



## **MEETING MINUTES**

### **Business Improvement District Board of Directors Meeting Wednesday, June 21, 2023 - 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 8:37am by Jake Bresette, seconded by Ned Brookes.

Board Attendees: Nat Davauer, President Jake Bresette, Craig Bulluck, Treasurer Mike O'Connor, Secretary Adrienne Shea, Anne LePlae, Ned Brookes, and Vice President Shannon Weber

Others present: BID Executive Director Janet Henning, Shorewood Partners Board Member Karen Dean and BID Intern Jamilah Robinson

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

**3. Monthly Budget and P&L Update** – Janet provided the Budget Update and May P&L. Janet noted that our payment to Shorewood Today magazine costs about \$11,000 per year with \$6,000 of that going to the staff writer for the BID articles. Jake mentioned that the cost of the magazine is worth it. Nat noted that it is a favorable benefit to the Shorewood businesses. Janet mentioned it was a great way to welcome new businesses to Shorewood. Everyone agreed, the BID stakeholdership in the Shorewood Today magazine was worth the cost to the BID. Motion to approve the budget report and P&L by Ned, seconded by Craig. All in favor.

**4. Business Openings/Closings/Village Update** – Janet introduced Jamilah formally to the BID Board as she had only been present on Zoom in May. The Board welcomed her and is excited to have her as the intern for the summer. Adrienne noted that the 4<sup>th</sup> of July parade is in need of volunteers and that Little Sprouts will be doing bike decorating that day. Janet reiterated that Happy Little Stars and Silver Lining Soaps are now open and the Board should stop in.

**5. Events**

- a. 19<sup>th</sup> Annual Shorewood Criterium Classic – 6/23/23** – Janet reminded everyone that the bike races are just a few days away and we are still looking for volunteers for that day. Anyone interested should contact Anjum Alden, the volunteer coordinator. Sponsorships are around \$20,000 up from last year. Streets will begin closing at 7am and communication has been sent out to the community for the event.

**b. 4<sup>th</sup> Annual Shorewood Feast & Street Festival – 9/9/23 –**

**i. Feast Committee** – Janet confirmed that Shannon, Nat, Anne and Arthur are part of the Feast committee. Karen said she would be happy to join as well. Janet confirmed that Radio Radio will be headlining again and Trapper Schoepp will be playing. We have a kids area including face painting, caricature artists, rock wall and BMX demonstration. The vendor application has been sent out and we are close to 9 food trucks for the event. Janet will continue working with Arthur to determine the chefs for the dinner portion. It was suggested to reach out to the Honor Coordinator at the high school to see if students would be volunteers for the event as well.

**6. Strategic Planning Update (Brief)** – The strategic planning committee recently met and reviewed the SWOT analysis' along with making progression on the Mission and Vision statement. Term such as BID, BID Board and Community were identified to assist in the creation of the mission/vision. The next planning meeting will be held in August and an update will be provided after.

**7. Open Issues/Discussion** – None

**8. Adjournment** - Motion made by Jake, seconded by Mike. All in favor at 9:32am.

Recorded by J. Henning