



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

Village Hall – second floor

Wednesday May 15, 2019 8:30 A.M.

- 1. Call to order.**
- 2. Approval of April 17, 2019 minutes.**
- 3. Financials.**
- 4. Further considerations for BID Board Nominations.**
- 5. Discuss DNC opportunities.**
- 6. Bike Race Updates.**
- 7. Executive Director's Report.**
 - a. Website preview**
 - b. Wayfinding**
- 8. Marketing Report and Event Updates.**

Dated May 9, 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.

Shorewood Business Improvement District

Balance Sheet

05/09/19

As of December 31, 2019

Accrual Basis

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Checking	6,491.31
Facade Improvement fund	5.71
Savings	122,345.51
Total Checking/Savings	128,842.53
Accounts Receivable	
Accounts Receivable	9,798.60
Total Accounts Receivable	9,798.60
Total Current Assets	138,641.13
TOTAL ASSETS	138,641.13
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,000.00
Total Accounts Payable	2,000.00
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	-87,994.30
Total Liabilities	-87,994.30
Equity	
Retained Earnings	131,434.32
Net Income	95,201.11
Total Equity	226,635.43
TOTAL LIABILITIES & EQUITY	138,641.13

Shorewood Business Improvement District

05/09/19

Profit & Loss Detail

Accrual Basis

April 1 through May 9, 2019

Type	Date	Num	Name	Memo	Class	Cir	Sp	Amount	Balance
Ordinary Income/Expense									
Income									
Affiliate Membership									
Deposit	04/15/2019		Ashley Anne	Deposit	Admin		Pa	131.42	131.42
Total Affiliate Membership								131.42	131.42
Event Revenues									
Deposit	04/08/2019		Cash	beer sales	Shenanigans...		Ch	1,512.00	1,512.00
Check	04/08/2019	2896	Shorewood Press	feast FAQ	Feast 19		Ch	-22.50	1,489.50
Invoice	05/02/2019	223	StreeTaco	Vendor @ Sho...	TOAD 19		Ac	200.00	1,689.50
Total Event Revenues								1,689.50	1,689.50
Sponsorship Revenue									
Invoice	04/01/2019	210	Three Lions Pub	2019 Shorewo...	Shenanigans...		Ac	1,250.00	1,250.00
Invoice	04/01/2019	211	North Star	2019 Shorewo...	Shenanigans...		Ac	250.00	1,500.00
Invoice	04/01/2019	212	Milwaukee Brat House	2019 Shorewo...	Shenanigans...		Ac	250.00	1,750.00
Invoice	04/01/2019	213	Harry's Bar & Grill	2019 Shorewo...	Shenanigans...		Ac	250.00	2,000.00
Invoice	04/01/2019	214	Blue's Egg	2019 Shorewo...	Shenanigans...		Ac	250.00	2,250.00
Invoice	04/02/2019	215	Corner Bakery	Bike Race 19 ...	TOAD 19		Ac	750.00	3,000.00
Invoice	04/02/2019	216	Draft & Vessel	Bike Race 19 ...	TOAD 19		Ac	750.00	3,750.00
Invoice	04/02/2019	217	North Shore Bank	Bike Race 19 ...	TOAD 19		Ac	350.00	4,100.00
Invoice	04/02/2019	218	Lake Bluff Dental	Bike Race 201...	TOAD 19		Ac	1,000.00	5,100.00
Invoice	04/02/2019	219	Remax Lakeside	Bike Race 19 ...	TOAD 19		Ac	200.00	5,300.00
Invoice	04/02/2019	220	Culver's	Bike Race 19 ...	TOAD 19		Ac	350.00	5,650.00
Invoice	04/26/2019	221	Shorewood Family Ch...	Bronze & Cow...	TOAD 19		Ac	750.00	6,400.00
Invoice	05/02/2019	222	Ascension	Shorewood Crit...	TOAD 19		Ac	5,000.00	11,400.00
Invoice	05/07/2019	224	Edward Jone	Title Sponsor S...	Shenanigans...		Ac	1,500.00	12,900.00
Total Sponsorship Revenue								12,900.00	12,900.00
Total Income								14,720.92	14,720.92
Gross Profit								14,720.92	14,720.92
Expense									
Administrative									
BID Management Fee									
Check	04/15/2019	2897	Ericka Lang	INV 124	Admin		Ch	4,000.00	4,000.00
Total BID Management Fee								4,000.00	4,000.00
Postage and Delivery									
Check	04/24/2019		Metro Market	stamps	Admin		Ch	22.00	22.00
Total Postage and Delivery								22.00	22.00
Printing and Reproduction									
Check	04/23/2019	2906	Shorewood Press	business cards	Admin		Ch	30.00	30.00
Total Printing and Reproduction								30.00	30.00
Total Administrative								4,052.00	4,052.00
Advertising									
Check	04/15/2019	2898	88Nine Radio Milwauk...	Shenanigans	Shenanigans...		Ch	315.00	315.00
Total Advertising								315.00	315.00
Event Supplies									
Check	04/08/2019	2894	alphagraphics	sponsor banner	Shenanigans...		Ch	90.00	90.00
Check	04/08/2019	2896	Shorewood Press	bike sponsor fo...	TOAD 19		Ch	22.50	112.50
Check	04/23/2019	2903	Ansay International	BID beer tent	Shenanigans...		Ch	800.00	912.50
Check	04/23/2019	2904	alphagraphics	sponsor banne...	Shenanigans...		Ch	36.76	949.26
Total Event Supplies								949.26	949.26
Marketing Director Programs									
Director Fees									
Check	04/08/2019	2893	Katie Ragan	March 19	Admin		Ch	789.04	789.04
Check	04/15/2019	2900	Happy Eyeballs	INV 2323	Admin		Ch	800.00	1,589.04
Check	04/30/2019	2908	Katie Ragan	April 19	Admin		Ch	2,666.67	4,255.71
Total Director Fees								4,255.71	4,255.71
Other Marketing									
Check	04/23/2019	2902	Quality Awards	revise 2 plaques	Networking 19		Ch	110.55	110.55
Total Other Marketing								110.55	110.55

11:10 AM

05/09/19

Accrual Basis

Shorewood Business Improvement District

Profit & Loss Detail

April 1 through May 9, 2019

Type	Date	Num	Name	Memo	Class	Clr	Sp	Amount	Balance
Shorewood Today									
Check	04/15/2019	2901	Village of Shorewood	annual contribu...	Admin		Ch	3,000.00	3,000.00
Total Shorewood Today								3,000.00	3,000.00
Total Marketing Director Programs								7,366.26	7,366.26
Outside Services									
Check	04/08/2019	2895	Verde Investments, LLC	Gin Mill Jubilee...	Shenanigans...		Ch	650.00	650.00
Check	04/23/2019	2905	Midwest Cycling Serie...	installment 2	TOAD 19		Ch	3,080.00	3,730.00
Total Outside Services								3,730.00	3,730.00
Paypal fees									
Deposit	04/15/2019			Deposit	Admin		Pa	4.11	4.11
Total Paypal fees								4.11	4.11
Security									
Check	04/15/2019	2899	Village of Shorewood	Shenanigans b...	Shenanigans...		Ch	479.16	479.16
Total Security								479.16	479.16
Total Expense								16,895.79	16,895.79
Net Ordinary Income								-2,174.87	-2,174.87
Net Income								-2,174.87	-2,174.87

Shorewood Business Improvement District

Profit & Loss by Class

05/09/19

January through December 2019

Accrual Basis

	Admin	Feast 19	Networking...	Shenanigan...	TOAD 19	WinterFest ...	TOTAL
Ordinary Income/Expense							
Income							
Affiliate Membership	131.42	0.00	0.00	0.00	0.00	0.00	131.42
Event Revenues	0.00	-22.50	0.00	1,512.00	200.00	0.00	1,689.50
Fee Assessment	114,455.65	0.00	0.00	0.00	0.00	0.00	114,455.65
Sponsorship Revenue	0.00	5,000.00	0.00	5,250.00	9,400.00	0.00	19,650.00
Total Income	<u>114,587.07</u>	<u>4,977.50</u>	<u>0.00</u>	<u>6,762.00</u>	<u>9,600.00</u>	<u>0.00</u>	<u>135,926.57</u>
Gross Profit	114,587.07	4,977.50	0.00	6,762.00	9,600.00	0.00	135,926.57
Expense							
Administrative							
Accounting	333.00	0.00	0.00	0.00	0.00	0.00	333.00
BID Management Fee	14,000.00	0.00	0.00	0.00	0.00	0.00	14,000.00
Dues and Subscriptions	354.94	0.00	0.00	0.00	0.00	0.00	354.94
Office Supplies	50.00	0.00	0.00	0.00	0.00	0.00	50.00
Postage and Delivery	22.00	0.00	0.00	55.00	0.00	0.00	77.00
Printing and Reproduction	50.60	0.00	0.00	46.83	0.00	0.00	97.43
Administrative - Other	190.00	0.00	0.00	300.00	0.00	0.00	490.00
Total Administrative	<u>15,000.54</u>	<u>0.00</u>	<u>0.00</u>	<u>401.83</u>	<u>0.00</u>	<u>0.00</u>	<u>15,402.37</u>
Advertising	206.21	0.00	0.00	442.92	0.00	54.81	703.94
Event Supplies	0.00	34.83	0.00	2,640.88	22.50	0.00	2,698.21
Marketing Director Programs							
Director Fees	7,687.80	0.00	0.00	0.00	0.00	0.00	7,687.80
Other Marketing	399.07	0.00	110.55	0.00	0.00	0.00	509.62
Shorewood Today	4,500.00	0.00	0.00	0.00	0.00	0.00	4,500.00
Total Marketing Director Programs	<u>12,586.87</u>	<u>0.00</u>	<u>110.55</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>12,697.42</u>
Outside Services	105.00	0.00	0.00	2,500.00	6,160.00	0.00	8,765.00
Paypal fees	4.11	0.00	0.00	0.00	0.00	0.00	4.11
Security	0.00	0.00	0.00	479.16	0.00	0.00	479.16
Total Expense	<u>27,902.73</u>	<u>34.83</u>	<u>110.55</u>	<u>6,464.79</u>	<u>6,182.50</u>	<u>54.81</u>	<u>40,750.21</u>
Net Ordinary Income	86,684.34	4,942.67	-110.55	297.21	3,417.50	-54.81	95,176.36
Other Income/Expense							
Other Income							
Investment Income							
Interest	24.75	0.00	0.00	0.00	0.00	0.00	24.75
Total Investment Income	<u>24.75</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>24.75</u>
Total Other Income	<u>24.75</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>24.75</u>
Net Other Income	24.75	0.00	0.00	0.00	0.00	0.00	24.75
Net Income	<u><u>86,709.09</u></u>	<u><u>4,942.67</u></u>	<u><u>-110.55</u></u>	<u><u>297.21</u></u>	<u><u>3,417.50</u></u>	<u><u>-54.81</u></u>	<u><u>95,201.11</u></u>

16th Shorewood Criterium Cycling Classic
Update 5/10/2019

Sponsors

Title Ascension	\$5,000
Silver (4)	\$4,000
Bronze (6)	\$3,600
Cowbells (1)	\$750
Pace Car (2)	\$1,400
Kids Roll (3)	\$1,050
Dasherboard (1)	\$250
Vendors	
Other sponsor (6)	
Tents Only (6)	<u>\$1,200</u>
	\$17,250

Ascension includes 500 Racer bags
Staff working on Bag Stuffers

Prime Commitments \$250 (need \$2000)

Expenses

ToAD	\$11,240
Posters	\$100
Mailings	
Postcards (entire village)	\$1,000
Business Letters	\$150
Other Yard signs/Supplies	<u>\$1,800</u>
	\$14,290

Primes Min \$2,000
 **Highest neighbor prime wins 2
 tickets to Feast dinner. Info going out
 on Postcard

Vendors 4400 block

Oakland, east side

- | | |
|---|--|
| 1-North Shore Bank Kids Roll registration | 2-Habush- Kids Bike Raffle |
| 3-BID Beer Tent | 4-Remax with balloon |
| 5-Corner Bakery (food & bev) | 6-Crux Chiropractic, massage tables |
| 7-MOD Pizza- swag, game prizes | 8-Orangetheory Fitness, rowing machine, swag |
| 9-PowerCycle- bikes, swag | 10-Popcorn vendor TBD |
| 11-BID tent | |

Oakland, west side

- | | |
|---|-----------------------------|
| 1- North Shore Boulangerie, pizza & bev | 2-Ascension |
| 3-StreetTaco King | 4-Draft & Vessel beer truck |
| 4-Maxie's rig | |

Three Lions Block Party

- | | | |
|---------------|--------------|----------------|
| -DJ | -food trucks | -face painting |
| -hurling club | -beverages | |

BUSINESS IMPROVEMENT DISTRICT EXECUTIVE DIRECTOR REPORT, May 10, 2019

Business & Development

- Recruitment efforts for Harley's space
- American Legion owner: owner Scott Lurie, real estate developer Flexigon LLC. Operates F Street Group who opened "The 42" with Glass & Griddle in Pabst Brewery.
- BP liquor application declined by village board 5/6, 1604 Capitol

Façade Upcoming Applications:

1. Stein Offices & Alliance Francaise awning
2. BP Gas Station, 3624 Oakland
3. Chattel Changers façade and sign, 2522 Capitol
4. 3575 Oakland

Wayfinding Signs

- Outreach to Poblocki Signs who designed village's wayfinding signs.
 - Ideas: Blue arrow, white text "Food & Drink"



Village Traffic & Parking Analysis Project

- A Technical Advisory Group and a Parking Technical Advisory Group is being created and a BID representative will be on both- could be 2 different board members or BID staff.
- Need to watch closely the Daytime Parking portion of the scope. The analysis also includes the Metro Market, looking at the traffic circulation within the parking structure and surrounding it:
 - "Daytime Parking"
 1. Review existing daytime parking provisions, regulations, fees and agreements, for residents, commuters, customers and employees
 2. Identify inventory gaps and solutions
 3. Recommend options for regulation modifications, not to include the Residential Congested Commuter Area
 4. Recommend options for fee adjustments (potential assessments or parking meters)
 5. Provide recommendation of options on evaluation of requests for no parking or other requests"



Marketing Advisory Committee: Update #WalkShorewood campaign launched 5/8.

Website Preview- Business listings slow process. Through 'Ns' Goal to launch June 1 not matter accuracy of business listing and start using Mailchimp instead of Constant Contact.

Digital Marketing Update – BID Board meeting – May 15, 2019



1. Constant Contact

	<u>5/9/19</u>	<u>4/13/19</u>	<u>3/14/19</u>
Total Subscribers	2089	2087	2077
New subscribers	5	11	15
Added by BID ED	1	3	1
Website	0	0	0
Other	4	8	14
Unsubscribed	3	9	4

May Newsletter

Total Sent:	1401	
Open Rate:	30.8% (422)	422 Original email, resending 5/11
Click Through Rate:	5.7% (25)	52 Original email, resending 5/11
Unsubscribed	1	

Constant Contact Campaigns				
Date	Name	Total Sent	Open Rate %	Click Through %
May 7	May Newsletter	1401	30.8	5.7
May 1	MKE Beer Week	1393	29.1	6.9
Apr 29	Call for Mother's Day Specials (Restaurants/Retail)	138	30.6	NA
Apr 26	Bike Race Sponsor (2nd)	295	42.9	7.4
Apr 23	Call for Interest Shorewood Feast	283	54.4	17.6
Apr 15	BID Board Mtg	303	38.8	13.2

2. Instagram Posts








































	<u>5/9/19</u>	<u>4/13/19</u>	<u>3/14/19</u>
<i>Accumulative</i>			
Posts	134	130	127
Followers	434	421	391
Following	547	546	538

3. Facebook Reach Apr 14 - May 9

	<u>May 9</u>	<u>Apr 13</u>	<u>Mar 13</u>
Total Page Likes:	1,461	1,459	1,445
Page Views:	442	269	226
New Page Likes:	5	24	21
Post Reach:	4,658	3,666	9,674
Posts:	14	11	11
Post engagements:	476	394	-

4. Facebook Posts

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments & Shares ▼

Published	Post	Type	Targeting	Reach ⁱ	Engagement	Promote
05/07/2019 8:00 PM	 Summer is coming! Can you feel it? ☀️😎#summercampmke #theatrium			363 ■	33 11 ■	Boost Post
05/07/2019 12:17 PM	 Curious about surfing? Get started this weekend with Lake Effect Surf			288 ■	24 6 ■	Boost Post
05/06/2019 3:33 PM	 Calling all teachers! Tomorrow MOD Pizza is offering BOGO free pizzas or			374 ■	4 3 ■	Boost Post
05/06/2019 11:55 AM	 If you're hungry for lunch but can't decide, head to Corner Bakery Cafe			225 ■	8 3 ■	Boost Post
05/04/2019 8:30 AM	 Head to Camp Bar Shorewood today for the most exciting two minutes in			85 ■	6 3 ■	
05/03/2019 3:50 PM	 Fingers crossed!			1.1K ■	348 37 ■	Boost Post
05/03/2019 3:01 PM	 Is your paper piling up? Head to North Shore Bank Shorewood tomorrow			53 ■	1 0 ■	
05/02/2019 2:55 PM	 3 out of 8 are in Shorewood! Check out what's going on at Draft & Vessel			876 ■	75 13 ■	Boost Post
04/26/2019 10:57 AM	 Milwaukee Beer Week is May 4th-11th! 🍺 Join Three Lions Pub			136 ■	2 1 ■	
04/25/2019 11:52 AM	 It's a lovely afternoon for lunch at #citymarketshorewood #eatlocal			271 ■	3 9 ■	Boost Post
04/19/2019 8:12 PM	 Another example of North Shore Bank being a great community partner			220 ■	4 0 ■	Boost Post
04/19/2019 6:30 PM	 Happy Friday, Shorewood! Head to Three Lions Pub for good eats 🍷			243 ■	8 3 ■	Boost Post
04/16/2019 5:39 PM	 Learn about BEMER treatments at Golden Rey Energy Center in			199 ■	1 0 ■	Boost Post
04/14/2019 11:14 AM	 Happy 414 Day, Shorewood! It's the perfect day to support local			225 ■	3 5 ■	Boost Post