



## **MEETING MINUTES**

### **Business Improvement District Board of Directors Meeting Wednesday, July 20, 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 8:40am by Jake Bressette, seconded by Mike O'Connor.

Board Attendees: President Jake Bressette, Anne Leplae, Jerolynn Bell-Skaggs, Ned Brooks, Nat Davauer, Treasurer Mike O'Connor, John Ludwig, Cara Crafton and Secretary Adrienne Shea and Chris Tinker via Zoom

Others present: BID Executive Director Janet Henning, and Shorewood Partners Board Member Pat Algiers

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

**3. Welcome New Board Members – Cara Crafton, John Ludwig & Chris Tinker** – Jake welcomed the new board members and asked each of them to say a few words. Cara introduced herself as the owner of Crafted Hair Group on Capitol and noted that she is new to the neighborhood as a business owner and resident. John, owner of Riley's Sandwich Shop introduced himself and mentioned that Riley's is opening a new location in the 3<sup>rd</sup> Ward as well. Chris Tinker, owner of Three Lions introduced himself and noted that he has been involved in organizing multiple community events for Three Lions over the years. Each Board member introduced themselves and their connection to the BID as well.

**4. Monthly Budget Update & Bike Race Recap** – Janet provided a brief P&L of the Shorewood Criterium and noted that with expenses being low (around \$19,000) and our income in sponsorships being average (\$18,850) we were able to cover most of the cost of producing/hosting the event. We had 6 new sponsorships this year and 22 repeat sponsorships this year. Feedback from the Board included a good turn out in the community and John had mentioned that his restaurant did a good number of sales that day. Cara had noted a lack of food trucks and general food available in the immediate vicinity of the event. Improvements for 2023 could include expanding the street closures to include an area for food trucks and listing all the local restaurants serving food that day posted on the website/event details/social media.



## 5. Marketing & Branding

- a. **Logo Selection** – Janet noted that once the revisions to the logos are available from the graphic designer, they will be forwarded to the Board for review.

6. **Business Openings/Closings/Village Update** – Janet informed the Board that the Village budget for 2022 included the possibility of digital monitors being placed around the Village as an informational screen providing updates to the community. Nat had noted that in Wauwatosa they had created a bench around their digital monitors. He also reminded the Board of the East side and their branding through visual cues such as benches, signs, etc. Although the details are yet to be determined, Janet wanted to give the Board a heads up. Janet also wanted to let the Board know that Home Again is soon to be opening, Hive Orthodontics going in next to Wisconsin Vision, Posh Collective opening soon along with Falbo Bros. and Bonobo closing.

## 7. Event Update –

- a. **Shorewood Feast (9/10/22)**

- I. **Feast Committee** – Janet thanks each of the volunteers on the Feast Committee for their input and for the support in planning the Feast. Anne had mentioned that the Board could reach out to Sweet Smoke, Twisted Plant, Kona Ice and others to see if they would be interested in participating in the Feast. Anne also mentioned that reaching out to corporations like Kohl's, Northwestern Mutual and Associated Bank could be options for securing additional volunteers at the event.

- II. **Entertainment, Food Trucks, Artisan Market** – Additional details for the feast were not discussed as the Board was short on time.

- b. **Winterfest** – The Board did not have time to discuss any planning for Winterfest.

8. **Open Issues/Discussion** – No open issues were discussed.

9. **Adjournment** - Motion made by Jake, seconded by Nat. All in favor at 10:13am.

Recorded by J. Henning