



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, December 21, 2022 8:30 A.M.

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

The meeting was called to order at 8:38am by Jake Bresette, seconded by Nat Davauer.

Board Attendees: Vice President Shannon Weber, Nat Davauer, Ned Brooks, President Jake Bresette, Craig Bulluck, Arthur Ircink, Treasurer Mike O'Connor, John Ludwig and Cara Crafton via Zoom

Others present: BID Executive Director Janet Henning and Shorewood Partners Board Member Pat Algiers and Karen Dean and Trustee Melissa Baldauff via Zoom

2. Approve November Minutes - Motion to approve by Mike, seconded by Craig. All in favor.

3. Monthly Budget Update – Janet provided the financials for month of November and noted that our sponsorship income for 2022 has surpassed the previous years with a thanks to each of the businesses for their support. November had a few expenses, mostly Winterfest and a few dues, but no income.

4. Strategic Plan 2023 Update – Janet informed the Board that she is in the process of receiving proposals from consultants to ensure that in 2023, the BID Board can create an updated Strategic plan. The Board agreed that it is important to create goals and objectives every two to three years that create opportunities for impact in the Village. Once she has received the proposals in early 2023, the BID can select a plan to proceed with and schedule planning sessions with the consultant. Pat noted a local consultant that might be interested in submitting a proposal.

5. Business Openings/Closings/Village Update – The Village has received a lot of Occupancy permit applications for various unoccupied spaces in the Village to be filled with new businesses including Third Coast Subs (old Hiya Taco), Silver Lining Soaps (old Redd's Boutique), Alpha Company (Laser Tag next to Anytime Fitness) and Posh Home & Décor (old Chatel Changers). Mike mentioned that he has an interest in Dominion Properties to have a boutique hotel in the Village.

a. Special Event Permit Fees – Earlier this week Janet, Nat, Arthur and Jake met with Rebecca and Bart from the Village to discuss the increase of special event permit fees. Arthur noted that the relationship between BID and the Village is that of a marketing function. Karen noted that the

Village should market the fact that a TIF had been recently removed from her taxes. Pat mentioned that marketing the Village is important and provided the example of the Schlitz Park versus Columbia St. Mary's example. John asked if the BID could be grandfathered into the fee structure. Arthur noted that the Village in the process of finding a new space for DPW and is short on income. Melissa added that the fees were a large increase from previous fees. Nat asked Jake if the Surfrider event would occur again and if so, what fees would be incurred. Jake said for insurance reasons the event would most likely not happen. Janet will wait to hear from Rebecca on fees the Village has incurred from DPW and Police in the past few years for the BID specific events. At that point, Jake mentioned that the BID should take a position and provide it to the Village for further discussion.

6. Events

- a. Winterfest Recap** – Janet thanked the Board for attending and participating in the Winterfest event which was a positive experience for the Village and the businesses. The final invoice that the BID will pay for the lights in the Village and the tree will be coming this month.
- b. Shenanigans Meeting** – A message has gone out to the bars and restaurant to find a time to hold a meeting to discuss coordination of marketing efforts for the Shorewood Shenanigans. This year St. Patrick's Day falls on a Friday which makes it a little easier. The BID will not be coordinating any special transportation or passports but will do a concerted marketing effort out to the Milwaukee community to draw visitors to Shorewood for that holiday.
- c. Dates for 2023 –**
 - I. 19th Annual Shorewood Criterium Classic – 6/23/23**
 - II. 4th Annual Shorewood Feast & Street Festival – 9/9/23**
 - III. Shorewood Winterfest – 12/2/23**

7. Open Issues/Discussion – No open issues were discussed.

8. Adjournment - Motion made by Jake, seconded by Arthur. All in favor at 10:32am.

Recorded by J. Henning