



SHOREWOOD

BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting

Wednesday, January 15, 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 8:4am by Jake Bresette, second by Sue Froelich.

Board Attendees: Treasurer Mike O'Connor, Nikki Enea, Craig Bulluck, Anne LePlae, Sue Froelich, Vice President Shannon Weber, President Jake Bresette, Nat Davauer, and Treasurer Mike O'Connor and Arthur Ircink via Zoom.

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

2. Approve November 2024 Minutes - Motion to approve by Craig Bulluck, seconded by Sue Froelich. All in favor.

3. 2024 Budget Update – Janet noted that the BID came in under budget for 2024. With a Net Operating Income of about \$70,000. The largest expenses in the budget were Events, Staffing and the Shorewood Today investment. There were no questions. Motion to approve by Jake Bresette, second by Nat Davauer.

4. Business Openings/Closings/Village Update – Janet relayed that the Village has approved to move forward with the RFP to investigate installation of parking meters on Oakland Avenue and Capitol Drive. Sue let everyone know that Posh will be moving into the old Allstate space in spring. A new consignment store is moving into the School of Rock building as well, School Street Studios.

5. Events

- a. **21st Annual Shorewood Criterium Bike Races – June 27th** – The races are a week later this year, still held on a Friday. Sponsorships will be coming out soon if anyone is interested.
- b. **6th Annual Shorewood Feast – September 13th** – Janet will work with the marketing committee to start planning music and marketing budget for the event.
- c. **Shorewood Winterfest – December 6th** – Similar to 2024.
- d. **Shops Open** – Janet asked the group to as what months should the BID hold the Shops Open and if Thursday again worked. It was decided that June through October would work best on a Thursday, again from 5-7pm. The discussion was had on the cost of the participating businesses which will be at further BID meetings. Sue noted that we should do some additional marketing, possibly sandwich boards in front of the participating businesses. Janet said she would investigate the Village rules. Sue also noted we could do a raffle to stop at each of the participating businesses.

6. Committee Updates – None.

7. Executive Committee Updates – Jake informed the Board that he will be stepping down as President of the BID in either February or March. This leaves his position open, of which Shannon Weber noted she was interested. Janet asked the BID to forward any nominations for Vice President to her after the meeting.

8. Open Discussion – Nat mentioned that Three Lions will be holding the Shorewood Shenanigans with other bars including Draft & Vessel and Brat House participating.

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

Recorded by J. Henning