



## MEETING MINUTES

### Business Improvement District Board of Directors Meeting Wednesday, April 20th, 2022 8:30 A.M.

#### 1. Call to order - In person at North Shore Bank Conference Room located at 4060 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:43am by Jake Bressette

Board Attendees: President Jake Bressette, Nat Davauer, Ned Brooks, Mike O'Connor, Adrienne Shea, Craig Bulluck, Jerolynn Bell-Scaggs, Anne Leplae, Jay Creagh, Shannon Weber and Arthur Ircink via Zoom

Others present: BID Executive Director Janet Henning, and Shorewood Partners Board Members Pat Algiers and Anjum Alden (via Zoom)

#### 2. Approve February Minutes - Motion to approve by Jake, seconded by Mike. All in favor.

#### 3. Board Officers & Term Renewal - Janet Henning confirmed the appointed officers and members of the Shorewood BID and the Shorewood Partners and asked the attendees to privately communicate should they choose not to renew their term with the BID Board. The BID is still looking to fill the Secretary position.

#### 4. Event Update –

##### a. Bike Races (Friday June 24<sup>th</sup>)

1. **Sponsorships & Volunteers** – Anjum Alden informed the board that the bike race volunteer sign up was being created and that we need race marshals for each of the crossing points during the race. Janet mentioned that she will post this sign up on the social media and website. There was mention that an effort be made to inform the property management companies of buildings along the race route so that tenants are aware of the inability to drive on the course and access their cars during the day. Janet committed to doing so. Janet thanked those board members who have already committed to sponsoring the races and asked that each board member reach out their network to secure additional sponsorships. Janet noted that a grant application has been submitted to the Shorewood Foundation and that half the of necessary funds have been secured, but costs associated with the race have increase and therefore more funds are needed.

b. **Shorewood Feast (TBD)** – Arthur mentioned that he would reach out to Buttermint to see if securing that location for the Feast dinner was



possible. Again, the Feast will be incurring additional costs for 2022 and funding is necessary. Discussion was had regarding the cost of the ticket and the number of tickets for the Feast dinner. Shannon confirmed that North Shore Bank has committed to sponsoring the Feast.

5. **Marketing & Branding** – Marketing was identified as a priority of the 2022 Operating Plan.
  - a. **Logo** – Janet confirmed that a company has been secured to create a new logo for the BID. The company, Rockfish Designs, has a connection to the Shorewood area through her family. Janet secured costs from 2 different companies and went with the less expensive option. Rockfish will create multiple options for the board to review and provide feedback early this summer. This logo will launch in the fall after the Bike Races and Feast have completed. All were in favor.
  - b. **Photos for Website of Board Members** – Janet reminded board members to sign up for Headshot photos. These photos will be used on the website to elevate the board positions and provide branding for the BID. Jake noted that the process was easy, and Sam (the photographer) was very professional.
  - c. **Farmer's Market** – Janet started the discussion of using the 2 booths that the BID has at the Farmer's Market. Arthur noted that it is a great marketing opportunity. Shannon said that she would do a weekend in August prior to the Feast to promote both the Feast and North Shore Bank. Adrienne said she would do a weekend in June prior to the Bike Races to do the same.
6. **E-Newsletter Now Hiring Section** – Janet informed the board that she added a Now Hiring section to the bottom of the E-newsletter due to various businesses emailing her about their need for staffing. Mike mentioned that it could be good to add a list of available properties as well.
7. **Monthly Budget Update** – Janet noted that our monthly expenses have been low and most of the costs are dues (for updating our website renewals) and payroll. A few payments have been made to Tour of America's Dairyland for the bike races. As of March, we have received all our assessment funds for 2022.
8. **Open Issues/Discussion** – Jake mentioned that he and Arthur sit on the Zoning Committee with the Village and most of the concerns have been around parking. If anyone has any issues with the Rezoning, please contact Jake or Arthur. Mike noted that the park in front of his building is not owned by the Village anymore and is owned by him and will be redeveloped.
8. **Adjournment** - Motion made by Jake, seconded by Mike. All in favor at 9:50am.

Recorded by J. Henning