



MEETING MINUTES
Business Improvement District Board of Directors Meeting
Wednesday, January 5th, 2022 9:00 A.M.

- 1. Call to order - In person at Fiddlehead's Coffee located at 4334 N. Oakland Avenue, Shorewood, WI
- No Zoom Application-**

The meeting was called to order at 9:10am by Jake Bressette

Board Attendees: President Jake Bressette, Nat Davauer, Craig Bulluck, Adrienne Shea, Mike O'Connor, and Shannon Weber, Arthur Ircink (via Phone)

Others present: BID Interim Director Stephanie Sherman, and BID Marketing Director Janet Henning

- 2. Introduce New Executive Director –** After an extensive search process, chaired by Stephanie Sherman, the hiring committee which included Mike O'Connor, Jake Bressette, Stephanie Sherman and Steph Salvia extended an offer to Janet Henning, who accepted. Janet's previous experience working with small businesses, non-profits and her financial and marketing background will be an asset to the BID. Janet is excited about the position and looks forward to onboarding over the next few months.
- 3. Approve December Minutes -** Motion to approve by Jake, seconded by Shannon. All in favor.
- 4. Marketing/Events Update –**
 - a. Shorewood Shenanigans –** Stephanie Sherman met with Paul Hackbarth and Adriana Ramirez from Camp Bar to discuss transferring the planning over to the bars from the BID. Paul and Adriana were planning to reach out to the Brat House, Three Lions and Draft & Vessel to coordinate doing a shuttle or outside block party possibly on March 12th. The date is still to be determined. The BID would continue to promote and support the Shenanigans as a collaborative event.
 - b. Bike Race Agreement –** Bill Koch from Tour of America's Dairyland had reached out to Stephanie Sherman to secure a date for the Shorewood Bike Races. The option of Friday, June 24th was presented. The cost would increase 5% over last year due to the day change (from a Thursday to a Friday) as well as the supply and vendor costs increasing. The Tour has been a great partner in the past and has been a great event for Shorewood. The Tour is great at allowing all businesses to participate and sponsor should they be interested. Due to COVID protocols and

recent events, we will consider increasing the number of porta-potties as well as safety measures at our intersections with police presence. The police have been very supportive and low cost in the past. Our first payment to the Tour will be due on February 1st with a signed contract. Motion to approve by Jake, seconded by Mike. All in favor.

- 5. Monthly Budget Update** – The monthly financials were presented and reviewed. Shannon had questions regarding our dues for the month and Janet confirmed that most of the costs were fees paid to Quickbooks, Mailchimp, and Google to keep our operations going. Shannon mentioned that we should update our signors and obtain a new credit card for the incoming director. Year End financials will be discussed during the February BID meeting.
- 6. Celebration of 2021 Accomplishments** – Although 2021 continued to be challenging, the BID was able to successfully produce the Bike Races as noted by Craig, as a first-time volunteer, the Merry Mobile with a good turn out and possibility for growth in the future and the Feast with a 2 day dinner ticket sell out. The BIDs operating plan was also approved and we have secured a solid and committed board. There is lots to look forward to in 2022.
- 7. Adjournment** - Motion made by Jake seconded by Stephanie. All in favor at 10:12 a.m.

Recorded by J. Henning