

**Shorewood Business Improvement District
Board of Directors Meeting
January 20th, 2016**

Members present: P. Zovic, P. Algiers, A. McCabe, E. Sen, B. Reinhardt, N. Christensen, M. O'Brien, A. Foley, T. Ryan, K. Dean and S. Sherman

Staff: M. Boehm and J. Plaisted

Guests: A. McKaig

Meeting called to order at 8:37 AM

Approval of minutes from December 15th meeting: M. O'Brien moved approval of the minutes, B. Reinhardt seconded and the motion carried unanimously.

Financial report – Plaisted reported on the budget to date. T. Ryan suggested that the quarterly report next month and audit review scheduled for February will show our true standing going into 2016.

Marketing report: M. Boehm reported on the following:

There is a networking event at Three Lions Pub tonight hosted by McDermott Foley Wilson LLP. Holiday event report: The raffle collected over 470 emails for our consumer database. \$5000 was raised in sponsorship this year. Only a handful of responses on surveymonkey.com about the event from participants. Proposal for next year would be to lower the cost for raffle participants, separate event from tree lighting sponsorship, and adding other groups to the event.

The BID marketing committee met last night to discuss initiatives for 2016. The monthly networking event was suggested to be staffed by BID board members and not marketing staff. Marketing would still assist with invites. M. O'Brien volunteered to host one and T. Ryan said he would talk to Groom about another.

Another initiative would be to have BID board members distribute materials for events (posters, etc.) and staffing tables at events to promote BID activities.

There was some discussion of a mailer of business specials, discounts, and promotions that would be to the entire Village. Members suggested that could be inserted into Shorewood Today for efficiency and cost savings.

A. McKaig asked why events are being eliminated. Marketing committee said that due to results vs. staff time it's a questionable investment. A. McKaig felt events can be important if they drive the appropriate level of media attention that Shorewood is thriving with activity and events. Several stories are being considered for the March 2nd (deadline) for spring issue of Shorewood Today.

Ghost Train presentation: P. Algiers, a member of the Shorewood Public Art Committee, presented on the new proposal from lighting artist Marty Peck to create "Ghost Train" that will be

installed at the bike trail bridge over Capitol Dr. The goal is to fundraise \$380,000 and the PA Committee will be respectfully requesting a donation from the BID at a future meeting.

A. Foley **moved that the BID board enter into closed session** under Sec. 19.85(1) Wisconsin Statutes, "(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility". This item is on the agenda to discuss the professional executive director and marketing services contract for the BID. M. O'Brien seconded and the motion carried unanimously.

M. O'Brien moved to come out of the closed session, A. Foley seconded and the motion carried unanimously.

Meeting was adjourned at 10:10 AM