



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

## **MEETING MINUTES**

**Business Improvement District Board of Directors Meeting**

**3930 N. Murray Ave.**

**February 21, 2018**

### **1. Call to order.**

Called to order at 8:30 a.m.

Members present. Chair Mike O'Brien, Karen Dean, Rebecca Reinhardt, Jake Bresette, Pat Algiers, Elif Sen, Caroline Kreitlow, Allison Rozek, Stephanie Sherman and Anne Herrison-LePlae.

Members absent: Rachel Carter, Scott Schwebel, Paul Zovic, Andrew McCabe, and Kyle Feerick.

Also present: Craig Bullock, Bart Greipentrog, Ned Brookes, Sheila Long, Shannon Weber, and Marketing Coordinator Sarah DeNeve.

### **2. Approval of January 17, 2018 meeting minutes.**

Dean moved to approve, Sen seconded. Approved unanimously.

### **3. Financial Report.**

Lang reviewed expenditures and sponsor deposits.

### **4. St. Patrick's Day proposal.**

Lang reviewed Village Board special event approval that includes adding two police officers with paid overtime. As the event applicant, the BID is expected to cover police presence. Members discussed what the village policy is, to be reviewed for future events. Questioned if security guards is alternative. Some members questioned the BID covering security for community events. The board will discuss about event policies. Could the police department budget for BID events on an annual basis?

Lang reviewed proposed expenses and where fits in with budget. See if could get sponsor.

Reinhardt moved to authorize expenditure up to \$3300 as outlined in the materials, seconded by Kreitlow. Vote unanimous.

Staff is looking for board volunteers at the event.

### **5. Board officer nominations.**

Chairman Mike O'Brien reviewed current officers: O'Brien -chair, McCabe -vice chair, Reinhardt -treasurer, Dean -secretary. McCabe withdrew for 2018 renomination. Dean was appointed by the Community Development Authority as a representative when she was a CDA member. The CDA is looking at their by-laws and most likely removing that requirement at the next meeting.

The BID executive committee will review the BIDs by-laws in the meantime, reviewing membership and officer language and report back at a subsequent meeting.

Reinhardt moved to nominate Kreitlow as vice chair, seconded by Sherman. Vote unanimous.

Algiers moved to nominate Reinhardt as treasurer, seconded by Bressette. Vote unanimous.

Rozek moved to nominate Sen as secretary, seconded by Kreitlow. Vote unanimous.

Kreitlow moved to nominate O'Brien as chair, seconded by Zen. Vote unanimous.

#### **6. Marketing Report.**

**a. Marketing 2017 summary report.**

**b. Facebook/promos**

**c. Draft February newsletter**

**d. Networking events**

DeNeve reviewed. Members discussed social media boosts and reach. MalamaDoe business owner Sheila Long reviewed changes to her business.

#### **7. Marketing Committee meeting updates.**

Lang reviewed events determined and ideas for future events. Algiers summarized past efforts to manage the Plein Air events. At this time, Plein Air is not scheduled for Shorewood.

#### **8. Finalize 2018 Sponsorships opportunities.**

Lang and DeNeve reviewed sponsorship packet that will be sent out and on the web. DeNeve is working on creating a form to pay directly online. Staff has a Square to take payment in person and created a PayPal account that we will link online. Reminder to ensure convenience fee added to sponsorships.

Discussed need to identify major sponsor opportunities outside of Shorewood. Reinhardt noted to identify Shorewood residents that work at potential businesses. Board members will help once information is live online.

Discussed WinterFest levels, adding in-kind opportunities.

#### **9. BID assessment regulations and fee policy.**

Lang reviewed memo about what properties may be included, rate ranges, assessment caps and past practice. Executive committee will discuss in September prior to 2019 budget discussions.

#### **10. Marketing coordinator contract evaluation.**

Lang requested BID complete an evaluation form for Sarah DeNeve before the next meeting and provide to Lang to compile. DeNeve's one year contract is through March 31st. Members will review at the March meeting.

#### **11. Executive Director's Report.**

Discussed last liquor license approved for The Ruckus at the February 21st Village Board

meeting and BIDs position.

Lang gave updates on various activities as noted in report.

**12. Adjournment.**

Adjourned at 10:01 a.m.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned above the printed name and title.

Ericka Lang  
BID Executive Director