



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

Village Hall – second floor committee room

Thursday, November 16th, 2017 8:30 A.M.

- 1. Call to order.**
- 2. Approval of October 18, 2017 meeting minutes.**
- 3. Financial Report.**
- 4. Hunger Task Force presentation.**
- 5. Marketing Report.**
- 6. WinterFest Event review and action items.**
- 7. BID committee updates.**
- 8. Executive Director's Report.**
- 9. Adjournment.**

Dated November 9 2017

Should you have any questions or comments regarding any items on this agenda, please contact the Shorewood BID Director at 414.248.2532. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

October 18th, 2017 DRAFT

1. Call to order.

The meeting was called to order at 8:30 a.m. Members present: Becky Reinhardt, Caroline Krietlaw, Pat Algiers, Jake Bresette, Karen Dean, Paul Zovic, Ann Herrison-LaPlae, Scott Schwebel and Elif Sen. BID Staff: Ericka Lang and Sarah DeNeve

2. Approval of September 20, 2017 meeting minutes.

Ms. Dean moved to approve, seconded by Ms. Reinhardt. Motion to approve the minutes 8-0.

3. Financial Report.

Members reviewed the quarterly financial report through September 30th. Ms. Reinhardt moved to approve the quarterly report, seconded by Ms. Algiers. Motion to approve 9-0.

4. Discuss and approve 2018 proposed budget.

Ms. Lang provided a 2017 projection and 2018 budget with expenditure details. Assessment funding was slightly lower due to removing the new police department and two property decreased assessments.

Members discussed minor changes yet keeping the proposed budget total as-is. The marketing coordinator salary remains the same as the board is a working board and has a newly formed marketing committee. A major decrease in 2018 expenses is removal of the BIDs marketing contribution of \$10,000 as the Village is not renewing the contract. Members are concerned the impact on the bike race event. Understanding all BID revenue sources is important. Members noted to revise certain expense details to miscellaneous: bike race barricades, proposed school event, and any print advertisement. Marketing should focus on more geo-digital outreach.

Ms. Reinhardt moved to approve the 2018 budget with changes per discussion, seconded by Ms. Algiers. Vote 9-0 to approve.

5. Discuss and approve 2018 operations plan.

The 2018 operations plan was reviewed. Members discussed the property assessment list and knowing who are included.

Ms. Dean moved to approve the 2018 operations plan, included budget changes as discussed under previous item, seconded by Ms. Sen. Vote 9-0 to approve. Ms. Lang will go to the Village Board for approval of 2018 funding in November.

6. Marketing Report.

- a) Events: Ghost Train; Dec 2nd WinterFest**
- b) Social Media/Other**

Ms. DeNeve reviewed the Shorewood Today Winter feature article focused on services and upcoming events. For the holiday event, Ms. Kreitlow is reaching out to both BID businesses and local artists. There is not a strong desire from businesses in Shorewood, but many local artists are interested. Members discussed how can we build partnerships with local businesses, such as having something at the event that incents people to go elsewhere in the business district. Important to promote to outside area. Discussed name of event, whether Winter Market is better than WinterFest. Important to brand as retail. The name will remain WinterFest.

Ms. Algiers reviewed the Ghost Train anniversary event. There's been a huge campaign with the schools and promoting outside the village. Several businesses signed up to hand out candy at the event.

7. Finalize BID committees.

- a) Executive Committee: Discuss new member agreement and materials.**

Members volunteered for the marketing and outreach committees. Members agreed that all board members should submit the member agreement form approved earlier in the year.

8. Executive Director's Report.

- a) Nov 1st Awards Event**
- b) Business Updates**
- c) Other**

- The awards event will start at 6:00 p.m. with a presentation at 6:30. Postcard invites will be mailed to all businesses and emailed to them and property owners.
- Mod Pizza would like to sponsor one of the networking events
- Members agreed that the BID should not make announcements on potential businesses unless it is confirmed the business is opening in Shorewood
- Reviewed October newsletter ideas.
- At Oct 8th Farmers Market: 19 people signed up to receive BID e-newsletters
- Update on business inquiries and development activity

9. Adjournment

The meeting was adjourned at 9:55 a.m.

Recorded by,

BID Executive Director Ericka Lang

Shorewood BID				
		Budget	As of	Projected
		2017	11/8/2017	2017
Income				
	Assessment	\$ 122,112	\$ 122,112	\$ 122,112
	CDA	\$ 5,000	\$ 5,000	\$ 5,000
	Affiliate Membership	\$ 450	\$ 450	\$ 600
	Bike Race Revenue	\$ 15,000	\$ 13,950	\$ 17,450
	Other Event Revenue	\$ 3,000		\$ 1,500
	Reimbursed Expenses		\$ 143	\$ 143
	Other	\$ 50		\$ 50
Total Income		\$ 145,612	\$ 141,656	\$ 146,855
Expense				
Administrative				
	Audit	\$ 985	\$ 1,015	\$ 1,015
	Bank Service Charges	\$ 50	\$ 10	\$ 10
	BID Management Fee	\$ 49,188	\$ 38,193	\$ 48,193
	Dues and Subscriptions	\$ 500	\$ 480	\$ 525
	Liability Insurance	\$ 850	\$ 111	\$ 223
	Meals	\$ 500	\$ 515	\$ 515
	Office Supplies/Printing	\$ 250	\$ 489	\$ 475
	Constituent Relations	\$ 500	\$ 556	\$ 500
	Seminars	\$ 500		\$ 105
	Postage and Delivery	\$ 250	\$ 308	\$ 308
	Miscellaneous (Strat Plan)	\$ 500	\$ 439	\$ 439
Total Administrative		\$ 54,073	\$ 42,116	\$ 52,307
Marketing Programs				
	Marketing Shorewood	\$ 10,000	\$ 10,000	\$ 10,000
	Marketing Coord Fees	\$ 28,500	\$ 19,428	\$ 24,053
	Print Advertising	\$ 3,000		\$ 3,000
	Bus Recruit Materials	\$ 500		\$ -
	Shorewood Today Mag	\$ 5,600	\$ 5,600	\$ 5,600
	Writing Shorewood Mag	\$ 6,000	\$ 4,500	\$ 6,000
	Newsletter Print/AnnRprt	\$ 1,000		\$ 1,000
	Other Marketing and Misc	\$ -	\$ 24	
	Postage - Newsletters	\$ -		
	Bike Race	\$ 15,000	\$ 18,004	\$ 18,004
	Civic Participation	\$ 1,250	\$ 1,250	\$ 1,250
	Other Events	\$ 3,000		\$ 3,000
	Networking Socials/Ann Mtg	\$ 1,500	\$ 2,060	\$ 1,500
	Web Hosting & Updating	\$ 1,000	\$ 735	\$ 795
	Website Redevelopment	\$ 10,000	\$ 8,800	\$ 8,800
Total Marketing Programs		\$ 86,350	\$ 70,401	\$ 83,002
Total Expense		\$140,423	\$ 112,518	\$ 135,310
Net Income		\$5,189	\$ 29,138	\$ 11,546

Shorewood Business Improvement District

Balance Sheet

11/08/17

As of November 8, 2017

Accrual Basis

	Nov 8, 17
ASSETS	
Current Assets	
Checking/Savings	
Cash Accounts	
Checking - North Shore	2,721.07
MM - North Shore	48,612.55
Total Cash Accounts	51,333.62
Facade Improvement fund	5.71
Total Checking/Savings	51,339.33
Other Current Assets	
accounts Receivable Year End	15,050.00
Total Other Current Assets	15,050.00
Total Current Assets	66,389.33
TOTAL ASSETS	66,389.33
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Temp Restricted Funds	
Facade Program Funds	
Facade Program Disbursements	-948,715.91
Int - Facade Program Fd	30,455.61
Facade Program Funds - Other	825,010.00
Total Facade Program Funds	-93,250.30
Temp Restricted Funds - Other	3,256.00
Total Temp Restricted Funds	-89,994.30
Total Other Current Liabilities	-89,994.30
Total Current Liabilities	-89,994.30
Total Liabilities	-89,994.30
Equity	
Retained Earnings	126,889.18
Net Income	29,494.45
Total Equity	156,383.63
TOTAL LIABILITIES & EQUITY	66,389.33

Shorewood Business Improvement District Profit & Loss Detail October 1 through November 8, 2017

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
Bike Race Revenue									
Deposit	10/11/2017	1820	Achieve Personal Fit...	Deposit			Checking - Nor...		0.00
Deposit	11/03/2017		Michael O'Brien	TOAD	TOAD		Checking - Nor...	200.00	200.00
Total Bike Race Revenue								200.00	200.00
Fee Assessment									
Deposit	10/11/2017	027563	Vilage of Shorewood	Final Payment			Checking - Nor...	457.88	457.88
Total Fee Assessment								457.88	457.88
Reimbursed Expenses									
Deposit	10/05/2017		Google.com	Test			Checking - Nor...	0.46	0.46
Total Reimbursed Expenses								0.46	0.46
Total Income								658.34	658.34
Expense									
Administrative									
BID Management Fee									
Check	10/16/2017	2753	Lang BusinessCons...	BID ED Salar...			Checking - Nor...	4,000.00	4,000.00
Total BID Management Fee								4,000.00	4,000.00
Dues and Subscriptions									
Check	10/06/2017		Constant Contact	Constant Cont...			Checking - Nor...	45.00	45.00
Check	11/06/2017		Constant Contact	Constant Cont...			Checking - Nor...	45.00	90.00
Total Dues and Subscriptions								90.00	90.00
Office Supplies									
Check	10/25/2017		Office Max	BID awards n...			Checking - Nor...	14.14	14.14
Total Office Supplies								14.14	14.14
Postage and Delivery									
Check	10/03/2017	2752	UPS Store	po BOX at UP...			Checking - Nor...	288.00	288.00
Total Postage and Delivery								288.00	288.00
Total Administrative								4,392.14	4,392.14
Marketing Director Programs									
Director Fees									
Check	10/01/2017	2750	Sarah DeNeve	invoice for Au...			Checking - Nor...	2,333.34	2,333.34
Check	10/17/2017	2754	Sarah DeNeve	invoice for Se...			Checking - Nor...	2,333.34	4,666.68
Total Director Fees								4,666.68	4,666.68

4:12 PM

11/08/17

Accrual Basis

Shorewood Business Improvement District Profit & Loss Detail October 1 through November 8, 2017

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Other Marketing									
Check	10/05/2017		Amazon	Ghost Train tri...			Checking - Nor...	23.97	23.97
Deposit	11/03/2017			Ghost Train T...			Checking - Nor...	-224.00	-200.03
Total Other Marketing								-200.03	-200.03
Web Hosting & Updating									
Check	10/03/2017		Google.com	gmail domain			Checking - Nor...	20.00	20.00
Check	10/05/2017		Network Solutions	website			Checking - Nor...	9.99	29.99
Total Web Hosting & Updating								29.99	29.99
Total Marketing Director Programs								4,496.64	4,496.64
Other Marketing & Communication									
Networking Event/Annual Meeting									
Check	10/25/2017		USPS	BID Award po...			Checking - Nor...	98.00	98.00
Check	10/30/2017		Meijer	plates/napkins...			Checking - Nor...	23.05	121.05
Check	11/01/2017		North Star	Food Annual ...			Checking - Nor...	247.34	368.39
Check	11/01/2017		Quality Awards	6 plaques			Checking - Nor...	566.54	934.93
Check	11/01/2017		The Chocolate Factory	Food Annual ...			Checking - Nor...	178.21	1,113.14
Check	11/06/2017	2755	Shorewood Press	Award postcar...			Checking - Nor...	75.00	1,188.14
Check	11/06/2017	2756	Jonathan Kim	award photos ...			Checking - Nor...	200.00	1,388.14
Check	11/06/2017	2757	Thief Wine	BID event spa...	SS+R		Checking - Nor...	872.23	2,260.37
Total Networking Event/Annual Meeting								2,260.37	2,260.37
Total Other Marketing & Communication								2,260.37	2,260.37
Total Expense								11,149.15	11,149.15
Net Ordinary Income								-10,490.81	-10,490.81
Net Income								-10,490.81	-10,490.81

Business Improvement District 2018 Budget

		2018	Revised
Income			
	Assessment	\$ 116,234	\$ 116,234
	CDA	\$ 5,000	\$ 5,000
	Affiliate Membership	\$ 1,200	\$ 1,200
	Bike Race Revenue	\$ 15,000	\$ 15,000
	Other Event Revenue	\$ 3,000	\$ 3,000
	Reimbursed Expenses		
	Other	\$ 50	\$ 50
Total Income		\$ 140,484	\$ 140,484
Expense			
Administrative			
	Administrative/Event Asst		
	Audit	\$ 1,125	\$ 1,125
	Bank Service Charges	\$ -	\$ -
	BID Management Fee	\$ 48,000	\$ 48,000
	Dues and Subscriptions	\$ 990	\$ 990
	Liability Insurance	\$ 425	\$ 425
	Meals	\$ 520	\$ 520
	Office Supplies/Printing	\$ 500	\$ 500
	Constituent Relations	\$ 500	\$ 500
	Seminars	\$ 500	\$ 500
	Postage and Delivery	\$ 400	\$ 400
	Miscellaneous	\$ 500	\$ 500
Total Administrative		\$ 53,460	\$ 53,460
Marketing Programs			
	Marketing Shorewood	\$ -	\$ -
	Marketing Coord Fees	\$ 30,000	\$ 28,000
	Print Advertising	\$ 700	\$ 700
	Bus Recruit Materials	\$ 400	\$ 400
	Shorewood Today Mag	\$ 7,800	\$ 7,800
	Writing Shorewood Mag	\$ 6,000	\$ 6,000
	Bike Race	\$ 18,000	\$ 18,000
	Fall Event	\$ 2,850	\$ 2,850
	Civic Participation	\$ 2,250	\$ 2,250
	Other Events	\$ 7,450	\$ 9,450
	Networking Socials/Ann Mtg	\$ 1,400	\$ 1,400
	Web Hosting & Updating	\$ 610	\$ 610
	Website Redevelopment		
Total Marketing Programs		\$ 77,460	\$ 77,460
Total Expense		\$130,920	\$130,920
Net Income		\$9,564	\$9,564

2018 Expense Details

Administrative	Revision Comments per 10/18/17
Audit	BID Board Meeting
Krause	\$ 1,125
Bank Service Charges	
BID Management Fee	\$ 48,000
	\$ 48,000
Dues and Subscriptions	
CARW membership	\$ 450
Constant Contact	\$ 540
	\$ 990
Liability Insurance	
West Bend Mutual	\$ 425
Meals	
CARW, Bus Journal Award Luncheons, etc.	\$ 120
Event planning meetings- coffee/food	\$ 400
	\$ 520
Office Supplies/Printing	
Business Cards	\$ 75
Checks/Stationary/Cards/envelopes	\$ 225
Miscellaneous(Invites)	\$ 200
	\$ 500
Constituent Relations	\$ 500
BID Award placques	\$ 500
Seminars	
CARW conference	\$ 200
Downtown Summit (2)	\$ 210
Other	\$ 90
	\$ 500
Postage and Delivery	
UPS PO Box	\$ 288
Stamps for miscellaneous mailing	\$ 100
	\$ 388
	<i>round up</i> \$ 400
Miscellaneous	
professional services placeholder	\$ 500
	\$ 500
Total Administrative	\$ 53,460

Marketing Programs

Marketing Shorewood	NONE	
Marketing/Event Directors Fees	\$ 28,000	Lowered from \$30K
	<u>\$ 28,000</u>	
Print Advertising (non major events)		
High School Drama playbooks (3)	\$ 300	
Shorewood Today Ad	\$ 200	
Shorewood Now Ad/other	\$ 200	
	<u>\$ 700</u>	
Newsletter Printing/Annual Report		
	NONE	
Other Events		
Micro Events - Wood Square	\$ 2,400	Incr'd \$2K
Holiday Event	\$ 6,000	
BID Banner	\$ 300	
Feather Banners (6)	\$ 750	
	<u>\$ 9,450</u>	
Networking Socials/Annual Meeting		
Food & Beverage Annual	\$ 600	
Miscellaneous rental/equipment	\$ 500	
Food & Beverage Networking	\$ 300	
	<u>\$ 1,400</u>	
Business Recruit Materials		
Update Market Profile, Claritas	\$ 80	
BID brochures/Flyers for businesses-awareness	\$ 120	
Update Shop/Retail Guides	\$ 200	
	<u>\$ 400</u>	
Shorewood Today Magazine	\$ 7,800	
Annual contribution	\$ 7,800	
Writing for Shorewood Magazine		
\$1500/issue	\$ 6,000	
	<u>\$ 6,000</u>	
Bike Race		
Race fees	\$ 11,640	
Grand Finale Ad	\$ 500	
Printing posters, flyers, letters	\$ 150	
Shepard Express half page	\$ 600	
Shorewood Today Ad	\$ 200	
Other	\$ 1,875	Combined Barricade (1100) & Print WiGaz

Mailing to residents/Businesses	\$	300	
Jumbotron	\$	2,500	
	\$	17,765	
	<i>Round up</i>	\$	18,000

Fall Event-New

Printing posters, flyers, letters	\$	150	
Other	\$	1,000	Combined WIGaz & Shepard Express Print
Shorewood Now	\$	250	
Shorewood Today Ad	\$	200	
Radio	\$	250	
Supplies/Rentals	\$	1,000	
	\$	2,850	

Civic Participation

July 4th to Village	\$	1,000	
Seed, Swing with Shorewood Ad	\$	250	
Other	\$	1,000	Changed from Shorewood Chill
	\$	2,250	

Web Hosting & Updating

Network Solutions \$9.99/Month	\$	120	
Google \$20/Month	\$	240	
Maintenance	\$	250	
	\$	610	

Total Marketing	\$	77,460	
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Total Expenses	\$	130,920	
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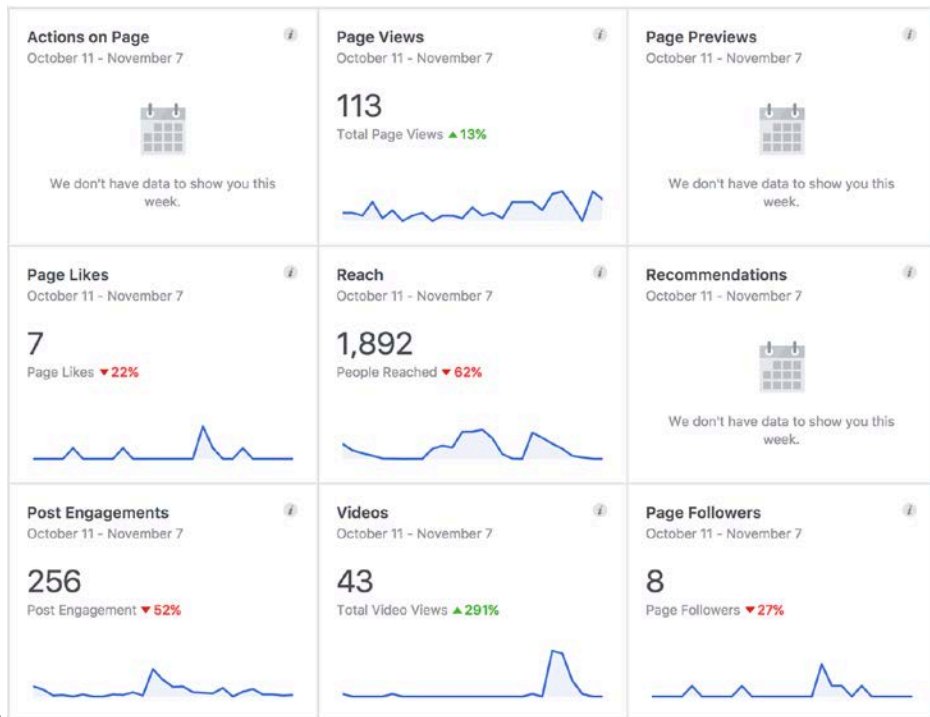


Marketing Update – BID Board meeting – Nov 16th

- 1.) **WinterFest** – December 2nd we will be having our annual tree lighting event, and we are making this event bigger and better than ever.

We are looking at adding some local specials throughout area businesses to encourage shopping in the area the day of the event.

- 2.) **Feature Article & Cover in Shorewood Today**
- 3.) **Ghost Train 1 year Anniversary, Night of the Ghost Train –**



- 4.) **FB –**

						Need probono work: Contact KWK, Finn and Diedrich OR MOD OR BLDG ELECTIRICAN - Kohl Electrical Services (Ben Kohl) – 262-365-8920 KVG Building Corp (Jim Winiecki) 414-463-8900 Ext 106		
	Hire electrician for Tree plug in Order Semi-permanent Event Sign on parking wall- install	x				Idea "WinterFest @Wood Square 1st Saturday in December" 4'x6',		
	-create file	x				SD		
	-order banner/get quotes		x			EL		
	-install		x			?		
	Get Heaters, Cloud Red			x		SD		
ENTERTAINMENT	School Choir						Perform 15 minutes at 6:00	
	School Choir pre tree					SD	Carol before 6pm	
	Confirm Kyle						Done	400
	Daytime music					SD	FM contacts- Alberto \$45 bus. Power?	150
MARKETING	Posters	x				SD	11x17, Order 100; qtr pg 200. EL Confirm	
	-Hang Shorewood Bus		x			SD, EL, BOD		
	-Hang UWM campus		x	x		?		
	-Village Hall, Library, ...VC		x			EL		
	Hang Banner - confirm cost/location across Oakland					EL	Next year most likely	
	Village Manager's Memo		x	x	x	EL	Confirm that Village pushing	
	Sandwich Board at Oak/Cap	x	x			SD	See what did in past and if could borrow board. Put out 10 days before event	
	Village FB/Web		x	x	x	EL		
SOCIAL MEDIA	Cross Promotion		x	x	x	SD	Ask businesses to cross promote. Olson House and Swanky in.	
	Facebook	x	x	x	x	SD	FB Boost; do 2x ea. week. EL review	\$100/boost
	Instagram					SD	Use with this event. SD doesn't think see ROI. Better for retail.	
DECORATIONS	String lights above -purchase?		x			EL	Get Thomas Edison. Feit 40'. Zigzag. 48'L ea set.	??
	Install string lights							
	Other decorations on ea side of structure- garlands/swags Ped Arc						Ideal?	
	Market posts with evergreens - buy							
	Install evergreens market posts							
TREE	Confirm delivery	x				EL	Call Rick	

	-Put plugin at top of tree					
	-DPW closing?					
SANTA CLAUS	SC at tree lighting				EL	From 6-8. Larry Fox?
	Selfie w/ Santa				EL	From 4-6. Lary Fox?

Shorewood Business Improvement District

Proposal for Committee Structure

2017-2018

Executive/Finance Committee: Comprised of the President, Vice-President, Secretary and Treasurer, the executive committee meets as authorized by the Board as a whole to act on matters in short term between meetings. The Executive Committee will be responsible for all staff review and oversight per the contract terms. Also, drafts the proposed budget and Operating Plan for consideration by the Board as a whole each October. CDA chair is an ad hoc, non-voting member of the finance committee.

Meeting frequency: 2-3 times per year

Volunteer Members:

1. Mike O'Brien
2. Andrew McCabe
3. Karen Dean
4. Becky Reinhardt
5. Peter Hammond, CDA chair

Discussion Topic Ideas:

- Review budget and assessments
- Future of liquor licenses and other CDA programs that impact BID

All committees will have staff at their meetings and for execution of work plans.

Shorewood Business Improvement District

Committee Structure

2017-2018

Marketing and Communications: Comprised of sub-set of board members and members of the business community, this committee assists staff in execution of the committee's annual plan for marketing and communications. This would include but not be limited to: website, events, promotions, social media execution, and public relations initiatives.

Meeting frequency: 1 per quarter

Volunteer Members:

1. Scott Schwebel
2. Andrew McCabe
3. Arthur Ircink
- 4.
- 5.

Discussion topic ideas:

- When press releases appropriate (did AFTER BID Award night)
- Annual marketing implementation plan

All committees will have staff at their meetings and for execution of work plans.

Shorewood Business Improvement District

2017-2018

BID Outreach: Comprised of sub-set of board members, the BID outreach committee would focus on networking amongst Shorewood businesses, planning for seminars, lunch and learns, or breakfast education gatherings. Also, business recruitment and retention efforts on behalf of the Village and BID.

Meeting frequency: 1 per quarter (4 times)

Volunteer Members:

1. Caroline Kreitlow
2. Elif Sen
3. Karen Dean
- 4.
- 5.

Discussion Topic Ideas:

- Affiliate members; review personal property investment list provided by assessor for potential in home business connections
- Networking guest speakers

I. DOWNTOWN SUMMIT TAKEAWAYS- *SEE ATTACHED*

II. BUSINESS/DEVELOPMENT

- Blue's Egg moving forward
- Business inquiries update
- Proposal for consumer-based clinic at 4001 Oakland corner space & Sendik's update
- Shorewood Chill Feb 10- BID to reach out to key businesses to participate (Sharp Brothers sharpen skates; coffee/hot chocolate...). Recommend getting food/other coupons to handout at event to push to businesses after.
- Other sites

III. FAÇADE GRANT STATUS

- Inquiry North Shore Legend for front entry changes
- Stone Creek for permanent seating/other
- Structural Elements sign
- Blue's Egg - future

IV. SCHEDULE NETWORKING EVENT

- Get Jan and March events scheduled. Mod wants to host – ideas for speaker? Reached out to MalamaDoe for ideas. Need to reach out to hosts and potential guest speakers.

Event Ideas

- A. Harvest Parade- in Viroqua – very colorful.
- B. Wine Walk – sold out. Cater to couples, not just women
- C. Twinklefest – roast chestnuts in the street. Relationship event
- D. Street shutdowns – somewhat tactical urbanism: EG: Yoga in street, hot dog crosswalks, flash mobs, parking day
- E. Heart/Yarn/Seed Bombs- heart bombs on valentine’s day: make hearts out of construction paper and glitter and have people place on vacant sites. People can come and hold hearts and BID make sure media there.
- F. Open Street 704: Charlotte closes main street for 4 hours. Event activities from dancing to making crafts to cooking demonstrations. Also see Brownsville CycloBia.
- G. Takoma Park’s Play Day (from AARP Mag) could be translated to a play day in the DT. Holds 4 events per year. Volunteers make up huge part of day. Activities: Simon Says, Red Light Green Light with people as game pieces,

Programs

A. Pop-up Shops

a. Viroqua

- Oct – Jan
- Selection committee to reduce duplications
- \$1500 budget
- \$25 - \$50 fee
- Mainstreet helped supplement rent
- Requires consistent hours
- Have business mentor
- EG – Cowboy Bakery; businesses on Etsy
- Stagger openings
- Received WEDA grant, up to \$6000. They have Co-starters program where participants graduate. Also see Capacity Building grant.
- Promote 70% social media- FB and Instagram
- Have kids design ‘Coming Soon’ posters in storefronts.
- First year, lots of education and relationship marketing
- No direct sales
- Diverse selection important

B. Soup Program – to fund entrepreneurs. Also supports urban projects.

C. Parklets

Other

- LaCrosse sends interns to businesses to teach technology and SM
- “Bricks & banners do not a city make”
- Concentrate on sociability, uses and activities. Need things to do.
- Refer to Where We Live AARPs 2017 magazine edition for more ideas.
- Pop-up ‘meetings’. BID Director could do if businesses are interested in discussing anything.
- Community Chalkboards – could do for gathering event ideas
- “Food and Art = nourishment for body and soul”