



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting
4524 N. Oakland Ave, North Star Bistro
Wednesday Feb 6, 2019 7:00 PM.

- 1. Call to order.**
- 2. Review strategic plan and identify 2019 priorities.**

Dated Feb 5, 2019

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.



Goals	Strategies/Action Items	Tasks	Responsible Party	Due Date	Status	Notes
Goal 1: Marketing & Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.						
Strategy 1.1: Improve our dissemination of information including on BID website and social media						
	a. Before and after pictures of successful redevelopment/façade, etc.		BID staff		Not started	Add slide show on web. Village has slide show of completed projects
	b. Creating the code for a "badge" of BID logo for FB, Twitter, etc. that businesses may access for their use. E.g. Sticker in storefront window	Northwoods creating badge	BID staff		??	
	c. Revamp website		BID staff, Mktg Comm	2017	Completed Sept 2017	Went live 9/2017. June 2018 changed website provider to Go Daddy for better speed.
Strategy 1.2: Create physical identifiers within the BID at entry points and in the corridors						
	a. Street pole banners	Market Advisory Comm goal to create tagline	BID staff, Mktg Comm	?	On Hold	Village Marketing Advisory Comm working on taglines. Determined NOT 2019 priority. Two banner signs on north and south Oakland still up.
	b. Wayfinding/placemaking	1-Blue "P" public parking lots	Village	2017	Complete	
		2-Wayfinding signs	Village	2018	06/2017 design complete;	In 2019 Village budget
new		3- Commercial Wayfinding	BID	2019		In 2019 BID budget at Oakland & Capitol
new		4- create district node names		2019		See ideas from Marketing Comm meeting
	c. Entry point signs	Comm district brick column markers at Oakland/Capitol entry points w/ Village logo.	Village	2019	Complete	
		Replace Village name monument signs	Village	2018	Complete	
new		Replace Business Improvement District directional sign on Lake Dr at Capitol		2019		
	d. Window decals for businesses/offices					Saying BID Member
new	e. Kiosk with BID news and events at Wood Square					
Strategy 1.3: Create and launch effective events						
	a. Create and launch a recurring one day, 18 hour event in the business district to attract customers who are residents and from the region. (Somewhat modeled after Sunday Fun day on Brady St)	Discuss	BID staff, Mktg Comm			
	b. Taste of Shorewood (late spring 2017)		BID staff, Mktg Comm		No longer event goal	GET HISTORY. WHEN STARTED? CONSECUTIVE YEARS? Success?

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	c.	Bike Race		BID staff		annual event	
	d.	Holiday promotion/Tree lighting event		BID staff		annual event	2017 Re-imagined. 2018 2nd year Wood Square
	e.	Others		BID staff			
		<i>new events '18</i> Shorewood Shenanigans, MAR 17				annual event	DIY pub crawl. Huge success. Repeat 3/16/2019
		<i>new events '18</i> Summer Saturday's @ Wood Square, JUN 2, JUL 14, AUG 11		BID staff		Completed 2018. Pending 2019	June, July, Aug 2018 10AM-2PM
		<i>new events '18</i> Open Door Health & Wellness, OCT 13		BID staff		Completed 2018. Pending 2020	
	f.	Assist businesses with their own public event organization and promotions that will drive traffic to district (events that utilize public space)	Coordinate promos around holidays, Farmers Market, other	BID staff		As needed	
			Spring Shop Walk APR 19, SEP 13, NOV 8				
<i>new</i>	g.	Feast					
Strategy 1.4: Increase outreach and communication with existing and new businesses							
	a.	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.	Create Welcome New Business & Business Recruitment folderst (SBA, WHEDA, WBIC, MEDC)	BID staff	3/1/2018	Nearly complete	Update materials once new marketing coordinator position filled.
	1)	Welcome new businesses		BID staff, BID board			
	2)	Welcome new businesses in person on opening/occupancy		BID staff, BID board, Village			
	3)	Have Village distribute packet on BID when first approached/visited by new business.		BID staff			
	4)	Collateral to be printed: "Who we are" piece; dining and shopping guides, and programs (facade and loan)		BID staff, Graphic designer			Discuss further. Board unsure if necessary. 10/2017
<i>new</i>	b.		Survey BID members		Feb 2019		
Strategy 1.5: Collaborate with the Village to market the business district to businesses and customers in and outside communities							
	a.	Develop a market target area outside of the Village; use 2014 market area and define new area.		BID staff, BID board			DISCUSS FURTHER. 5-minute area known. Collaborate Marketing Advisory.
	b.	Advertising plan for consumer outside of Village: website, SM, Print, Radio, etc		BID staff, Mktg Comm			Discuss Visit Milwaukee, Playbills,?. This is NOT event-based.
			Spotlight Businesses on Social Media weekly				
<i>new</i>	Other	Build Partnerships	Shorewood Chill, Farmers Market, Schools				
<i>new</i>		Distribute print collateral to community					Brochures and event calendar at key community locations.

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Goal 2: Business participation in the BID: Deepen and expand engagement of members of the business community to unify and grow.						
Strategy 2.1: Be the communications hub for business activity						
	a. Website, social media	1-Solicit specials surrounding holidays and BID events via Constant Contact. Encourage participation in BID events	BID staff			
<i>new</i>		2-Increase social media followers	BID staff			
	Enews	1-Increase subscribers monthly Enews via Constant Contact to businesses AND consumers.	BID staff	2019		Do campaign
	b. Networking B2B	Create annual calendar, every 6 weeks	BID staff, BID board	2/1/2018		In 2018 BID Board decided to focus on 2 larger events with panel discussions. Outreach Workgroup
		1-Identify guest speakers/topics		2019		
Strategy 2.2: Establish and maintain contact with all businesses and commercial landlords						
	a. Business directory monitoring and updating	Purchase database management software (Filemaker)	BID staff		Ongoing	No need to purchase softwar. Using Google Excel
	b. Personal contact with business owners, property owners, managers		BID staff, BID board		Ongoing.	
Strategy 2.3: Establish & strengthen BID as contact point for existing & potential business & home-based businesses						
	a. See 1.4a. Welcome Packet					
	b. Outreach to home businesses	Solicit contacts via BID events/partnerships (FM, Chill, Concerts)				
		Enews				
		Info on website				
Strategy 2.4: Guide and connect businesses						
	a. Toolkit (financial programs, how to, welcome package, etc)	See 1.4a.				Resources to Milwaukee Area Develoment Corp and SBA
	b. Business plan competition	DISCUSS	BID staff	2018		
	c. Event planning (assist private events)	DISCUSS				
	d. Provide venue and opportunity for networking and communication among businesses.	SEE 2.1.b.				
	e. Coffee/breakfast events, resurrect learn over lunch, and once a quarter happy hours.	SEE 2.1.b.	BID staff, BID board			
	f. Seminars on best practices; professional networking.	SEE 2.1.b.				
	g. Offer shared marketing and promotional opportunities	SEE 1.3.f				

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	h.	Create database of businesses and customers to help with cross promotion. Have tracking software, constant contact, FB 'like' db, active sign ups in store and online for		Mktg Comm	summer 2017		Discuss
<i>new</i>	i.	Create B2B directory					From Marketing Comm
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							
Strategy 3.1: Support continued redevelopment of small, medium and large business locations as appropriate to the evolution of Shorewood							
	a.	Establish criteria for and create a new Village programs that may include business relocation grant or white box grant.	Work with CDA	BID staff, BID board, CDA	2018		CDA working on processes in 2018. Guarantee loan program idea on hold
	b.	Promote existing economic development programs.	Promote Façade & loan programs: VMM, ST Mag, SM	BID staff		ongoing	Put in Shorewood Today magazine as resource, periodically via Constant Contact and Village Managers Memo
	c.	Continue to communicate with commercial real estate professionals and developers via a familiarization tour of the Shorewood market		BID staff, CDA, Village			Discuss.
Strategy 3.2: Establish measurable accountability for staff & board to overall attraction/ retention objcs							
			Create outreach db to track efforts	BID staff			Tracking required for CDA reimbursement
			-List successful/trending SE WI businesses				
			ID growing businesses from Comm Broker				
Strategy 3.3: Create and utilize tools to promote Shorewood to existing and potential new businesses							
	a.	Categorize businesses to improve tenant mix.	Maintain business db categories & ID commercial nodes and gaps				
	b.	Establish a base line					
	1)	Compare to the villages/BIDs (see 2009					
	2)	Analyze success of existing					
	3)	Reference local, regional, national trends and best practices.	BID staff attend related conferences and other				
	4)	Develop a wish list of businesses.	See 3.2				
Strategy 3.4: Develop and work a face-to-face contact process							
			Continue participation in CDA retail committee	BID staff		Committee does not exist	Committee no longer meets
			Continue contact via event poster distribution			ongoing	
Strategy 3.5: Strengthen communication with commercial landlords							
			Obtain contact information to send Enews	BID staff		ongoing	
			Outreach to owners per situational impact.			ongoing	