



Regularly Scheduled Board of Directors Meeting

**Village Hall – second floor committee room
3930 N. Murray Ave.**

**THURSDAY, October 20th, 2016
8:30 A.M.**

Agenda

1. **Call to order** **Mr. Ryan**
2. **Approval of minutes from August 17th meeting** **Mr. Ryan**
3. **2017 Budget and BID Assessments** **Mr. Plaisted**
 - a) **2016 report to budget**
 - b) **2017 assessments and budget approval**
 - c) *Notice of closed session: The BID board may consider entering 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 contracts for the BID.*
4. **Adjournment**

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

Shorewood BID Budgets 2013-2016								Bike Race Scenario 2017
Income	2013	2014	2015	Est 2016	2017			
Assessment	\$ 103,868	\$ 102,693	\$ 109,163	\$ 117,881	\$ 122,000	\$ 122,000		
CDA	\$ 21,000	\$ 15,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000		
Affiliate Membership	\$ -	\$ 150	\$ 300	\$ 450	\$ 450	\$ 450		
Bike Race Revenue	\$ 15,600	\$ 21,750	\$ -	\$ -		\$ 15,000		
Other Event Revenue	\$ 2,850	\$ 9,125	\$ 7,650	\$ 3,000	\$ 3,000	\$ 3,000		
Reimbursed Expenses	\$ -	\$ 20	\$ -	\$ -				
Other	\$ 107	\$ 125	\$ 49	\$ 45	\$ 50	\$ 50		
Total Income	\$ 143,425	\$ 148,863	\$ 127,162	\$ 126,376	\$ 130,500	\$ 145,500		
Expense								
Administrative								
Administrative/Event Assistance	\$ 650	\$ -	\$ -	\$ 1,000	\$ -	\$ -		
Audit	\$ 895	\$ 915	\$ 965	\$ 985	\$ 985.00	\$ 985.00		
Bank Service Charges	\$ 36	\$ 68	\$ 30	\$ 50	\$ 50.00	\$ 50.00		
BID Management Fee	\$ 49,188	\$ 49,122	\$ 49,188	\$ 49,188	\$ 49,188.00	\$ 49,188.00		
Dues and Subscriptions	\$ 715	\$ 435	\$ 514	\$ 500	\$ 500.00	\$ 500.00		
Liability Insurance	\$ 543	\$ 550	\$ 573	\$ 850	\$ 850.00	\$ 850.00		
Meals	\$ 100	\$ 491	\$ 944	\$ 500	\$ 500.00	\$ 500.00		
Office Supplies/Printing	\$ -	\$ 478	\$ 336	\$ 250	\$ 250.00	\$ 250.00		
Constituent Relations	\$ 866	\$ 723	\$ 569	\$ 500	\$ 500.00	\$ 500.00		
Seminars	\$ -	\$ 300	\$ 300	\$ 500	\$ 500.00	\$ 500.00		
Postage and Delivery	\$ 252	\$ 660	\$ 322	\$ 750	\$ 250.00	\$ 250.00		
Miscellaneous (Strat Plan + GT)	\$ -	\$ -		\$ 18,750	\$ -	\$ -		
Total Administrative	\$ 53,245	\$ 53,742	\$ 53,741	\$ 73,823	\$ 53,573.00	\$ 53,573.00		
Marketing Programs								
Marketing Shorewood	\$ 10,000	\$ 10,000	\$ 16,500	\$ 16,500	\$ 16,500.00	\$ 10,000.00		
Marketing/Event Directors Fees	\$ 34,956	\$ 35,000	\$ 29,041	\$ 28,500	\$ 28,500.00	\$ 28,500.00		
Print Advertising	\$ 2,878	\$ 3,342	\$ 1,665	\$ 3,000	\$ 3,000.00	\$ 3,000.00		
Business Recruit Materials	\$ -	\$ -	\$ 2,249	\$ 500	\$ 500.00	\$ 500.00		
Shorewood Today Magazine	\$ 4,500	\$ 5,100	\$ 5,100	\$ 5,600	\$ 5,600.00	\$ 5,600.00		
Writing for Shorewood Magazine	\$ 2,500	\$ 1,800	\$ 4,500	\$ 6,000	\$ 6,000.00	\$ 6,000.00		
Newsletter Printing/Annual Report	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00		
Other Marketing and Misc	\$ 1,000	\$ -	\$ 500	\$ -	\$ -			
Other Marketing Printing	\$ 57	\$ 1,712	\$ 1,500	\$ -	\$ -			
Postage - Newsletters	\$ -	\$ -	\$ -	\$ -	\$ -			
Bike Race	\$ 17,990	\$ 23,642	\$ -	\$ -	\$ -	\$ 15,000.00		
Civic Participation	\$ 1,616	\$ 2,116	\$ 1,625	\$ 1,210	\$ 1,250.00	\$ 1,250.00		
Other Events	\$ 8,343	\$ 10,913	\$ 7,141	\$ 4,300	\$ 3,000.00	\$ 3,000.00		
Networking Socials/Annual Meeting	\$ 677	\$ 1,102	\$ -	\$ 1,500	\$ 1,500.00	\$ 1,500.00		
Web Hosting & Updating	\$ 1,185	\$ 590	\$ 1,020	\$ 1,000	\$ 1,000.00	\$ 1,000.00		
Website Redevelopment	\$ 9,984	\$ -	\$ 0	\$ -	\$ 10,000.00	\$ 10,000.00		
Total Marketing Programs	\$95,686	\$ 95,317	\$ 70,841	\$ 68,110	\$ 77,850.00	\$ 86,350.00		
Total Expense	\$148,931	\$149,059	\$124,582	\$141,933	\$131,423	\$139,923		
Net Income	-\$5,506	-\$196	\$2,580	-\$15,557	-\$923	\$5,577		
			2016 Est. Carry-Over	\$ 20,641				

			2016 Assessment for 2017 BID Revenue			
TAX KEY	ADDRESS	OWNER	GROSS	MIXED	COMMERCIAL	BID RATES
			ASSESSMENT	USE %	ASSESSMENT	1.10 10,000.00
Totals			0		0	0
236-0002-001	4473-79 N OAKLAND AVE	BK OAKLAND	670,000	100.00%	670,000	737.00
236-0004	4465 N OAKLAND AVE	JOSEPH ULLRICH	723,200	100.00%	723,200	795.52
236-0167	4541 N. OAKLAND AVE	CORELOGIC	7,000,000	17.40%	1,218,000	1,339.80
236-0171	4511-17 N OAKLAND AVE	WINDERMERE PROPERTIES	1,196,900	100.00%	1,150,000	1,265.00
236-0172	4507 N OAKLAND AVE	LORENZO DRAGHICCIO	191,800	100.00%	191,800	210.98
236-0173	4501-03 N OAKLAND AVE	DONALD WEISNER	225,000	100.00%	225,000	247.50
236-0250	4559 N OAKLAND AVE	SHWD GROUP GEN PART	1,690,900	100.00%	1,690,900	1,859.99
236-0304	4611 N OAKLAND AVE	DAVID HICKEY	116,300	100.00%	116,300	127.93
236-0305	4601 N OAKLAND AVE	4601 NORTH OAKLAND LLC	1,050,000	100.00%	1,050,000	1,155.00
236-0610	4493 N OAKLAND AVE	VALLIS LLC	1,000,000	100.00%	1,000,000	1,100.00
236-0611	4495 N OAKLAND AVE	TLN SHOREWOOD LEASING	924,400	100.00%	924,400	1,016.84
236-9992	4447 N OAKLAND AVE	PATRICIA MAGESTRO	482,200	100.00%	482,200	530.42
236-9993	4449-53 N OAKLAND AVE	4449 OAKLAND LLC	370,600	100.00%	370,600	407.66
237-0230	4484 N OAKLAND AVE	GRAMOLL OAKLAND LLC	451,800	100.00%	451,800	496.98
237-0231	4488-92 N OAKLAND AVE	4488 LLC	560,000	100.00%	560,000	616.00
237-0232	4496 N OAKLAND AVE	TIM WICK	415,200	100.00%	415,200	456.72
237-0233-001	4514 N OAKLAND AVE	EXCHEQUER	7,500,000	22.40%	1,680,000	1,848.00
239-0113	2400 E CAPITOL DR	LPT 45 LLC CAC 45 LLC	385,600	100.00%	385,600	424.16
239-0114	2418 E. Capitol Dr.	Joseph and Rose Mary D'Agostino	170,000	100.00%	170,000	187.00
239-0154	4414 N OAKLAND AVE	NORTH SHORE BANK	1,550,000	100.00%	1,550,000	1,705.00
239-0219	4001 N DOWNER AVE	WILLIAM QUANDT	785,300	100.00%	785,300	863.83
239-0220	2520-22 E CAPITOL DR	ANITA KRIER	586,600	100.00%	586,600	645.26
239-0221	2514-16 E CAPITOL DR	JOEL PECH	317,100	100.00%	317,100	348.81
239-0222	2510 E CAPITOL DR	2510 CAPITOL RE	567,000	100.00%	567,000	623.70
239-0223	2500 E CAPITOL DR	ROSENE LLC	669,900	100.00%	669,900	736.89
239-0255	2420 E CAPITOL DR	JOSEPH D'AGOSTINO	645,300	100.00%	645,300	709.83
239-0291	4300 N OAKLAND AVE	SHIRLEY CARLSON	488,200	100.00%	488,200	537.02
239-0292-001	4312-34 N OAKLAND AVE	ERASTUS INVESTMENTS LLC	1,874,000	100.00%	1,874,000	2,061.40
239-0307	4208-12 N OAKLAND AVE	EUGENE KASPRZAK	469,000	100.00%	469,000	515.90
239-0308-000	4214 N. Oakland Ave.	GIBSON INVESTMENTS LLC	577,600	100.00%	577,600	635.36
239-0309	4230 N OAKLAND AVE	FREDERIC WEIN	315,000	100.00%	315,000	346.50
239-0378	4144 N OAKLAND AVE	PALMETTO	321,600	100.00%	321,600	353.76
239-0379	4156-66 N OAKLAND AVE	PALMETTO	1,117,100	100.00%	1,117,100	1,228.81
239-0380	4170 N OAKLAND AVE	4170 N OAKLAND LLC	500,000	100.00%	500,000	550.00
239-0565-001	4106-14 N OAKLAND AVE	JOHN OGDEN	1,800,000	100.00%	1,800,000	1,980.00
239-0645	4060 N OAKLAND AVE	1405 ELMDALE CTEN	522,900	100.00%	522,900	575.19
239-0646	4050 N. OAKLAND AVE	315 GRANBY RDATE LLC	500,700	100.00%	500,700	550.77
239-0647	4042-46 N OAKLAND AVE	HACKBARTH COMMERCIAL LLC	856,600	100.00%	856,600	942.26
239-0674	4016-22 N OAKLAND AVE	OAKLAND AVENUE LLC	670,800	100.00%	670,800	737.88
239-0675	4010-14 N OAKLAND AVE	CAMILLA AVERY	1,008,400	100.00%	1,008,400	1,109.24
239-0676	4000-06 N OAKLAND AVE	1800 E CAPITOL DR LLC	1,610,000	100.00%	1,610,000	1,771.00
239-0680	1906-26 E CAPITOL DR	KAGEL-SEGAL REAL ESTATE	659,500	100.00%	659,500	725.45
239-0681	1928-32 E CAPITOL DR	GENEVIEVE CAHILL	580,000	100.00%	580,000	638.00
240-0012	4012-26 N WILSON	MONTROSE APTS	3,751,600	13.09%	490,972	540.07
240-0017	4000 N WILSON DR	REHMAN PROPERTY LLC	407,400	100.00%	407,400	448.14
240-0020	1700 E CAPITOL DR	MARTIN MERCEN	454,300	100.00%	454,300	499.73
240-0021	1706 E CAPITOL DR	KEITH JOHNSON	350,600	100.00%	350,600	385.66
240-0022	1716 E CAPITOL DR	MICHAEL YERUKHIMOVICH	461,500	100.00%	461,500	507.65
240-0023	4009-15 N OAKLAND AVE	NS APTS LLC	3,687,100	100.00%	3,687,100	4,055.81
240-0024	4023 N OAKLAND AVE	SENDIKS II LLC	771,900	100.00%	771,900	849.09
240-0025	4027 N OAKLAND AVE	SENDIKS II LLC	928,100	100.00%	928,100	1,020.91
240-0026	4027 N OAKLAND AVE (PARKING RAMP)	SENDIKS II LLC	0	400.00%	0	0.00
240-0044	4081 N OAKLAND AVE	OAKLAND AVE PROP LP	0	400.00%	0	0.00
240-0045-001	4093 N OAKLAND AVE	OAKLAND AVE PROP LP	0	400.00%	0	0.00
240-0045-002	4095-97 N OAKLAND AVE	ROUNDYS	0	400.00%	0	0.00
240-0046	4097+ N OAKLAND AVE (LOT)	ROUNDYS	0	400.00%	0	0.00
240-0053	4145 N OAKLAND AVE	OAKLAND AVE PROP LP	0	400.00%	0	0.00
240-0054-001	4145 N OAKLAND AVE	DAVID JUBELIERER ESQ	2,389,900	100.00%	2,389,900	2,628.89

			2016 Assessment for 2017 BID Revenue			
TAX KEY	ADDRESS	OWNER	GROSS	MIXED	COMMERCIAL	BID RATES
			ASSESSMENT	USE %	ASSESSMENT	1.10 10,000.00
Totals			0		0	0
240-0054-002	4115 N OAKLAND AVE	General Capital	8,180,800	100.00%	8,180,800	5,000.00
240-0054-003	4075 N OAKLAND AVE	General Capital	16,507,000	100.00%	16,507,000	5,000.00
240-0101	1602 E CAPITOL DR	SPRING EAST LLC	748,700	100.00%	748,700	823.57
240-0136	1572 E CAPITOL DR	NORTHWOODS ADVISOR HOLDINGS	2,450,000	100.00%	2,450,000	2,695.00
240-0185-001	4433-39 N OAKLAND AVE	RALPH HOFFMAN	765,500	100.00%	765,500	842.05
240-0186	4425-29 N OAKLAND AVE	MARQUIS LLC	518,700	100.00%	518,700	570.57
240-0187	4419 N OAKLAND AVE	BARBARA KUEHN	555,800	100.00%	555,800	611.38
240-0188	4413-17 N OAKLAND AVE	BLACKBIRD MERCANTILE	326,600	100.00%	326,600	359.26
240-0189	4401-11 N OAKLAND AVE	BARBARA KUEHN	798,900	100.00%	798,900	878.79
240-0358	1518 E CAPITOL DR	James Petr	206,700	100.00%	206,700	227.37
240-0359	1520-22 E CAPITOL DR	CAPLAR LLC	195,900	100.00%	195,900	215.49
240-0360	1530 E CAPITOL DR	WELLS FARGO BANK	274,400	100.00%	274,400	301.84
240-0412	1400 E CAPITOL DR	WILLIAM HO	406,600	100.00%	406,600	447.26
240-0413	1410 E CAPITOL DR	VIRGINIA LITTLE	588,400	100.00%	588,400	647.24
240-0579-000	4041 N. Oakland Ave.	Walgreen's Inc.	5,620,000	100.00%	5,620,000	5,000.00
240-9974	1100 E CAPITOL DR	WI-MILWAUKEE 1100 E CAPITOL DR LLC	3,760,000	100.00%	3,760,000	4,136.00
240-9977	1200 E CAPITOL DR	KIVELY INVESTMENTS	863,700	100.00%	863,700	950.07
240-9978	4057 N WILSON	VILLAGE OF SHOREWOOD	2,400,000	100.00%	2,400,000*	1,760.00
240-9983	1330 E CAPITOL DR	EKL INVESTMENTS	604,000	100.00%	604,000	664.40
240-9994-001	4201-15 N OAKLAND AVE	TCF BANK	999,000	100.00%	999,000	1,098.90
240-9996	4231 N OAKLAND AVE	BV SHOREWOOD LLC	880,000	100.00%	880,000	988.00
240-9997	4301 N OAKLAND AVE	BLANKENSTEIN ENTERPR	948,300	100.00%	948,300	1,043.13
275-1026	3601 N OAKLAND AVE	DR J'S BONE GARDEN	997,400	100.00%	997,400	1,097.14
275-1069-001	1513 E CAPITOL DR	E CAPITOL #2 LLC	1,041,400	100.00%	1,041,400	1,145.54
275-1083	1431-33 E CAPITOL DR	DOMINION 1 LLC	1,103,300	14.33%	158,147	173.96
275-1084	1425 E CAPITOL DR	MORRIS AVE PROPERTIES	483,400	100.00%	483,400	531.74
275-1085	1421 E CAPITOL DR	CAP LANE REALTY	579,500	100.00%	579,500	637.45
275-1086-001	1409 E CAPITOL DR	WINDERMERE PROPERTIES	1,043,500	100.00%	1,043,500	1,147.85
275-1088	1325 E CAPITOL DR	1325 CAPITOL LLC	2,111,700	100.00%	2,111,700	2,322.87
275-1120	3801-13 N OAKLAND AVE	GOLDENBERG & ASSOCIATES	980,100	100.00%	980,100	1,078.11
275-1150	3723 N. Oakland Ave.	SRD CORPORATION	357,800	100.00%	357,800	393.58
275-1180	3547-59 N OAKLAND AVE	3553 OAKLAND LLC	3,200,000	100.00%	3,200,000	3,520.00
275-1181	3575 N OAKLAND AVE	3575 OAKLAND LLC	3,100,000	20.00%	619,969	681.97
275-8991	3900 N. Sherburn	SHOREWOOD SENIOR APTS	2,150,000	100.00%	2,150,000	2,365.00
275-8993	1111 E CAPITOL DR	Harbor Chase	15,892,100	100.00%	15,892,100	5,000.00
275-8999-001	1305 E CAPITOL DR	1305 CAPITOL LLC	1,234,600	100.00%	1,234,600	1,358.06
276-0031-176	3840 N OAKLAND AVE #176	NOVASIC SHWD PROPERTIES	226,000	100.00%	226,000	248.60
276-0036	2521 E CAPITOL DR	DOWNER MOBIL	747,300	100.00%	747,300	822.03
276-0170	3592-96 N OAKLAND AVE	HONEST BLUE PROPERTIES	562,000	100.00%	562,000	618.20
276-0185	3600 N OAKLAND AVE	SIK KIN NG	899,100	100.00%	899,100	989.01
276-0186	3610 N OAKLAND AVE	3610 N OAKLAND LLC	476,600	100.00%	476,600	524.26
276-0187	3624 N OAKLAND AVE	BEG ENTERPRISES	450,500	100.00%	450,500	495.55
276-0555-001	3506-14 N OAKLAND AVE	KONSTATINE DIMITROPOULOS	1,680,000	100.00%	1,680,000	1,848.00
276-0556	3524-30 N OAKLAND AVE	WILLIAM HO	958,200	100.00%	958,200	1,054.02
276-0576	3951-55 N PROSPECT AVE	SCOTT ST PETER	423,600	100.00%	423,600	465.96
276-0577	2317-23 E CAPITOL DR	MICHAEL SCHRAM	602,300	100.00%	602,300	662.53
276-0605	2219-23 E CAPITOL DR	EDMUND BK YUN	470,000	100.00%	470,000	517.00
276-0630	2201-13 E CAPITOL DR	CAPITOL & MARYLAND LLC	1,234,000	100.00%	1,234,000	1,357.40
276-0730-001	1901 E. Capitol Dr.	Seton Tower Corp.	1,827,300	100.00%	1,827,300	2,010.03
276-0749-006	3970 N OAKLAND AVE	WI ROBINSON FAMILY	4,502,300	100.00%	4,502,300	4,952.53
276-0762-001	2025 E CAPITOL DR	FEERICK INC	1,209,000	100.00%	1,209,000	1,329.90
276-0764	2011 E CAPITOL DR	4TH CHURCH OF CHRIST	EXEMPT	100.00%	0	0.00
276-0765	3956 N MURRAY AVE	CAPTOL 48 LLC	297,800	100.00%	297,800	327.58
276-0777	2127 E CAPITOL DR	THE MORRISON LLC	1,387,900	8.50%	117,916	129.71
276-0779	2107-09 E CAPITOL DR	NEW OWNER JULY 2016	947,100	100.00%	947,100	1,041.81
276-0780	2101 E CAPITOL DR	YUAN H HAN	340,200	100.00%	340,200	374.22
		2016 BID Property Value	159,433,900		139,829,204	122,112.23
111		2008 BID Property Value	109,933,000			
Now Village owned; BID contribution will be prorated to date of purchase						

Shorewood BID Strategic Plan -- Final Draft

Mission Statement

The Shorewood Business Improvement District creates a flourishing local & destination hub by branding and communicating both development and promotion to its stakeholders in the private and public sectors.

Vision of Intended Future Impact

Shorewood is a vibrant, cohesive 18 hour urban marketplace of distinctive, engaged and successful businesses.

Goals

Goal 1: Marketing and Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.

Goal 2: Business Participation in the Business Improvement District: Deepen and expand engagement of members of the business community to unify and grow.

Goal 3: Business Recruitment and Retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses.

Goals and Strategies

Goal 1: Marketing and Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.

Strategies:

1. Improve our dissemination of information on BID website and social media.
Action items:
 - Before and after pictures of successful redevelopment/façade, etc.
 - Creating the code for a badge (FB, Twitter, etc.) that businesses may access for their use.
 - Explore a "My Shorewood App"
2. Create physical identifiers within the BID at entry points and in the corridors.
Action items:
 - Street pole banners, signage, window decals
3. Create and launch effective events (Board Committees)
Action items:
 - Create and launch a recurring one day 18 hour event in the business district to attract customers who are residents and from the region
4. Increase outreach and communication with existing and new businesses (Board Committees)
Action items:
 - Create print collateral about the BID that we are first point of contact to be delivered in person to existing and new businesses as they open.
5. Collaborate with the Village to market the business district to businesses and customers in outside communities. (Board)
Action items:
 - Develop target area outside of the Village (Board)

Goal 2: Business Participation in the Business Improvement District: Deepen and expand engagement of members of the business community to unify and grow.

Strategies:

1. Be the communications hub for business activity.
Action items
 - Social media venue
2. Establish and maintain contact with all businesses and commercial landlords. (Board)
Action items
 - Business directory; knock on doors
3. Be a contact point for existing and potential business and home-based business.
4. Guide and connect businesses. (Board)
Action items
 - Toolkit; business plan competition; event planning
 - Provide venue and opportunity for networking and communication among businesses.
 - Seminars on best practices; socials
 - Offer shared marketing and promotional opportunities.
 - Create a data base of businesses and customers to help with communication

Goal 3: Business Recruitment and Retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses in coordination with the Village and CDA.

Strategies:

1. Support continued redevelopment of small, medium and large business locations as appropriate to the evolution of Shorewood.
Action items
 - Establish criteria for and create a business relocation grant
2. Establish measurable accountability for staff and board members in regards to overall attraction and retention objectives. (Board)
3. Create and utilize tools to promote Shorewood to existing and potential new businesses
Action items
 - Categorize businesses to improve our tenant mix
 - Establish a base line
 - a. Compare to other villages
 - b. Analyze success of existing clusters/categories
 - c. Reference local, regional, national trends and best practices
 - d. Develop a wish list of businesses
4. Develop and work a face-to-face contact process (Board)
5. Strengthen communication with commercial landlords