



## **MEETING MINUTES**

### **Business Improvement District Board of Directors Meeting Wednesday, July 17th, 2024 - 8:30 A.M.**

**1. Call to order - In person at Three Lions Pub located at 4515 N. Oakland Avenue, Shorewood, WI & Zoom Option**

The meeting was called to order at 8:44am by Mike O'Connor, seconded by Craig Bulluck.

Board Attendees: Treasurer Mike O'Connor, Ned Brookes, Nikki Enea, Craig Bulluck, Anne LePlae, Casey Murdoch, Elise Wabiszewski and Vice President Shannon Weber and Chris Tinker via Zoom.

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

**2. Approve May 2024 Minutes** - Motion to approve by Mike, seconded by Craig. All in favor.

**3. 2024 Budget and P&L Update** – Janet provided the 2024 June P&L showing expenses and income. She noted that the BID is still receiving some of the sponsorship funds for the Criterium and Feast which helps offset the expense. This past month, the BID purchased a printer and also paid their annual dues for the Shorewood Today magazine on top of typical expenses. Motion to approve by Mike, seconded by Ned. All in favor.

**4. Business Openings/Closings/Village Update** – Janet asked Mike if Froedtert had opened yet and he confirmed. Additional businesses opening are Jersey Mike's in the old William Ho's and Creative Chaos in the old Silver Lining Soaps.

**5. Communication From North Shore Funeral Home** – Janet presented the letter sent to the Shorewood Foundation requesting funds for damage done to the property. A discussion was had about allocating funds to various businesses for businesses expenses (i.e., damage, legal, additional staffing). The decision was made that in this case, the businesses should contact their insurance company to request the funds.

**6. Events**

- a. 20<sup>th</sup> Annual Shorewood Criterium Classic Recap** – Our income this year fell just short of 2023, but our expenses were also less. Regardless, we were almost able to cover the full cost with our amazing sponsors. New sponsors this year were Brat House Shorewood, Orthopaedic Hospital of WI, Craft Salon, Posh Collective and Fiddleheads Coffee.
- b. Shops Open – May 9<sup>th</sup>** – Janet noted that she plans to send out a feedback request form after the series is over to solicit feedback to improve/change the Shops Open events for 2025.
- c. 5<sup>th</sup> Annual Shorewood Feast – Sept. 14<sup>th</sup> – Buttermint Closing** – Janet informed everyone that she is working with the chefs and owners

of Buttermint and the property to see what options are available for the Harvest Dinner part of the Feast. She also noted that she has almost 90 vendors who applied this year, about 1/3 more than last year. Planning is going well, and she will reach out to the Marketing Committee for feedback.

**7. Committee Sign Up –**

**a. Marketing & Events Committee**

**b. Governance Committee**

**c. Economic Development Committee**

**d. 2026 Oakland Avenue Reconstruction Committee –**

There were no updates as Committees are still working on finding days/times to get together/Zoom. Janet kindly requested that we work towards getting these Committees off the ground.

**8. Open Issues/Discussion – None.**

**9. Adjournment -** Motion made by Craig, seconded by Anne. All in favor at 9:55am.

Recorded by J. Henning