



SHOREWOOD

BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, March 19, 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 8:40am by Shannon Weber, second by Michael O'Connor.

Board Attendees: Treasurer Mike O'Connor, Vice President Nikki Enea, Anne LePlae, Ned Brookes, Sue Froelich, President Shannon Weber, Craig Bulluck and Treasurer Mike O'Connor and Adrienne Shea and Elise Wabiszewski attempted to join via Zoom but had technical issues.

Others present: BID Executive Director Janet Henning, Sarah Spencer from Posh Collective and Jackie Creighton from Structural Elements.

2. Approve February 2025 Minutes - Motion to approve by Michael O'Connor, seconded by Craig Bulluck. All in favor.

3. Financial Review Ritz Holman – Each year the Shorewood BID contracts out with an Audit/Accounting firm to complete a financial review of the previous fiscal year. Ritz Holman has been completing our review for multiple years and is touted in the Milwaukee community as being the best at their practice. A motion was made by Michael O'Connor and seconded by Ned Brookes to engage them for our 2024 financial review. All in favor.

4. 2025 Budget Update & P&L – Janet noted that the BID received most of our fee assessment for 2025. Motion to approve by Craig Bulluck, seconded by Shannon Weber. All in favor.

5. Business Openings/Closing/Village Update

- a. **Village** – As a note, Rebecca Ewald from the Village will be attending the May meeting to discuss the possibility of parking meters on Oakland Avenue and Capitol Drive.
- b. **Openings** – The Gardyn has applied for an occupancy permit for the old Riley's/Milwaukee Dog Club.
- c. **Closings** – Milwaukee Dog Club and Riley's has closed.
- d. **Moves** – None.

6. Events

- a. **21st Annual Shorewood Criterium Bike Racs – June 27th** – Janet is looking for a volunteer coordinator for this year if anyone knows someone who might be interested. A small stipend might be available should we not be able to find someone who is willing to volunteer. Tour of America's Dairyland is securing advertising space on billboards and has proposed a partnership with each community. Janet asked the Board whether the BID should pay for ad space. The decision was unanimously made not to purchase an ad.

- b. **6th Annual Shorewood Feast – September 13th** – Janet is securing a headliner for the Feast this year and asked the Board their preference on Love Monkey's or returning to Radio Radio or Mixtape. A motion was made by Michael O'Connor and seconded by Shannon Weber to contract Love Monkeys.
 - c. **Shorewood Winterfest – December 6th** – Nothing significant to note except the date this year.
 - d. **Shops Open** –
 - i. **Updated Graphic** – Janet noted that she is working with the staff from Olson House on an updated graphic for this year which each business can then use in their own marketing and assets
 - ii. **Accountability Fee** – Janet noted that last year we charged \$40 to participate, a motion was made by Sue Froelich and seconded by Michael O'Connor to reduce the fee to \$25 for each participating business. Janet will also work to create a Bingo game as a possible way to draw the community to engage with the businesses. She will work with Brat House on the possibility of a final shops open event with a free beer for completing the Bingo card. Janet will also have rack cards for this year created.
7. **Committee Breakout** – The Board broke out into their committees to discuss priorities to bring to the next Board meeting for any necessary approvals.
8. **Open Discussion** – The BID to forgo the April meeting due to Janet being unable to attend.
9. **Adjournment** - Motion made by Shannon Weber, seconded by Craig Bulluck. All in favor at 9:57am.

Recorded by J. Henning