



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING AGENDA**

**Business Improvement District Board of Directors Meeting**

**3930 N. Murray Ave.**

**September 20th, 2017**

**MEETING MINUTES**

**1. Call to order.**

The meeting was called to order at 8:30 A.M. Members present: President Mike O'Brien, Jake Bresette, Stephanie Sherman, Karen Dean, Anne Herrison-LePlae, Andrew McCabe, Becky Reinhardt, Rachel Carter, Caroline Krietlow, and Kyle Feerick.

Also present: Ericka Lang (BID Executive Director), Arthur Ircink (Farmer's Market/BID Advisory Committee), Sheila Long (MalamaDoe), Edwin Brookes (Acacia Dental Care), and Shannon Weber (North Shore Bank)

**2. Approval of August 16, 2017 meeting minutes.**

Member Sherman moved to approve the minutes with changes noted, seconded by Member Reinhardt. Unanimously approved.

**3. Financial Report - Quarterly**

Lang updated members on year-to-date expenses and will provide Profit/Loss statements quarterly and monthly expenses.

Member Dean moved to approve the financial report seconded by Krietlow. Unanimously approved.

**4. 2018 Budget recommendation Shorewood Today Magazine**

Lang attended Shorewood's Marketing Leadership Committee meeting to review the 2018 budget. With the absence of the TID #1 contribution, the Village is requesting the school district and BID increase their annual contribution for the Shorewood Today Magazine. The contribution for the Marketing & Communication fund will remain at \$10,000.

The separate Shorewood Today Magazine budget was \$5,600 for the last two years. The Village is requesting a contribution of \$7,800 – a difference of \$2,200. Since TID 1# contributions stopped, the Village has been supplementing marketing and communications through surplus. The proposed 2018 Shorewood Today Magazine revenue is \$95,000.

The Shorewood Today Magazine is mailed to over 7,300 households and hundreds of businesses four times per year. Members questioned if increasing advertising dollars could fill the funding gap. Member Carter, who is on the marketing advisory committee, confirmed advertising prices are increasing. The committee estimates that there may be more ad dollars in the future, which could decrease the BIDs contributions.

Members agreed that the improved magazine structure should be maintained and the magazine is the village's largest marketing tool.

Member Sherman moved to recommend approval of the Shorewood Today Magazine 2018 budget increase to \$7800 as presented. Seconded by Feerick. Unanimously approved.

## **5. Marketing Report**

- BID is sponsoring Shorewood High School Drama playbill for three events. First event later this Fall.
- Preparing next consumer E-Newsletters. Will do after each BID meeting. Will include: business spotlight; BublR stations; tree lighting date; ghost train; welcome new businesses; any businesses celebrating anniversaries; MalamaDoe Fireside Chats; Farmers Market countdown.
- Shorewood High School is replacing existing freestanding sign face along Capitol with a digital message board. The school agreed to partner with the BID and village to use the board like we partner in other marketing matters.
- VISIT MILWAUKEE meeting about Shorewood BID becoming partner and take advantage of 2018 print magazine. Deadline to be in magazine is September 30th. Members agreed to pass on print opportunity. BID staff will further discuss with VISIT for other opportunities and confirm if Shorewood events can be showcased on VISIT website or future print opportunities.
- Idea: to display BID posters in business windows to push to BID website and for awareness.
- Idea: From Shorewood Historical Society, offer businesses birthday/established markers like new residential birthday marker program, next year.
- Farmers Market Board Member Arthur Ircink idea to create a food event, closing a section of Oakland and have dining experience in street. People want to go out into street.

## **6. Website Review**

The website is 90% complete and staff would like to go live now and do finishing touches after. Members agreed to go live now and that it is a good idea to put board member photo's on the web as spokespeople for the BID.

Other comments included:

- need to build BID awareness
- have website link in all newsletter communications
- could ask businesses to have BID logo on their site, linking to BID site
- have BID logo in business windows

## **7. Discuss tree lighting event.**

Lang, Sherman and Krietlow (Event Committee) are proposing a tree lighting event and market

on December 2nd. The tree would be located on Oakland Avenue in front of the northern end of the parking deck, between Jarvis and Wood. The area has 26 feet of public way. During the day the event will have local vendors consisting of artists/crafters, businesses and sponsored activities. Booths would be located in the pedestrian arcade area (24' w), between the parking deck and the Mosaic building and along Oakland. The village envisioned this space as a small outdoor market area which is why a permanent canopy was built, creating five vendor spaces. The event committee would like to see this location as the permanent home of the tree lighting event instead of moving it each year in front of different businesses.

The BID board members would like to program the space for this event and future events and will work with the village to create an agreement.

Other comments:

- Idea to have permanent home for santa mailbox. BID staff to work with village.
- Event could encourage kids bring santa letters to event.
- Last year Walgreens donated wrapping paper. Idea to have that as service.
- Have weekend events leading up to Christmas
- Tree needs to be narrow and tall for space.
- Have carolers stroll to businesses throughout event.
- Tree lighting entertainment - include grade schools and separate band. Member Kyle Feerick offered to play following tree lighting.
- Need outdoor heaters in case cold day

This space is a communal space and the event committee would like to brand this space, separating association from the grocery store. To do that, naming the space was recommended and several suggestions were provided. The BID would apply a name to event advertisements.

Member Carter mentioned that the village marketing consultant Savage is working on a 2018 tourism campaign and could suggest name. Some naming suggestions: Shorewood BID Square, Wood Square, Shorewood L, and Shorewood Marketplace. Important to have 'Shorewood' part of name.

#### **8. Discuss Ghost Train October 31st anniversary event.**

Shannon Weber from North Shore Bank attended the last meeting about this event. The event will be located in the Corner Bakery parking lot and at Harbor Chase. About 500 people are estimated to attend. There will be a kids costume contest, a ghost story student writing contest and reading at the event, keynote speaker, and sponsors that hand out candy or other items. Shorewood businesses will be encouraged to participate. The Ghost Train will run twice and was changed to 15 minutes apart. North Shore Bank offered to provide Trick-or-Treat bags. The next meeting is September 25th.

#### **9. Discuss and recommend change in 2018 bike criterium hours.**

BID staff met with the Tour of America's Dairyland (ToAD) Executive Directors Tom Schuler and

Bill Koch to discuss the 2018 event. The event is 11 days with bike races each day at a different location in SE Wisconsin. The event starts on a Thursday and ends on a Sunday. Shorewood's participation has always been on a Thursday, sometimes the first day of the event or the second Thursday. During this meeting, we chose June 28<sup>th</sup> as next year's date – the second Thursday - so the BID can be part of the Grand Finale Weekend.

ToAD asked if Shorewood would consider an all-day event. All participating municipalities, except Shorewood, commit to a longer event. The cost of the event is a flat fee no matter the number of events. This year's ToAD cost was \$11,740 (includes the jumbotron sponsorship).

The total number of races range from six to 12. The average number of events is 10, which equates to number of hours. Shorewood's hosts six races. The lower number of events/races excludes junior races and varying women racing categories.

BID staff is seeking the board's support of a longer event. Members discussed impact and BID staff spoke with the public works director and police chief.

Sherman moved to recommend extending the bike race to a full day, seconded by Krietlow. Unanimously approved.

BID staff will discuss with the Village.

**10. Update on Advisory Committee.**

Member Dean noted outreach to an attorney to be on the advisory committee for providing legal advice. Once confirmed, the board will formalize the committee's participation.

**11. Executive Director's Report**

Refer to report.

**12. Future Agenda Item- strategic implementation plan**

**13. Adjournment**

The meeting was adjourned at 10:24 a.m.

Recorded by Ericka Lang