

**Shorewood Business Improvement District
Board of Directors Meeting
March 16th, 2016**

Members present: P. Algiers, A. Rozek, A. Foley, R. Carter, P. Zovic, T. Ryan, M. O'Brien, and E. Sen

Staff: M. Boehm and J. Plaisted

Approval of minutes for Feb 17th meeting: A. Foley moved approval, A. Rozek seconded and the motion carried unanimously.

Financial Report: J. Plaisted presented the monthly transaction to date report from checking (see attached).

Marketing report: M. Boehm presented the marketing report for the month as well as the social media campaign report from 2015 (**see attached for details**).

A. Rozek requested that she would like to see an analytics report for the website.

Executive Director's Report:

J. Plaisted will take over the BID Enews for internal communications. Shooting for regularly editions the first week of each month. – monthly first week, Ghost Train, Happy Hours, Metro Market opening and traffic solutions, welcome neighbors April 9th

Members discussed the opening of the Metro Market and ensuing traffic problems. J. Plaisted reported that Chief Nimmer, General Capital, and Roundy's are all fully aware of the issues and both short and long term solutions are being explored.

J. Plaisted showed the latest rendering of the new façade for the former Village Pub (business to be named at later date). Applicant has been approved for a \$24,000 grant if the criteria for the program are met. The owners are hoping to open in late Spring.

P. Algiers, a local board member for the Congress for New Urbanism, is organizing a panel discussion on economic development success in Shorewood. The event is for members of CNU in the Greater Milwaukee Metro area and any interested parties from Shorewood. The event will be held on Tuesday May 17th at the School of Rock. All BID board members will be invited to the event.

J. Plaisted noted that there is a new business proposed for the former Verizon cell phone store at 4144 N. Oakland Ave. The owners are not announcing the format until a later date.

Meeting was adjourned at 9:40 AM