



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, February 19, 2025, 8:30 A.M.

- 1. Call to order - In person at Brat House located at 4022 N. Oakland Avenue, Shorewood, WI & Zoom Option**

The meeting was called to order at 8:43am by Jake Bresette, second by Michael O'Connor.

Board Attendees: Treasurer Mike O'Connor, Casey Murdoch, Elise Wabiszewski, Nikki Enea, Anne LePlae, Ned Brookes, Sue Froelich, Vice President Shannon Weber, President Jake Bresette, and Treasurer Mike O'Connor and Adrienne Shea via Zoom (Craig Bulluck attempted to join but had technical difficulties).

Others present: BID Executive Director Janet Henning, Karen Dean from the Shorewood Partners and Jackie Creighton from Structural Elements.

- 2. Approve January 2024 Minutes** - Motion to approve by Michael O'Connor, seconded by Ned Brookes. All in favor.
- 3. 2025 Budget Update & P&L** – Janet noted that the BID received a portion of our fee assessment, all of which we should receive by July or August of this year.
 - a. Funds Transfer to Edward Jones** – Janet noted that the BID has additional funds that could be distributed to Edward Jones and saved in our Money Market should the Board choose to. A motion was made by Michael O'Connor and seconded by Jake Bresette. All in favor.
- 4. Approval of 3rd Term for Shannon Weber and Craig Bulluck** – Both Shannon and Craig's Board terms are coming due in May of 2025. A motion was made by Jake Bresette and seconded by Ned Brookes to extend their appointment to a third term. All in favor.
- 5. Executive Committee Appointments** – As Jake Bresette has stepped down as BID Board President, a nomination for Shannon Weber to take his spot and Nikki Enea to take the Vice President appointment was sent to Janet prior to the meeting. A motion was made by Michael O'Connor and seconded by Anne LePlae for approval of these new appointments. A vote was taken and all were in favor.
- 6. Business Openings/Closings/Village Update** – Janet reminded the BID that Lake Drive construction has started and the detour for Lake Drive is down Oakland Avenue. This summer the traffic might have an uptick which could be challenging or beneficial to the BID. Business openings in the past month were Blindside Barber on Capitol, Sun & Rose Beauty in the old Lin's Beauty and Dawn Wellness. Significant business moves are Allstate into the old Groom, Beu and Posh moving to Oakland Avenue.

7. Events

- a. **21st Annual Shorewood Criterium Bike Races – June 27th** – Janet has sent out the sponsorship opportunities for the bike races and hopes to surpass the amount received from last year to cover our expenses. Janet noted that she has been working with ToAD to look into a race route for 2026.
- b. **6th Annual Shorewood Feast – September 13th** – Janet again noted that she is looking for location options for the 2026 Shorewood Feast. Nikki suggested Hubbard Park Lodge. Atwater Park was also suggested.
- c. **Shorewood Winterfest – December 6th** – Nothing significant to note except the date this year.
- d. **Shops Open** – Janet noted that she is working to plan Shops Open this year and had asked the Village if stand up A frame signage would be allowed to acknowledge the events. The likelihood of it being approved was slim. Sue said she would be willing to meet with the Village and Janet to come up with signage alternatives and options.

8. Civic Partnerships

- a. **Shorewood Farmers Market - \$1000 (2023)** – Janet asked the Board after including the options in the documents sent prior to the Board meeting what their thoughts are on sponsoring the Farmers Market this year. A discussion was held regarding benefits to the BID, benefits to the community and how the booth could best be used. A motion was made by Michael O'Connor and seconded by Elise Wabiszewski to pass on the sponsorship for 2025. All in favor.
- b. **Shorewood Little League - \$300 (2024)** – Again, Janet asked the Board whether there was an interest in continuing the sponsorship with the Little League. A motion was made by Sue Froelich and seconded by Anne LePlae to approve the sponsorship at \$300 for 2025. All in favor.
- c. **SEED Ad in Gala Booklet - \$250 (2024) – ½ page ad** – Janet asked the Board whether there was an interest in continuing the sponsorship with SEED in the gala booklet for 2025 and if so, would we do a ½ page ad or more. A motion was made by Sue Froelich and seconded by Jake Bresette to do a ½ page ad in the booklet for 2025. All in favor.

9. Committee Updates – None.

10. Open Discussion – The BID agreed to hold our March meeting but will forgo our April meeting due to Janet being unable to attend.

11. Adjournment - Motion made by Jake, seconded by Shannon. All in favor at 10:39am.

Recorded by J. Henning