



## **MEETING MINUTES**

### **Business Improvement District Board of Directors Meeting Wednesday, January 17<sup>th</sup>, 2024 - 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 8:43am by Jake Bresette, seconded by Craig Bulluck.

Board Attendees: Anne LePlae, Ned Brookes, Vice President Shannon Weber, Cara Crafton, Treasurer Mike O'Connor, President Jake Bresette, and Craig Bulluck

Others present: BID Executive Director Janet Henning

**2. Approve November 2023 Minutes** - Motion to approve by Mike, seconded by Ned. All in favor.

**3. 2023 Budget and P&L Update** – Janet provided the complete 2023 Budget Update which included the December P&L. Janet noted that we were able to bring in over \$50,000 in sponsorships and over \$26,000 in event revenues bring our total operating budget to just over \$257,000. Our expenses totaled just over \$194,000 which is a net of about \$63,000. It was noted that we paid \$140 in bank charges which Shannon mentioned could be reimbursed possibly. Still a very low cost overall. Our outside services this year included paying Right Hand Consultants for our Strategic Plan and Jamilah for her summer internship. Motion to approve the budget report and P&L by Jake, seconded by Ned. All in favor.

**4. Business Openings/Closings/Village Update** – Janet noted the Village has requested everyone to fill out the Historic Shorewood survey if possible. She also noted that she reminded all businesses to shovel within 12 hours of a snowfall.

**5. Events**

- a. **Criterion – Friday, June 21<sup>st</sup>** – Janet is working to update the graphics and sponsorship list and will be sending out information in the coming months regarding the Criterion.
- b. **Feast – Saturday, September 7<sup>th</sup> or 14<sup>th</sup>** – Janet noted that TosaFest is Saturday, September 7<sup>th</sup>. The Board voted to have the Feast scheduled for Saturday, September 14<sup>th</sup>. Motion was made by Mike, seconded by Cara. All in favor.
- c. **Winterfest – Saturday, December 7<sup>th</sup>** – Janet would like everyone to mark their calendars for all of the above-mentioned dates.

**6. Committee Sign Up –**

- a. Marketing & Events Committee**
- b. Governance Committee**
- c. Economic Development Committee –**

Janet noted that based on our current Strategic Plan, each member of the Board should plan to sign up for one of the above-mentioned committees. It was discussed that these meetings could be via Zoom or email and not required to be in person. Each Committee will be responsible for assisting Janet in various decisions and support. Janet will send out an email asking for preference from each Board member.

- 7. Open Board Seats – 2 Applications –** Attached to this meeting reminder were the applications for Nicole Enea and Elise Wabizewski. The Board reviewed the applications, and a motion was made by Jake and seconded by Mike to recommend that both applications be accepted and join the BID Board. Janet will relay that information onto the Village for their approval. All in favor.

**8. BID Marketing –**

- a. Destination Ideas – Shopping Bag (Cara), Lights on Buildings –** Janet noted that Cara had sent a marketing idea to her regarding designing and printing bags that could be used as BID revenue and placed in Shorewood establishments for sale. The idea was also sent to light up the façade of the buildings on Capitol or Oakland similar to Pewaukee. Discussions regarding further marketing will take place in the coming months.
- b. Marketing Assistant –** Janet requested approval from the Board to hire a Marketing Assistant. A motion was made by Anne and seconded by Mike to approve with a limit of \$10,000 annually. All in favor.

- 9. February Black History Month –** Janet requested that the Board provide her with names of businesses that she could highlight and promote for February on Social Media to support Black History Month. The Board noted Craig from Edward Jones, Clicks, Manhattan Men’s Grooming, Jerolynn with Family Health & Wellness, Beu and Marc from Ukali Chocolates.

**10. 2024 Civic Participation –**

- a. Shenanigans - \$600**
- b. Shorewood SEED - \$250**
- c. Farmer’s Market - \$1000**
- d. Shorewood Little League - \$250**
- e. Village Wintergreens - \$1,500 –** Janet wanted to let the Board know that various Civic Sponsorships will be presented in 2024 and to start thinking about how the money should be allocated. No decisions were made at this time.

- 11. Open Issues/Discussion –** Jennifer Anderson requested an increase from \$1,500 per Shorewood Today edition to \$2,000. A motion was made by Jake and seconded by Shannon to increase her payment to \$1,750. All in favor.

**12. Adjournment** - Motion made by Jake, seconded by Craig. All in favor at 10:37am.

Recorded by J. Henning