Bulluck.

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

Others present: BID Executive Director Janet Henning, Owner of Structural Elements Jacki Creighton, Sarah Spencer from Posh Collective, Rebecca Ewald, Shorewood Village Manager and Karen Dean from the Shorewood Partners.

2. Budget Process Communication Plan Presentation – Rebecca Ewald –

Rebecca Ewald, Village Manager presented information on the 2025 Budget deficits and process. Focuses included Village electric, DPW, staffing, and optional fee assessments. Questions arose from the Board regarding the installation of parking meters in the BID District. Rebecca noted that she would be happy to discuss options at a future meeting.

3. Approve August 2024 Minutes - Motion to approve by Mike, seconded by Sue. All in favor.

4. 2024 Budget and P&L Update – Janet noted that we are still receiving sponsorship dollars from the Criterium and the Feast. Expenses are also still coming in for the Feast. November should give us a good idea of our actuals versus budget for the year. No questions were noted. Motion to approve by Adrienne, seconded by Jake.

5. Business Openings/Closings/Village Update – In an interest of time, Janet noted that we would review business openings and closings next month.

6. Committee Break Out Sessions – Each committee was asked to break out into small groups and discuss the topics at hand. The greater Board would then reconvene at the next BID meeting to discuss progress.

7. Adjournment - Motion made by Nat, seconded by Mike. All in favor at 10:24am.