



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING AGENDA**

**Business Improvement District Board of Directors Meeting  
3930 N. Murray Ave.  
Village Hall – second floor  
Wednesday September 19, 2018 8:30 A.M.**

- 1. Call to order.**
- 2. Approval of August 15, 2018 minutes.**
- 3. Financial Report.**
- 4. Marketing Report.**
  - a. Discuss Shorewood Today feature story**
  - b. Update marketing committee meeting**
  - c. Health & Wellness**
  - d. Other**
- 5. Executive Director's Report.**
- 6. Discussion 2019 Budget draft and Annual Report (meeting 1)**
- 7. Discuss 2019 calendar of events.**
- 8. Adjournment.**

Dated September 14, 2018

*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

**Business Improvement District Board of Directors**  
**MEETING MINUTES**  
**August 15, 2018**  
**DRAFT**

**1. Call to order.**

Members present: Chair Mike O'Brien, Secretary Elif Sen, Vice Chair Caroline Kreitlow, Rachel Carter, Tr. Ann McKaig, Pat Algiers, Andrew McCabe, Arthur Ircink, Lisa Castagnozzi, Jake Bresette.

Members absent: Anne LePlae, Kyle Feerick, and Becky Reinhardt.  
Staff present: BID Director Ericka Lang

**2. Approval of July 18, 2018 minutes.**

Sen moved to approve the minutes, seconded by Kreitlow. Passed unanimously.

**3. Consider second quarter Financial Report.**

Lang reviewed budget and quarter expenses. Members discussed how much staff time is spent on events. Requested staff to add information to the monthly marketing reports, suggesting highlights categorized by *good*, *bad* and *ugly* of each event along with the budget. Members further discussed how the BID can measure the success of events. In the past coupons weren't successful. The board will discuss at a future meeting what metrics could be used.

Sherman moved to approve the second quarter financials, seconded by McKaig. Vote passed unanimously.

**4. Discuss BID membership types and levels.**

Lang reviewed. How does the BID recognize, administer and market businesses that are working as independent consultants under a shared space? All businesses physically within the BID district are BID members and all property owners that contribute to BID funding, are BID members. Affiliate members are Shorewood residents that may or may not operate a business out of their home.

It is important that the BID maintains accurate business contacts. There is a negative perception/impact if the BID's web business directory is inaccurate and list businesses that are gone. BID staff does not have the capacity to accurately maintain independent consultants' lists. Staff recommends to list only main business on the BID website. When time allows, staff will maintain Constant Contact and the master list of individual consultants, etc.

The board discussion points:

- Look into creating a “Friend of Shorewood BID” membership. Right now an affiliate member can be any Shorewood resident, whether or not they work out of the home or not.
- The BID website can allow individual businesses to go online and manage own information via a form. It was decided with the website change in 2017 to not activate that feature. Members agreed it should be activated.
- There is a cost as BID increases members. A fee encourages members to keep information updated. If request for service grows, we grow all service areas.
- Is this a business model decision versus membership decision.
- Sheila Long from MalamaDoe business noted that she has 23 new members that are part of the BID and questioned member interest in the BID.

**5. Nominate and make recommendation to Village Board to fill two BID board of directors positions.**

On June 6th BID Board member Scott Schwebel resigned from the board and in late July Kyle Feerick requested the BID board replace him on the board. Both resignations were due to external commitments. Three BID board members volunteered to be on a nominating committee: Pat Algiers, Jake Bresette, and Caroline Kreitlow. On August 6th they met and reviewed five applications and recommend Adrienne Shea from Little Sprouts Play Cafe and Ned Brooks from Acacia Dental Care. The committee’s discussion focused on which candidates will help economically grow the BID.

Board discussion points:

- Ensure board members represent all business categories.
- Pleased that received numerous applications and suggested that the other applicants get involved in the BID committees.

Amy Mueller from the Workroom appreciates the new direction the BID is going and recognizes the positive affect it is having on the district.

Kreitlow moved to recommend the village president appoint Adrienne Shea and Dr. Ned Brookes to the BID Board of Directors, seconded by Castagnozzi. Vote passed unanimously.

**6. Discuss Village’s options for alternative snow removal and storage in business district.**

Lang reviewed village updates on changing where the business district snow is stored or if it is removed at all. The first village meeting with the committee of the whole is scheduled September 4th and the village board will consider the item September 17th. BID staff will notify BID members of the upcoming meeting and encourage them to participate.

### **7. Marketing Report.**

Lang reviewed and members discussed staff time and efforts put into the Summer Saturday's events.

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

Lang updated about business vacancies and recent tours of the spaces. Members discussed ideal uses. How can Shorewood become an attraction for tech centers? The board requested the ED report is placed at the beginning of the agenda.

Castagnozzi shared about the start of a Shorewood artist guild. She and others are working on finding out what artists are in the community. Their first initiative in Shorewood would be an artist walk. Maybe businesses could host an artist.

### **9. Adjournment.**

The meeting was adjourned at 9:50 AM.

Recorded by,

Ericka Lang

## Shorewood Business Improvement District

09/16/18

## Balance Sheet

Accrual Basis

As of September 30, 2018

	Sep 30, 18
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
<b>Cash Accounts</b>	
Checking - North Shore	4,102.81
MM - North Shore	65,814.50
<b>Total Cash Accounts</b>	69,917.31
<b>Facade Improvement fund</b>	5.71
<b>Total Checking/Savings</b>	69,923.02
<b>Accounts Receivable</b>	
Accounts Receivable	3,350.00
<b>Total Accounts Receivable</b>	3,350.00
<b>Other Current Assets</b>	
Undeposited Funds	1,123.58
<b>Total Other Current Assets</b>	1,123.58
<b>Total Current Assets</b>	74,396.60
<b>TOTAL ASSETS</b>	<b>74,396.60</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
<b>Temp Restricted Funds</b>	
<b>Facade Program Funds</b>	
Facade Program Disbursements	-948,715.91
Int - Facade Program Fd	30,455.61
Facade Program Funds - Other	825,010.00
<b>Total Facade Program Funds</b>	-93,250.30
<b>Temp Restricted Funds - Other</b>	3,256.00
<b>Total Temp Restricted Funds</b>	-89,994.30
<b>Total Other Current Liabilities</b>	-89,994.30
<b>Total Current Liabilities</b>	-89,994.30
<b>Total Liabilities</b>	-89,994.30
<b>Equity</b>	
Retained Earnings	126,705.60
Net Income	37,685.30
<b>Total Equity</b>	164,390.90
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>74,396.60</b>

## Shorewood Business Improvement District

## Profit &amp; Loss by Class

August 1 through September 15, 2018

	Admin	Health Wellness 18	Summer Sat 18	TOAD 18	TOTAL
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
Event Revenues	0.00	0.00	0.00	1,300.00	1,300.00
Fee Assessment	873.58	0.00	0.00	0.00	873.58
<b>Total Income</b>	<b>873.58</b>	<b>0.00</b>	<b>0.00</b>	<b>1,300.00</b>	<b>2,173.58</b>
<b>Expense</b>					
<b>Administrative</b>					
Accounting	1,717.00	0.00	0.00	0.00	1,717.00
BID Management Fee	8,000.00	0.00	0.00	0.00	8,000.00
Dues and Subscriptions	75.18	0.00	0.00	0.00	75.18
Liability Insurance	406.00	0.00	0.00	0.00	406.00
Office Supplies	77.58	0.00	0.00	0.00	77.58
Printing and Reproduction	95.00	0.00	0.00	0.00	95.00
Administrative - Other	722.50	0.00	30.00	0.00	752.50
<b>Total Administrative</b>	<b>11,093.26</b>	<b>0.00</b>	<b>30.00</b>	<b>0.00</b>	<b>11,123.26</b>
Advertising	0.00	0.00	77.64	0.00	77.64
Event Supplies	102.41	271.56	587.01	1,275.00	2,235.98
<b>Marketing Director Programs</b>					
Director Fees	4,722.25	0.00	0.00	0.00	4,722.25
Shorewood Today	1,500.00	0.00	0.00	0.00	1,500.00
<b>Total Marketing Director Programs</b>	<b>6,222.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>6,222.25</b>
<b>Total Expense</b>	<b>17,417.92</b>	<b>271.56</b>	<b>694.65</b>	<b>1,275.00</b>	<b>19,659.13</b>
<b>Net Ordinary Income</b>	<b>-16,544.34</b>	<b>-271.56</b>	<b>-694.65</b>	<b>25.00</b>	<b>-17,485.55</b>
<b>Net Income</b>	<b>-16,544.34</b>	<b>-271.56</b>	<b>-694.65</b>	<b>25.00</b>	<b>-17,485.55</b>



## Marketing Update – BID Board meeting – September 19, 2018

*As of September 12th*

### 1. Constant Contact Emails 8/15 – Present

- 8/20 – *Do You Have a September Special?*
  - 34.2% Open Rate, 0% Click Through
- 9/2 – *Snow Dumping Village Board Meeting*
  - 41.9% Open Rate, 7.7% Click Through
- 9/5 – *September BID News!*
  - 43.8% Open Rate (37.8% Mobile), 3.5% Click Through.
  - Increased open rate by resending newsletter after 4 days if it was not opened
- 9/17 – *Do You Have An October Special or Event (Scheduled) for the October newsletter.*

### 2. Instagram – no new posts

### 3. Facebook reach 8/15 – Present

- Page views: 60 (down 33%)
- Page likes: 4 (down 88%)
- Page Reach: 1,505 (down 80%)

### 4. Facebook Posts 8/15 – Present

Five posts in the past month:

- a. Shared: new 1-minute Shorewood Shorts video. One put out each month for a year. BIDs video scheduled November with resident Rachel Schmidt speaking
- b. Shared: video of local band in front of Draft & Vessel later scheduled at Cloud Red
- c. Shared: Olson House article in MKE lifestyle magazine
- d. Shared: Brat House Lambeau Experience
- e. Posted: Bentley's pet event

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/11/2018 12:10 pm	Part 1 of the newly and wonderfully produced 12			109	22 1	<a href="#">Boost Post</a>
09/07/2018 10:28 am	How fun does this look?!			776	114 35	<a href="#">Boost Event</a>
09/06/2018 10:18 am	Check out Shorewood's own Olson House in MKE			141	58 65	<a href="#">Boost Post</a>
08/28/2018 10:54 am	Well, this is a way to watch the game in style!			320	26 5	
08/19/2018 10:12 am	Come and join Bentley's Pet Stuff in Shorewood, next			276	7 0	<a href="#">Boost Post</a>



**5. Health & Wellness Open Doors – October 13<sup>th</sup>**

We have over 20 businesses participating, tons of prizes to win donated by participating businesses. Will show Open Doors Brochure, and entry card. Created marketing plan (attached).

**6. September Newsletter**

Business Spotlight: House of Engraving

BID News:

Kudos to Shorewood Businesses supporting Shorewood Connects Project

Northwoods Web Solutions Continues to Grow

Application going in front of plan commission again for Spanish Immersion Child Center

Meet new BID board members: Edwin Brookes, Adrienne Shea

BID Events:

Oct 4 Oakland Ave Fall Shop Walk

Oct 13 Health & Wellness Open Doors

Out and About:

Summer Saturdays @ Wood Square Aug 11th

Bike Race photo available online

**7. Oct Newsletter**

New Business: PowerCycle and Crux Chiropractic finally open

Business Spotlight: Ananda Healing Collective

BID Events & News:

Health & Wellness open door Oct 13

North Shore Boulangerie Has a new Chef

Oakland Ave Fall Shop Walk

**8. Shorewood Today, Fall Edition – Delivered Sept 2**

FEATURE STORY      BID 101, Q & A with Ericka

BUSINESS SPOTLIGHT Forever Young

OUT & ABOUT      Summer Saturdays

NEW BUSINESSES      Sourcepoint Counseling

EVENTS      Health & Wellness Open Door – Oct 13<sup>th</sup>

WinterFest Dec 1



## 2018 BID Health & Wellness Marketing Plan

### **Objectives:**

1. Increase awareness of Shorewood's burgeoning Health & Wellness industry
2. Drive traffic to Shorewood's Health & Wellness industry
3. Increase collaboration between Shorewood's Health & Wellness businesses
4. Bring outside Health & Wellness businesses into Shorewood

### **Target Market:**

Greater Milwaukee area, both consumers and Health & Wellness businesses not currently in Shorewood.

### **Strategies:**

1. Create events to bring traffic and attention to Health & Wellness industry and facilitate collaboration between these businesses.
  - a. Health & Wellness Industry Networking Event – August 29<sup>th</sup> @ Cloud Red
  - b. Health & Wellness Industry Open Doors Event – October 13<sup>th</sup>, Village wide.

### **Tactics:**

1. Obtain Title/Naming Sponsor – (Week of 8/20)
  - a. Ascension?
2. Owned Media
  - a. Website (Week of 9/6)
  - b. Facebook (Week of 9/6, boost week of 9/24)
  - c. Instagram (Week of 9/6)
  - d. Signage (Week of 9/17)
    - i. Yard Signs
    - ii. Posters – Throughout the eastside, Shorewood and North Shore
  - e. Constant Contact (Weeks of 10/1 & 10/8)
  - f. Thursday Folders (put in event passports possibly) (Week of 10/1 or 10/8)
  - g. Digital Signage at School (9/17)
  - h. VMM (Weeks of 10/1 & 10/8)
  - i. Event Passport (Sent to print 9/17, in stores week of 9/17)
  - j. 4' x 4' banner in wood square, also 6(?) 3 x 4 posters for columns on MM parking structure, posters in goldies and katz.
  - k. Get poster for sandwich board to place in front of BID board members biz leading up to event.
  - l. Email passport to key residential/mixed use property owners to share with residents
3. Earned Media (Weeks of 10/1 & 10/8)
  - a. Press Releases to targeted media
    - i. MJS, North Shore Now, Patch, MKE Record, Biz Journal, Biz Times
    - ii. Pitch NSN for article
    - iii.
3. Paid Media (Week of 9/24)

i. 89.7 WUWM-FM, 88.9 Radio Milwaukee, Shepherd Express, MKE Lifestyle,  
Natural Awakenings



## Shorewood Business Improvement District Marketing and Communications Committee Structure, 2018

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.

Current Members: Arthur Ircink, Pat Algiers, Stephanie Sherman, Jake Bresette, Lisa Castagnozzi

### Meeting Notes April 26, 2018

In attendance: Pat Algiers, Arthur Ircink, Ericka Lang, Sarah DeNeve

- Create B2B directory- to help support businesses and grow
- Create buzz
- Get commercial property owners involved
- Shared work space: WeWorks. Need editing suites for creatives
- Profile businesses with 1-minute videos. Must be quality video. Work with UWM. Businesses pay half
- B2B events: Pay experts to come. Always have at same space. Have 3 panel speakers at a time with moderator. Open to public. Limit to 50. Here to network too. BID lead networking and always have guests introduce themselves. Live feeds.
  - Topics: Financial, Tech, Interiors, Trust/estates
- Shorewood has branding problem. Emphasize community resident power players. Colectivo and Lakefront Brewing. Find creatives and CEOs

### Meeting Notes August 15, 2018

In attendance: Pat Algiers, Stephanie Sherman, Arthur Ircink, Jake Bresette, Lisa Castagnozzi, Ericka Lang

#### **1. Events/schedule for 2019**

- **The Shorewood Chill in February-** With staff limited capacity, place efforts more focused on strategic goals.
- **Trick or Treat 2018-** recommended cancelling the Oct 27<sup>th</sup> business district trick or treating
- **Wine Walk-** Deferred. See Highwood Chamber. Wine and Beer Walk, Sept 15 11-5pm. \$30. Use promo code "market" for \$5 off
- **Blessing of the Bock- Draft & Vessel block party-** BID could provide in-kind support but not present event. Have business execute.

#### **2. General event comments**

- How can we get a traveling production company to do event, like Third Ward does art event.
- New artist guild is getting organized and could initiate an art event.
- Suggested create an arts and entertainment map
- BID should outreach to local musicians, chefs, artists that live here to assist with event ideas and promotion.
- WFB closed down street for family movie night. Maybe Shorewood school district could do in business district.

- Events must be connected to businesses. If other ideas, give to others

**3. Wayfinding signs at Capitol and Oakland**

- Yes. Work with school like NSB bike rack did to design and make

**4. Discuss continuing Summer Saturdays @ Wood Square events**

- Lots of staff time spent on the three events. How does this grow the business district?
- People were passing by but weren't deliberately coming to it.
- Space not really conducive for events
- Branding didn't match what was going on. Wasn't an event. Maybe *Pop Ups* at Wood Square. Maybe space better suited for Shorewood Artisan Guild and have them organize. BID could still administer.
- Put sign if want to use space?
- Could connect vendors with Camp and Three Lions to be vendors at their block parties.

**5. Discuss December Saturday's promos**

a. Passport idea/booklet/scavenger hunt.

\*coupon booklets did not work in past and spent \$6500

- i. Great for families. Certain level of excitement.
- ii. Scavenger Hunt. One day only Scavenger hunt on Dec. 1st- how to get word out. 4-10 locations ideal. Get a prize for handing in. Day of tree lighting can get prize, parents get a hot toddy. Attracts not just families. EG Fair Trade shopping event that people were driving all over MKE and then handed in get prize. Very successful. Something in it for everyone.
- iii. Prizes: gift certificates, purses, wallets and **give out brochure** and this is where you can spend money. "Merry Christmas. Spend Money in the BID". Must be present to win.
- iv. Get gift certificates of \$100 each, wine, door prizes for handing in. Reach into prize bucket. Put 'k' or 'A' adult versus kid prizes. Little bells ideal for only trinket gift for all who turn it in.
- v. Look at Pub Pass. Pay to get. Get a stamp every time go. Nice looking booklet. Each business has stack of passports. Make it universal. Can keep booklet and also as directory.
- vi. How can add **charity** component? What about gifts for shelters. Who can we partner with? Who is already doing? Bring gifts or how much can raise for something
- vii. Marketing: Distribute brochures/passports on resident doorknobs.
- viii. Stephanie giving me name who loves doing scavenger hunts and Lisa will help.
- ix. What about Shorewood BID gift card that can be used at any Shorewood business.

1. Only viable solution is VISA gift card with Shorewood BID logo. Cannot limit where spend. Other options too cost prohibited.[Staff discussed with Swipeworks]

b. White Elephant: World's biggest white elephant gift. People bring it? Gifts from businesses from 3 seasons ago that didn't sell.

**6. Discuss how to market Shop Local, outside of annual national campaign. How to build community pride in supporting businesses**

Deferred

**7. Naming districts, 2019 BUDGET**

- Need to brainstorm. Get digital map quartered out to brainstorm off of.
- Survey public
- Ideas:
  - a. Central area: "Oak & Cap"
  - b. Northern Oakland "Kensington Square"
  - c. North of Capitol on Oakland "Wood Central"
  - d. West Capitol "Ghost Train" "Ghost District"
  - e. East Capitol "D/C (Downer and Capitol)"

**8. Marketing Implementation Plan**

- **New ways to market-Video spotlights**
- **At Farmers Market should highlight new businesses**

Deferred

**9. Strategic Implementation Plan review**

Deferred

**10. Banners/yard signs utilization for events**

Agreed should use

**11. Where locate outdoor BID event schedule, 4'x5'. Event banners? What event should have banner across street?**

Deferred [staff working on]

**12. What print media should BID distribute?**

- **Brochures- where; update frequency**  
Staff completing 3 brochures: Food & Beverage; Health, Wellness & Fitness; Retail & Service  
Design: Have different picture under each brochure type or different badges for each category  
Algiers could help with branding brochures

**13. Social media utilization ideas**

DO:

- weekly/monthly business profiles
- area happenings
- partnerships
- BID director editorials
- Idea 1-minute interviews why residents love Shorewood. 2019 budget?

**14. Newsletter discussion- format; subjects**

- enticing titles in email subject
- spotlight high visible businesses [staff currently seeks out 'hidden' businesses]

## **Business & Development Updates**

- 2 serious businesses for 4001 N. Downer Hayek's space with another potential. Discussed the façade and loan program grants with both.
- Discussion with potential pop up shop during the holidays. Working with for desirable location.
- Conversation with commercial property owner about future of property
- Continued assistance with restaurant owner seeking to open in Shorewood. Reaching out to commercial property owners about lease statuses.
- Continue to work with Katz on ideal business -provided marketing materials for inquiries.
- St. Robert applied for a Class "B" Retail Malt Beverage License at the 9/17 meeting- just beer and wine, so there is one available full "Class B" Intoxicating Liquor & Malt Beverage License now available.

## **Administrative**

- Attended Cedarburg Wine & Harvest Fest for numerous vendor leads for 2019 fall street festival
- Getting 2 new **affiliate members** through the Health & Wellness event
- Most likely will have **free intern** through UWM planning school for spring. Could work on website updates, wayfinding sign project, key pictures of the facades
- **501c6 update:** CPA R. Daneau said the BID does not have to set up a 501c6. The operation of the BID falls under the reporting for the Village of Shorewood. He spoke with the CPA that does the BID audit (Krause) and he confirmed that no tax return is prepared for the BID. The result of operations is absorbed into the Village. That treatment already makes them a non-profit organization.
- Snow storage update from 9/17 village board meeting
- BID assists with progress for mural in business district that could include changeable BID/Village annual schedule component
- Investigated getting BID gift cards. Could work with North Shore Bank to get BID logo as general branding and promotions
- Had in depth informational interview with community partner about effectively obtaining sponsorships for BID events. Also potential title sponsor for 2019 fall street festival
- Had meeting with beer and wine importer for potential partner for street festivals

## 2019 Draft BID Event Calendar

9/17/18

### **BID Major Events**

Shorewood Shenanigans	Saturday March 16
Bike Races	Thursday June 20 (requested by DPW that not 1 week apart from July 4th)
Fall Street Festival	Saturday September 21 (5th Ward same weekend)
WinterFest & Dec Promos	Saturday December 7

### **BID Minor Events**

Summer Saturdays	Saturday June 8
Summer Saturdays	Saturday July 13
Summer Saturdays	Saturday August 10
Spring Shop Shorewood	Thursday in April
Fall Shop Shorewood	Thursday in September
Holiday Shop Walk Shorewood	Thursday in November